

**Internship Report On**  
**Developing a Comprehensive Social Media Strategy to Elevate Brand Engagement of**  
**Happy Haat**

**By**  
**Afia Anjum Tumpa**  
**18104135**

**An internship submitted submitted submitted to the Brac Business School in partial fulfillment of the requirements for the degree of Bachelor of Business Administration**

**Brac Business School(BBS)**  
**Brac University**  
**September, 2024**

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## **Declaration**

I declare that the the internship report, "Developing a Comprehensive Social Media Strategy to Elevate Brand Engagement of Happy Haat" which I submitted, has been completely written by me based on my Three (3) months of work experience in organizational activities on Happy Haat.

The report is original and has never been used for academic purposes. I also gathered and organized the data and information given here. Any inaccurate or distorted data or information in this report is entirely my responsibility.

Finally, this internship report submitted is my original work activities while completing my degree at BRAC University.

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

**Afia Anjum Tampa**

**ID: 18104135**

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

**Tania Akter**

**Senior Lecturer**

**BRAC University**

**Co- Supervisor's Full Name & Signature:** \_\_\_\_\_

**Tazrin Khan**

**Senior Lecturer**

**BRAC University**

## Letter of Transmittal

**Tania Akter**

**Senior Lecturer**

BRAC Business School

BRAC University

66 Mohakhali, Dhaka-1212

Subject: Submission of Internship Report.

Dear Sir,

I would like to let you know that my internship report, "Developing a Comprehensive Social Media Strategy to Elevate Brand Engagement of Happy Haat" has been completed. I am now submitting my internship report for your evaluation.

The report includes marketing practices of Happy Haat and digital marketing platforms like Facebook, Instagram, LinkedIn & youtube. The paper aimed to identify the new strategy and tactic used within Happy Haat in the Digital Marketing sector. I admire the guidance you and the Internship Placement Committee have given me, as well as the opportunity to take part in an internship program.

I've done my best to thoroughly cover the topic, and I sincerely hope that my report meets your standards. Whenever it's convenient for you, I'll be here to answer any questions you may have on this report.

Sincerely yours,

Afia Anjum Tampa

ID: 18104135

BRAC Business School

BRAC University

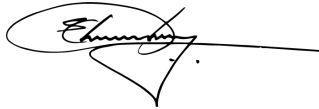
**Non-disclosure Agreement:**

The undersigned students at BRAC University and Happy Haat establish and enter into this arrangement.

I gained access to several sources of information and platforms throughout my internship. I want to be clear that I will not include any confidential information about the company in my report that would threaten its goals and reputation.

**Organization Supervisor's Full Name:**

**Ahmed Ehsanul Bari Chowdhury**

A handwritten signature in black ink, appearing to read 'Ahmed Ehsanul Bari Chowdhury', with a long horizontal stroke extending to the right.

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

**Afia Anjum Tumpa**

ID: 18104135

# Abstract

Only an inventory management system can keep a company's inventory management at its ideal level. This lets a company see its stock levels in real-time and determine how much inventory it has on hand. This paper aims to create an inventory management system (IMS) for Happy Haat by utilizing MySQL as the database management system and Laravel as a PHP framework. Versions of Laravel 10.0, PHP 8.1.2, and Composer 2.5.8. Employee apps make up the system. Happy Haat's organic products are tracked and managed via the application from the time of purchase to the point of sale or consumption. This program keeps a careful eye on the amount of goods that are shipped out and that are available in the warehouse. This program tracks all inventory transactions in real time, including purchases, sales, and modifications. Happy Haat is an online marketplace for organic product sales, and it is a division of FarmImagination. This paper covers a marketing strategy that is essential to enhancing operational effectiveness and that furthers Happy Haat's goals in terms of design, testing, and advantages.

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# Chapter 1: Overview of Internship

## 1.1 Student Information: Name, ID, program, and major/specialization

**Name:** Afia Anjum Tumpa

**ID:** 18104135

**Program:** Bachelor of Business Administration (BBA)

**Major:** Marketing (MKT)

## 1.2 Internship information

### 1.2.1 Period, Company Name, Department/Division, Address

**Period:** Permanent job, starting from June 2023 to Running.

**Company Name:** Farmimagination (Happy Haat)

**Department:** Digital Marketing

**Address:** Nikunja 1, Road 8/A, house 34

### 1.2.2. Internship Company Supervisor's Information: Name and Position

**Supervisor's Name:** Ehsanul Bari Chowdhury (EBC)

**Supervisor's Position:** Director of Operations & Finance

### 1.2.3. Job Scope – Job Description/Duties/Responsibilities

#### Job Description:

Farmimagination(Happy Haat)'s Marketing section oversees all aspects of organizational development as well as marketing initiatives. They also serve as role models for other industries, such as payroll, employee relations, learning and development, and culture. The department made it easier for me to comprehend business culture.

#### Job Duties and Responsibilities:

The marketing department's tasks include organizing and directing the use of social media for organizational development. To effectively and economically attract and recruit the desired

customers at all levels, the department is in charge of developing the organization's marketing and branding strategy, making sure it is in line with team and business strategies, and designing the social marketing process, policy, and procedure.

My responsibilities as an intern/employee include conducting campaign planning, creating boosting strategies, and collaborating with the designer to properly carry out the plan.

### **1.3. Internship Outcomes:**

#### **1.3.1. Explore different sectors of Marketing**

As an intern of the FarmImagination (Happy Haat) of industries in the HR Department, I tried my best to learn new ways of marketing.

- I tried to learn how to make campaign plans.
- By making & cross-checking and documenting relevant information about the campaign & boosting plan.
- Also doing some research for betterment, how the team can be better compared to another competitor.
- I also Generate unique post ideas for our social media platform.

#### **1.3.2. Learned how to brand a agro-based company**

I learned a lot from the FarmImagination (Happy Haat) internship program, which was helpful in developing a comprehensive social media strategy to increase Happy Haat's brand engagement. First of all, I was able to gain real-world work experience and utilize my academic skills in an office atmosphere. I next learned about the workings of the Marketing Department and its proactive approach to promoting organizational development inside a firm. In addition, I gained knowledge of workplace norms and company culture. I also got the opportunity to learn about practical approaches to problem-solving.

#### **1.3.3. Problems/Difficulties (faced during the internship period)**

Thankfully, I was able to work in a friendly and significantly more positive way, and I didn't experience difficulties during my internship. Everyone was incredibly kind and helped me with all of my tasks and obligations. The team was willing to teach me everything I needed to know and was ready to assist me with any difficulties I had. They also helped me integrate promptly and made me feel comfortable in my new surroundings.

However, due to confidential measures, I needed to get permission to access all the social media platforms. I needed to use the Department's payment cards.



### **1.3.4. Recommendations (to the company on future internships)**

As I've already said, I had no trouble working for the organization. As such, it is difficult to offer them any meaningful recommendations.

Nevertheless, I would like to recommend more involvement in work incorporating interns in their team meetings to have an understanding of how they planned for their work to improve efficiency and production. The interns won't feel alienated from the team if this is done.

## **Chapter 2: Organization Part**

### **2.1. Introduction**

FarmImagination is an agro-based company founded in 2020. They plan to build farms beyond imagination. Their initiative is to build a farm needed for Bangladesh. FarmImagination has a 5-layered vertical farm hydroponic agriculture situated in Mirpur Dhaka Bangladesh. They research, develop and implement innovative urban farming. They do contract farming and sell organic fruits and vegetables. They want to reduce import dependency on vegetables and fruits thus preventing currency drain. FarmImagination's selection of fruits and vegetables produced are to be grown in an organic, pesticide-free environment. They also train interested farmers on those farming systems to create a revolution in farming. [1] FarmImagination has an online selling platform called "Happy Haat" ([www.happyhaat.com](http://www.happyhaat.com)).

FarmImagination (Happy Haat) is growing right now. Its main motive is to inspire people for better food choices.

### **2.2. Overview of the Company:**

#### **2.2.3. Major Products of the Company**

Happy Haat is a Bangladeshi platform that sources fresh and healthful fruits, veggies, and groceries. It is a subsidiary of FarmImagination. The company is leading the way in controlled vertical farming, emphasizing contract farming with nearby farmers to generate pesticide-free, high-quality vegetables. Happy Haat is committed to promoting healthy living and sustainable agriculture, as well as to treating farmers fairly and offering them assistance and training. In order to safeguard farmers' rights and guarantee that they are treated with dignity and respect, the platform also enforces stringent policies. The goal of Happy Haat is to encourage wise decisions for a more just and sustainable society.

## **2.2.4. Mission, Goals, Values, and Behavior**

### **Mission:**

Research, develop, and implement innovative farming and management solutions for safer, fresher, and more nutritious fruits and vegetables.

### **Vision:**

Always be the Forerunner of Innovative and Revolutionary farming and management solutions in Bangladesh and compete worldwide.

### **Values and Behavior:**

Happy Haat of Industries has instituted a set of business values and behaviors (V&B) to aid employees in accomplishing both personal and organizational objectives. These V&Bs act as a cornerstone for the company's identity and set standards for how the business should operate. They are incorporated into the mission and values statement of the firm.

## **2.3. Management Practices**

### **2.3.1. Leadership Style:**

Motivating others in a group to collaborate toward a common goal is the practice of leadership. It is based on ideas that are either the founders or those of other well-known people. Effectively communicating these ideas to others and motivating them to take on duties and develop personally are also essential components of good leadership, in addition to steering the organization in the right direction. Both the leader and those around them find motivation in effective leadership.

### **2.3.2 Democratic Leadership:**

Through analysis and investigation, I discovered that democratic leadership is followed by the FirmImagination (Happy Haat). A democratic leader bases choices on suggestions from the team. Each team member gets the chance to influence the course of ongoing initiatives under this collaborative and consultative leadership style. Ultimately, though, the decision-making rests with the leader.

#### **2.3.4. Transformational Leadership:**

The process of transformative leadership involves uniting the team around a compelling vision. To achieve the ultimate goal, this strategy pushes the team to develop on a personal and professional level. When an organization and its people are aligned, teams led by transformational leaders are unified around a common goal and ready to commit their time, energy, and excitement to the business.

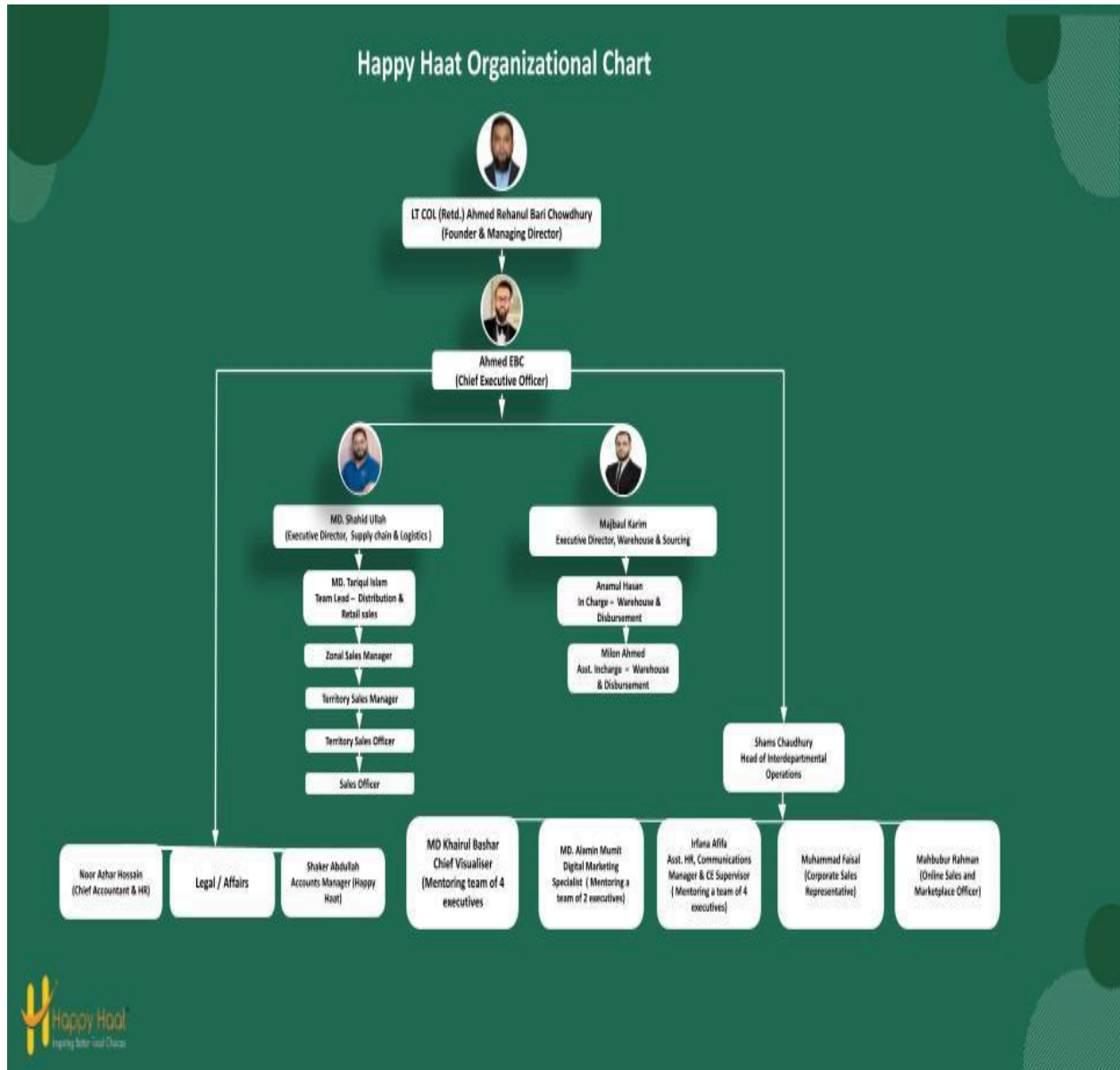
#### **2.3.5. Digital Marketing Planning:**

The company's main sections include digital marketing, human resources (HR), management and operations, information technology (IT), finance, and procurement. The Digital marketing sector mainly works on promoting Happy Haat in every social media sector. It includes different social media sectors which are Facebook, WhatsApp, Instagram, LinkedIn & many more. By giving interesting creative and video ideas to the creative team and making sure the ideas are implemented properly.

#### **2.3.5. Organizational Hierarchy**

The Director of Operations & Finance holds significant power, while the Managing Director oversees overall decisions for FirmImagination (Happy Haat). Happy Haat, for the sake of productivity. This department comprises the following departments. Accounting, TAX, VAT, Credit Control, Finance, Supply Chain Management, Commercial, Procurement, Distribution, and Store; Marketing Department; Administration; Operations; Sales; Customer Services Department; Digital Marketing & Social Media; Etc.

The Group's department heads/general managers are in charge of overseeing and managing each of them. The Firmimagination (Happy Haat) Industries organogram is shown below.

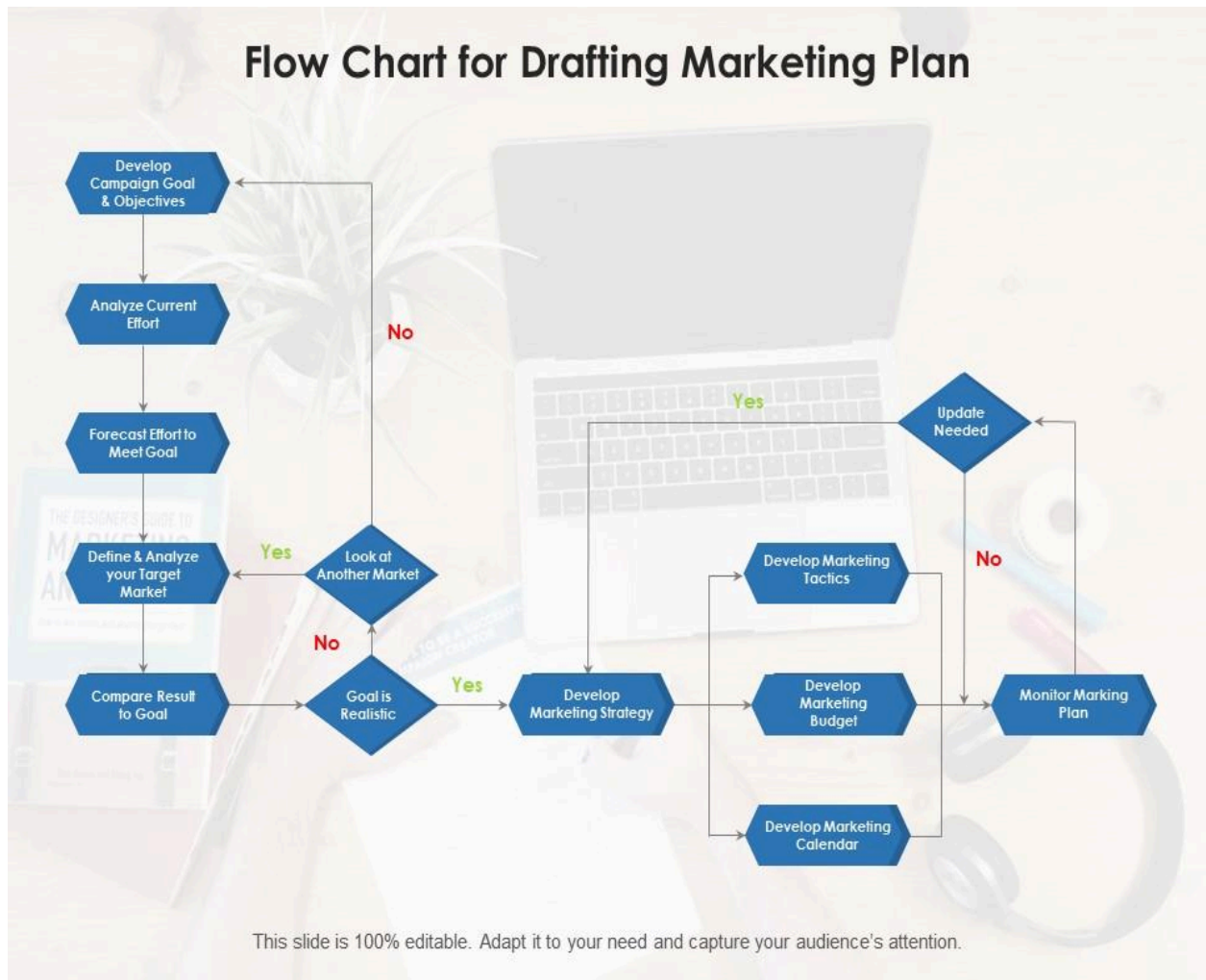


Picture: Management Hierarchy

### 2.3.6. Evaluation of Market Analysis:

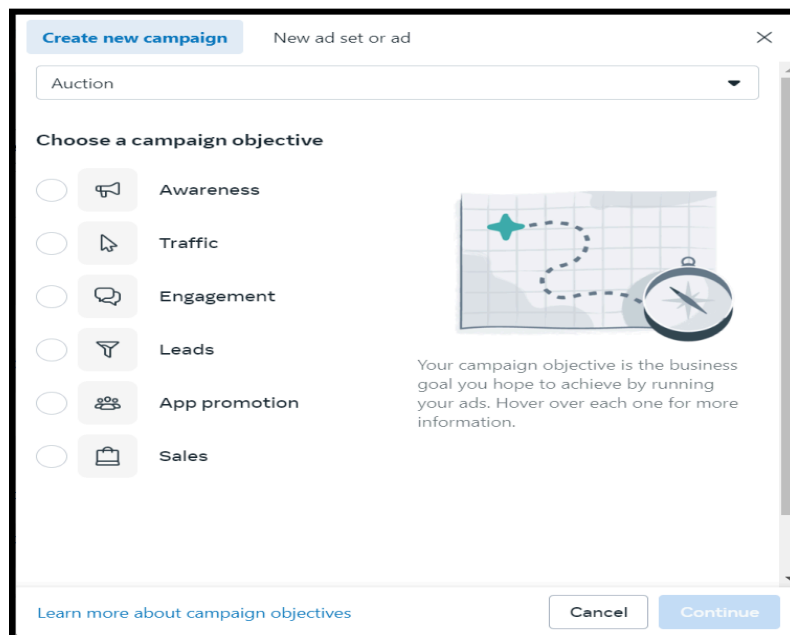
**Performance on existing campaign:** It must first create a management marketing plan. This campaign plan covers (the budget for increasing, benefits, and additional positive or negative aspects). It's critical to assess the circumstances and existing state of affairs before launching a campaign. thus it aids in choosing the appropriate social media promotion strategy.

## Marketing plan that executed by Happy Haat :



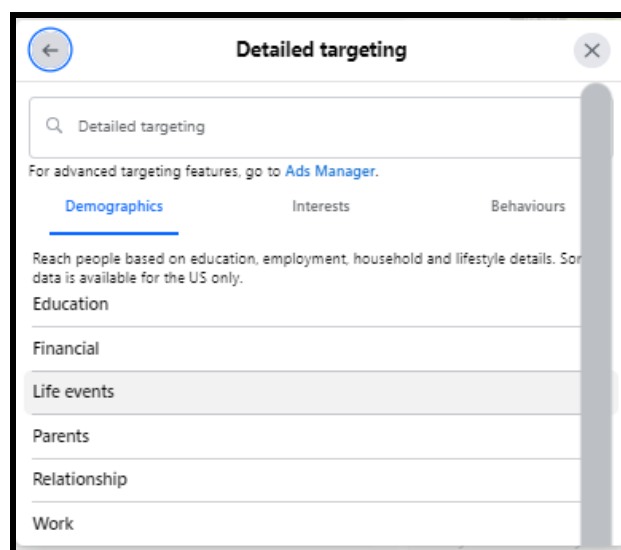
The complete Campaign procedure consists of a few steps. Need analysis and campaign goal and objective development are the first steps in the process. The campaign will assist the business in reaching its final objective if it has the ability to positively impact the brand. Next, I examine the campaign's impact by examining the prior outcome. Every time we decide to launch a campaign at work, I'm responsible for estimating the outcomes. This displays the anticipated sales, profit, or loss that the campaign will experience. Next, I need to identify the target market or target audience. My target market is always determined by the analysis. We have to follow a prescribed process while analyzing different marketplaces. Knowing which audience is more beneficial is really helpful. There are more actions.

**Defining the Objectives:** We Determine what we as Happy Haat want to achieve from the campaign. Because it could be brand awareness, lead generation, sales, website traffic, etc.



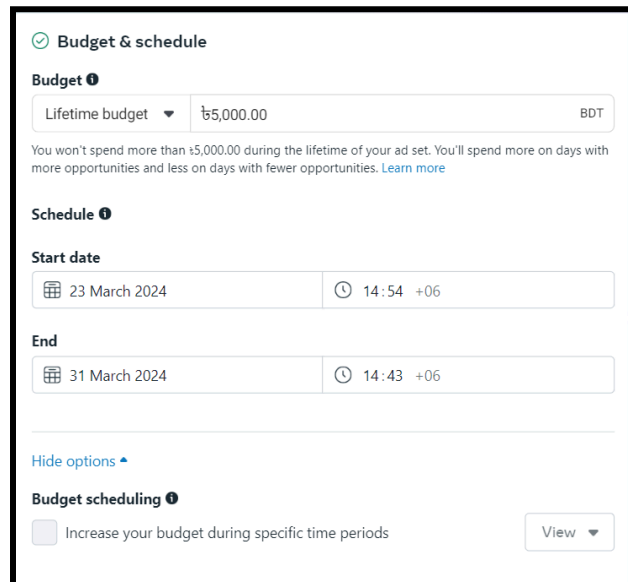
**Picture:** Campaign Objectives

**Knowing our Audience:** We Identify our target audience based on interests, demographics, behaviors, and other relevant factors. According to what we set for the campaign.



**Picture:** Detailed Targeting

**Setting up Budget:** Understanding the budget and setting and deciding on the budget for our campaign is crucial, taking into account things like the length of the commercials, the cost of the ad creative, and the possible ad spend.



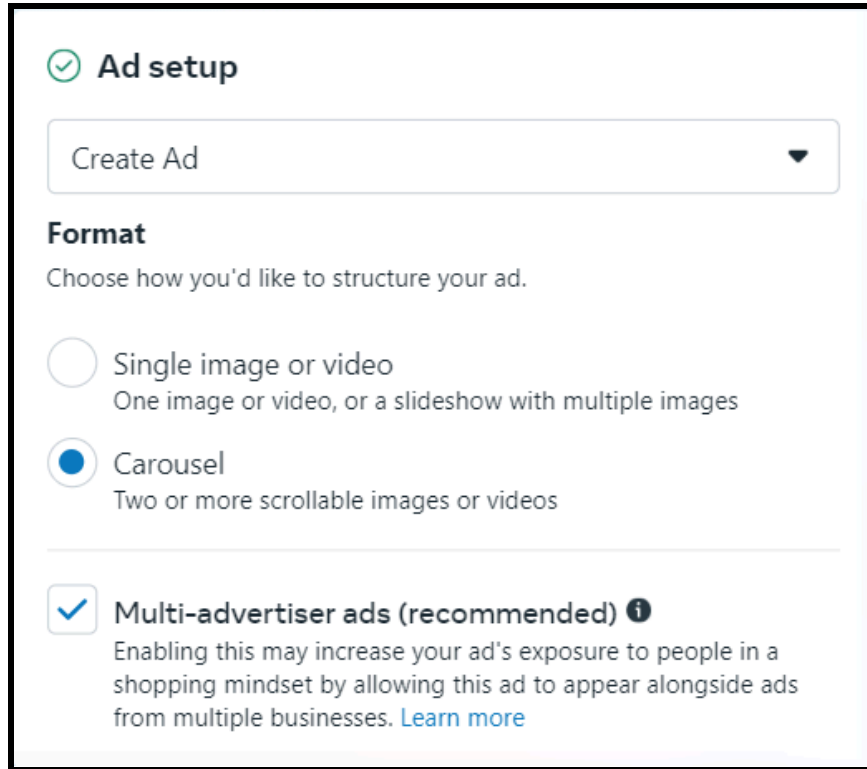
The screenshot shows the 'Budget & schedule' section of a Facebook ad campaign setup. It includes a 'Budget' section with a 'Lifetime budget' dropdown set to '₹5,000.00' and a 'BDT' currency indicator. Below this is a note: 'You won't spend more than ₹5,000.00 during the lifetime of your ad set. You'll spend more on days with more opportunities and less on days with fewer opportunities. [Learn more](#)'. The 'Schedule' section has a 'Start date' field with a calendar icon showing '23 March 2024' and a time field showing '14:54 +06'. The 'End' field shows '31 March 2024' and '14:43 +06'. There is a 'Hide options' link with a downward arrow. At the bottom, the 'Budget scheduling' section has an unchecked checkbox for 'Increase your budget during specific time periods' and a 'View' button with a dropdown arrow.

**Picture:** Setting up Budget

**Create a Content Calendar:** Since I am the sole one in charge of Happy Haat's digital marketing division. The upkeep of a content calendar is required. To maintain the continuity and relevancy of Happy Haat Social media handles, I prepare our content calendar there, which includes posts, advertisements, and any other promotional materials.

**Develop Creative Assets:** The creative team works on creating captivating writing, designing eye-catching images, and producing any additional content required for the posts and advertisements. Therefore, the primary duty is to ensure that the caption and contents are relevant.

**Choose Ad Formats:** In order to run ads on Facebook, you must also choose which kinds to run, such as picture, video, carousel, and so on. because the intended audience may be more drawn to this particular sight than to others. Determining whether a picture or material would yield the best outcomes is also an essential effort.



**Picture:** Ad setup

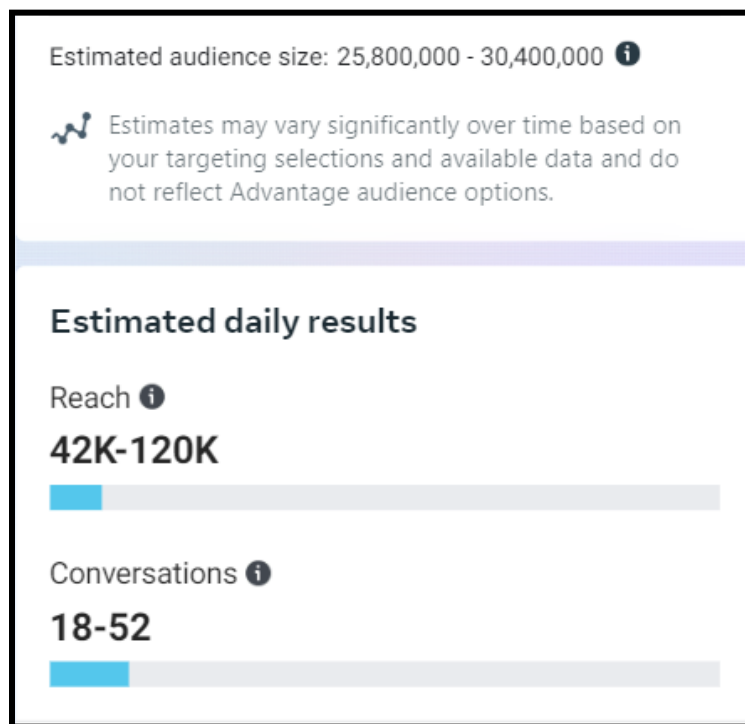
**Set Up Facebook Business Manager:** Establishing a business account for the Happy Haat page is crucial before proceeding with any more steps. Furthermore, all of the Happy Haat page's monetization authority will reside in that corporate account. Therefore, in order to handle the advertising, pages, and other assets, it was necessary to create a Facebook Business Manager account.



**Picture:** Happy Haat Business Manager



**Define Key Metrics:** This plays a very vital role to determine which metrics Happy Haat can use to measure the success of the campaign, such as reach, engagement, conversions, etc.



**Picture:** Conversion result

**Implement Tracking Pixels:** Install Facebook Pixel on your website to track user interactions and gather data for optimization.

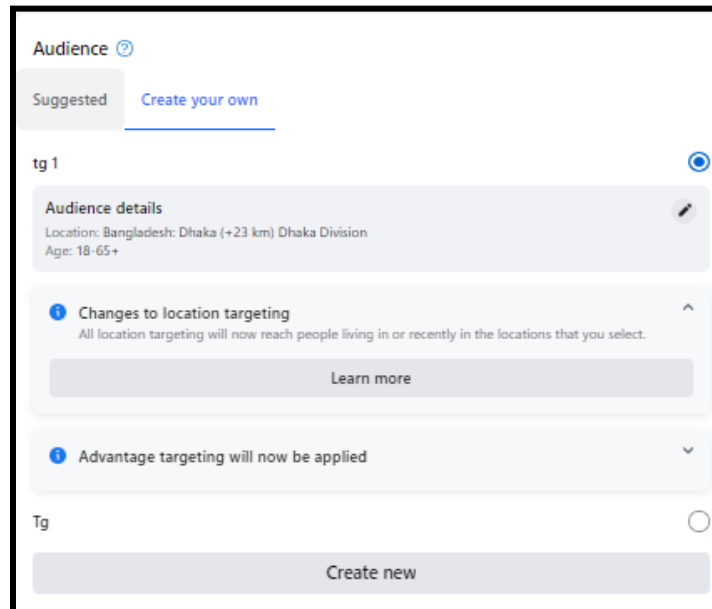
**URL parameters · Optional ⓘ**

[Build a URL parameter](#)

The image shows a screenshot of the Facebook Ads setup interface for URL parameters. It features a heading 'URL parameters · Optional' with an information icon. Below the heading is a text input field containing the URL 'https://happyhaat.com/'. At the bottom of the section, there is a blue link that says 'Build a URL parameter'.

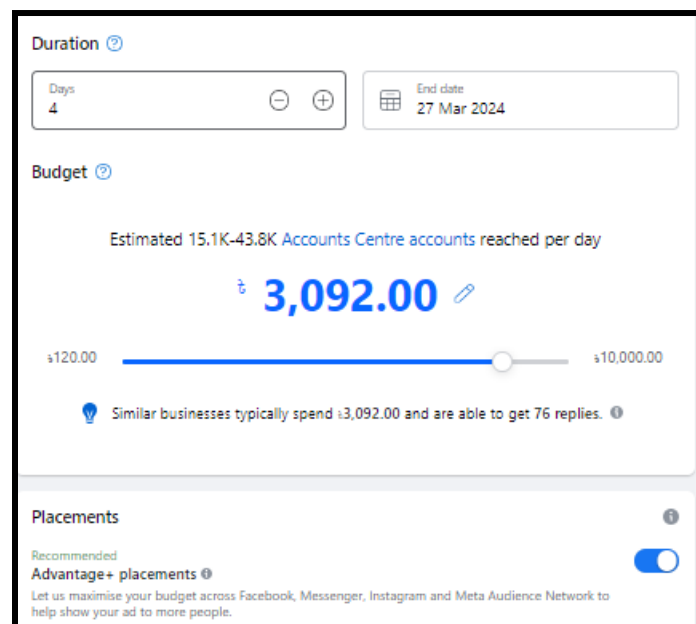
**Picture:** Pixels setup

**Create Custom Audiences:** By Segmenting the audience based on different criteria using Facebook's audience targeting features. It helps to target specific customers.



**Picture:** Custom Audience

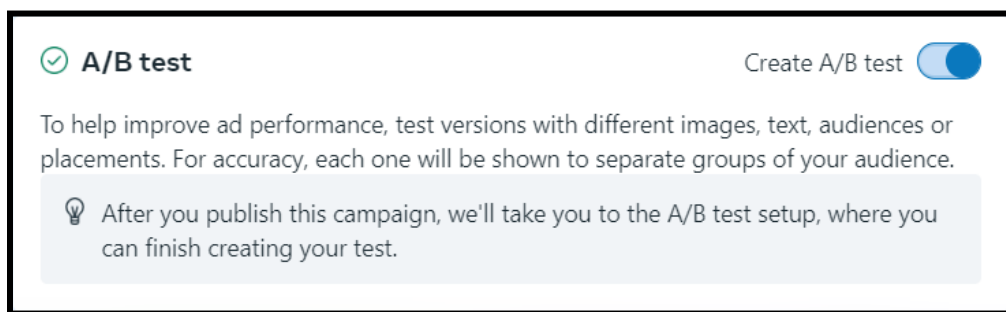
**Set Up Campaign:** Create your ad campaign within Facebook Ads Manager, specifying objectives, targeting, budget, and scheduling.



**Picture:** Budget Scheduling

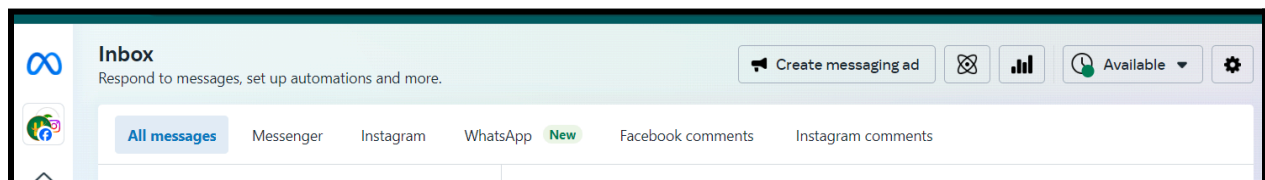
**Monitor and Optimize:** Optimizing and frequently observing the effectiveness of the advertisements, making changes as necessary to enhance outcomes. The advertisements can be discontinued if the performance is subpar.

**A/B Testing:** While Happy Haat does not currently require these strategies, experiment with various ad creatives, copy, targeting choices, etc. to see what appeals to the Happy Haat audience the most.



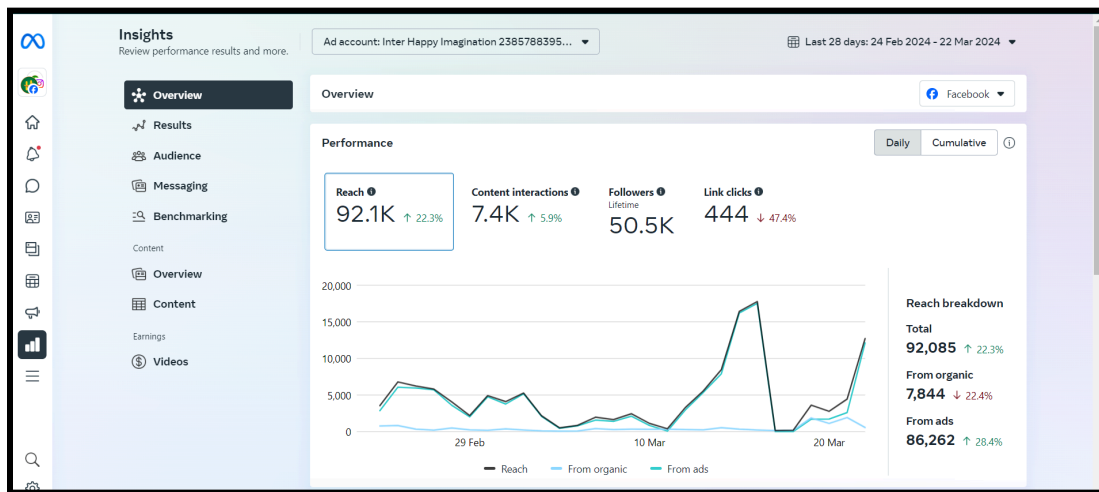
**Picture: A/B test**

**Engage with Happy Haat Audience:** By responding to the comments, messages, and other interactions on Facebook page and building relationships and foster engagement.



**Picture: Interactive Tools**

**Utilize Facebook Insights:** It is necessary to analyze data from Facebook Insights to gain insights into Happy Haat audience's behavior and refine the campaign strategy accordingly.



**Picture:** Insights

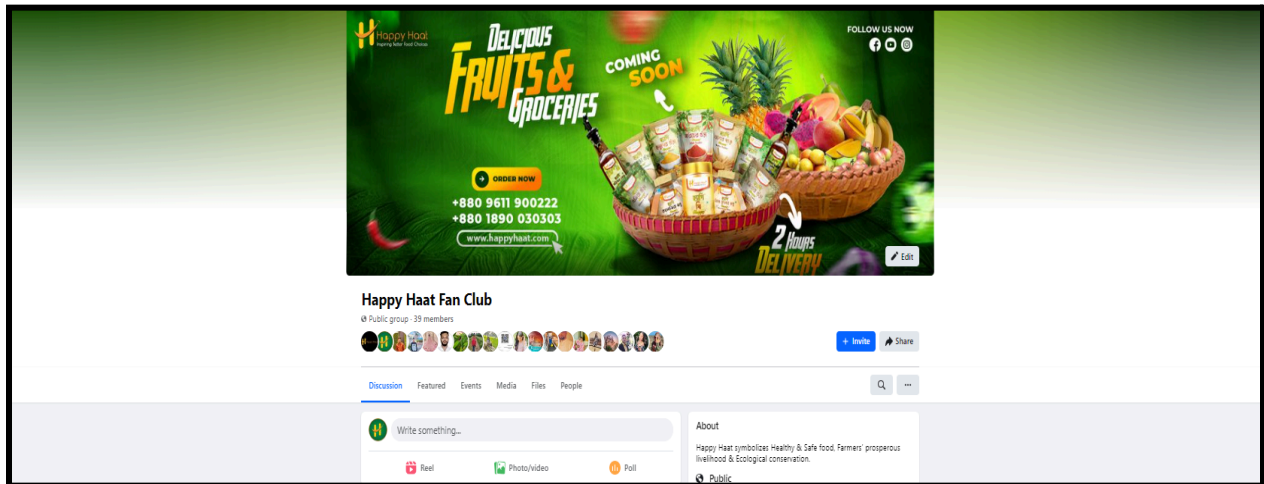
**Collaborate with Influencers:** Happy Haat has already collaborated with relevant influencers like (Khuda Lagse BY Faiza & Zoltanbd BY Nusrat) or brand advocates to extend Happy Haat campaign's reach and credibility.



**Picture:** Happy Haat Collaboration

**Run Promotions and Contests:** It is necessary to host promotions, giveaways, or contests on Happy haat Facebook page to incentivize engagement which helps to attract new followers.

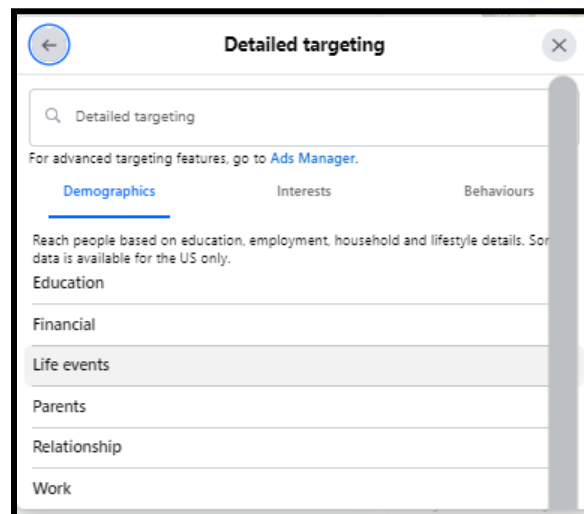
**Monetizing Facebook Groups:** Engaging with relevant Facebook groups related to the Food industry or finding a niche to expand Happy Haat reach and connect with potential customers.



**Picture:** Happy Haat Facebook Group

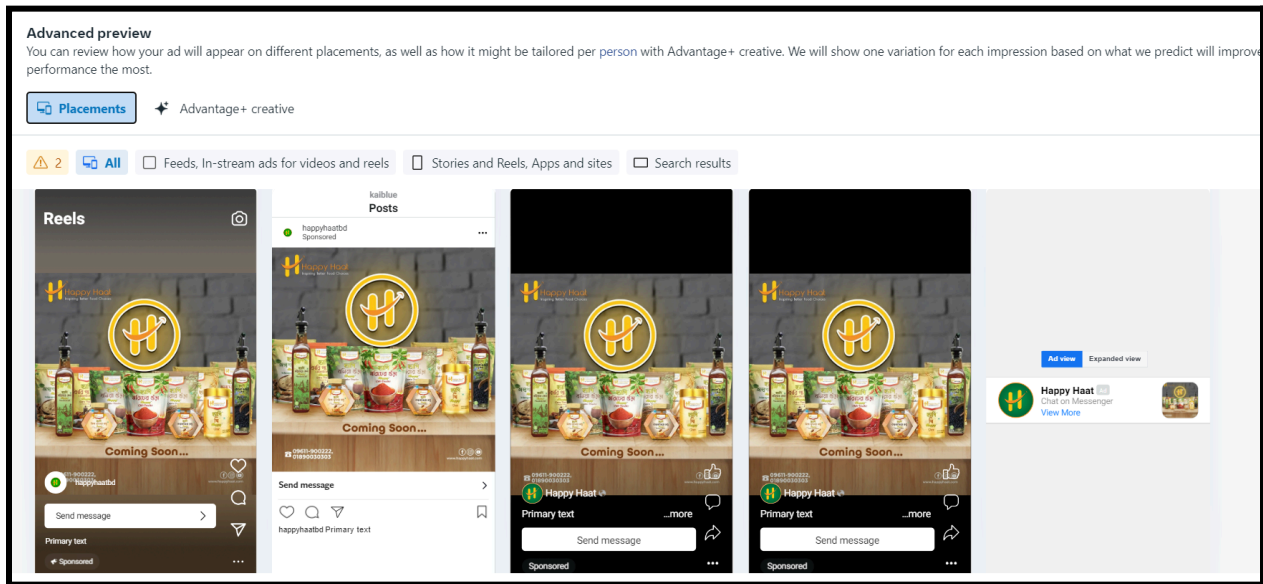
**Implement Remarketing:** The Happy Haat customer service team consistently responds positively to the customer. Remarketing techniques are used by Happy Haat to re-engage users who have previously interacted with the brand but have not converted.

**Test Different Targeting Options:** Targeting variables like demographics, hobbies, habits, and so on is essential for improving customer engagement since it makes it easier to identify the most productive audience segments.



**Picture:** Test different Targeting

**Optimize Landing Pages:** We always ensure that Happy Haat landing pages are optimized for conversions, aligning with the messaging and offer in Happy Haat Facebook ads.



**Picture:** Ads Landing page

**Measure Results:** Happy haat regularly analyzes the performance of the campaign against the Projection objectives and key metrics.

16th December Campaign										
SI No	Date	Picture	Boost categories	Total day	Amount Spend for massage	Results for massage boost	Oders	Amount Spend or post engagement	Results for post engagement boost	
1	13th dec - 15th dec		Massage + post engagement	3	2000	8-23 replies	48+	500	400-500+ post like	
2	14th dec - 16th dec		Massage + post engagement	3	2000	8-23 replies		500	400-500+ post like	
<b>Total Budget</b>					<b>5000 tk</b>					

**Picture 1:** Projection

Result o 16th dec. Campaign								
SI No	Date	Picture	Boost cetagories	Total day	Ammount Spend for massage	Results	Oders	
1	13th dec - 15th dec		(messenger boost, whatsapp boost & Instagram)	3	2000	31massage	38 Orders	
2	14th dec - 16th dec		(messenger boost, whatsapp boost & Instagram)	3	2000	40 massage		
3	13th dec - 15th dec		Post Engagement	3	500	512 post like		
4	14th dec - 16th dec		Post Engagement	3	500	525 post like		

**Picture 2:** Projection Results


**Adjust Strategy:** Based on the previous data and insights that are already stored, it helps to make necessary adjustments to Happy Haat campaign strategy and also improve performance.


**Retain Consistency:** By maintaining consistent Happy Haat branding, messaging, and tone across all Facebook campaign assets.


**Explore New Features:** Happy Haat is always updated with new features and tools offered by Facebook for advertising, and consider incorporating them into the campaign strategy


**Follow Legal and Ethical Guidelines:** It is necessary to ensure compliance with Facebook's advertising policies, as well as any relevant laws and regulations, to avoid any legal issues or penalties.

**Campaign name**

 **Credit**  
 Ads for credit card offers, vehicle loans, long-term financing or other related opportunities.

 **Employment**  
 Ads for job offers, internships, professional certification programmes or other related opportunities.

 **Housing**  
 Ads for property listings, home insurance, mortgages or other related opportunities.

 **Social issues, elections or politics**  
 Ads about social issues (such as the economy, or civil and social rights), elections, or political figures or campaigns.

If none of the categories apply to your ad, you may not need to select a special ad category. If you are unsure, you can also get help with declaring categories.

[Get help with declaring categories](#)

Select the categories that best describe what this campaign will advertise.

**Picture:** Ethical Guideline

## 2.4. Marketing Practices:

Marketing strategies are a never-ending method of helping a company achieve its goals by developing a clear, sustainable competitive advantage and understanding customer needs. Because it covers everything, from deciding which industry to work in to getting in touch with clients to find out who they really are.

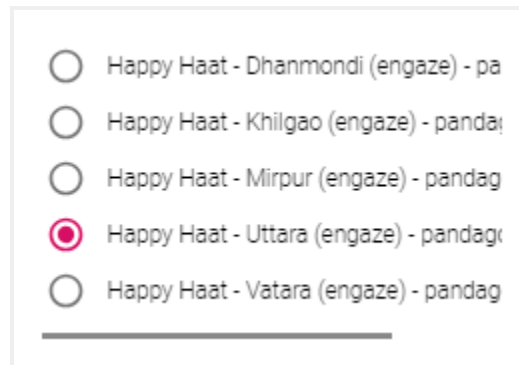
### 2.4.1 Target customers, Targeting and positioning strategy:

Happy Haat has both local and international customers. The business already has B2B and B2C clients in Dubai due to its product exports. Happy Haat targets a variety of clientele in each industry since they have distinct issues. such as food and drink, electronics, and other items.



### Geographical Distribution:

Happy Haat distributors are heavily intensively connected in the local markets they serve and in a few other locations with significant industries, such as major cities like Dhaka and towns. Also, Happy Haat has 5 more sub warehouses. The locations are Mirpur, Dhanmondi, Notun bazar, Khilgong & Uttora.



Sub Warehouse Locations

### 2.4.2 Mixed channels:

Happy Haat employs a number of tactics to target different market segments. One of Happy Haat's areas of expertise is contract farming. They negotiated a contract with the farmer and provided detailed instructions on how to cultivate the fruits and vegetables during this procedure. Additionally, people purchase their groceries through a variety of sources. The product and raw ingredients are supplied by several vendors.

### 2.4.2. Product/New Product development and competitive practices:

Through market analysis and overseeing the competitors they take some steps

- They adopt new machinery and technology
- Innovate new product designs
- Promotes on social media

### 2.4.3 Branding activities

Happy Haat highly values e-commerce, digital marketing, and branding. They are constantly working on promoting a favorable perception of their items in the minds of their customers. They use many platforms like; websites, Facebook, LinkedIn, etc.

#### **2.4.4. Advertising and Promotion Strategies:**

Under the supervision of the independent marketing department, marketing plans and strategies are designed and put into operation. The team uses routines and promotional events for each product to help attract customers.

#### **2.5. Accounting Practices:**

Financial statements are necessary in order for a corporate entity's daily financial operations to be legally documented. Another name for this is an accounting practice. There are two popular accounting methods: accrual accounting and cash accounting. Happy Haat's Firmimagination utilizes accrual basis accounting.

Happy Haat Accounting cycle:

For Purchase:

Indent  purchase order  GRN  Purchase Entry [ when its purchase then it will automatically add to journal]

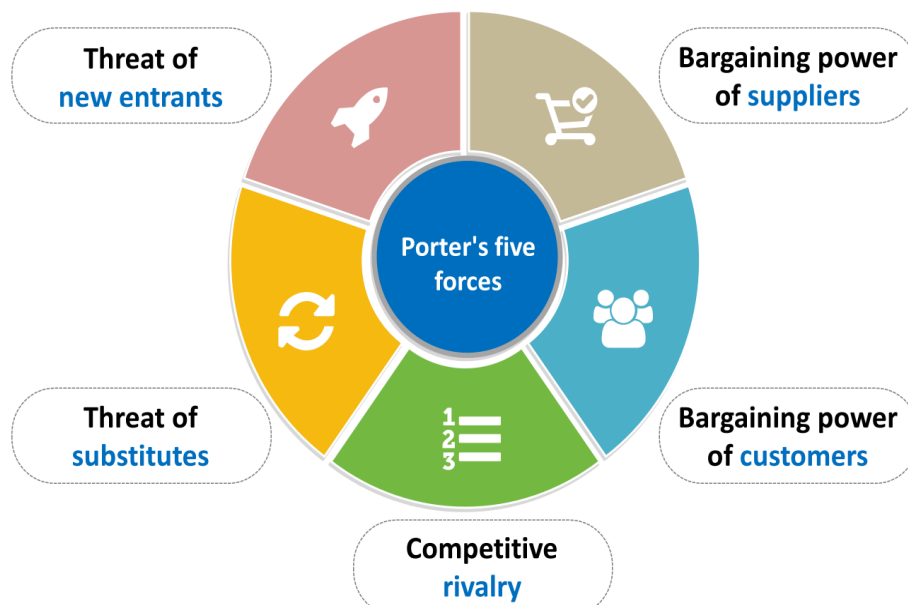
For Sales:

Sales Entry automatically added.

#### **2.6. Porter's Five Forces**

Using Porter's Five Forces, the strengths and weaknesses of every industry may be determined. Every industry, including the agro-industry, is directly impacted by five competitive forces, which are identified and examined in this model. The Five Forces analysis is commonly employed to determine the structure of an agro-industry in order to formulate its corporate strategy. Porter's five factor model can be applied to any sector of the economy to enhance its long-term profitability through the analysis of agro-industry rivalry. The Five Forces model by Porter was utilized to guide a company's competitiveness in its surroundings. The agriculture or agribusiness sector can benefit from the application of Porter's Five Forces model. How to do it is as follows:

# Porter's five forces



- **Threat of new entrants:** Depending on the area of the agriculture sector a business is in, the threat of new competitors can change. For instance, it may be quite difficult to enter the market in industries with high capital requirements, such as large-scale farming, or more specifically, pesticide manufacture. Furthermore, there may be less rivalry in some industries, such as small-scale organic farming or highly specialized niche markets, which increases the threat of new entrants.
- **Bargaining power of buyers:** Retailers, distributors, food processors, and consumers in the agricultural sector might also be considered buyers. Their ability to negotiate in this situation is influenced by a number of variables, including the number of buyers, their informational accessibility, and the presence of substitute sources. Large stores, for instance, may be able to negotiate significantly more favorably than small-scale farmers. However, urban consumers might have better and more selections, giving them more negotiating power when selecting agricultural products.

- **Bargaining power of suppliers:** The majority of suppliers in the agriculture industry are input suppliers, such as manufacturers of machinery, labor, and fertilizer. The expense of switching suppliers, the distinctiveness of their products, and the availability of substitute suppliers can all affect their capacity to negotiate. Conversely, in areas with a dearth of providers of specialist equipment, those providers can have substantial negotiating influence over farmers.
- **Threat of substitute products or services:** In agribusiness, substitutes might be different types of crops, foods, or supplies for agricultural inputs. The threat posed by alternatives varies depending on availability, competitiveness in price, and perceived quality. For instance, traditional agricultural methods may face competition if consumers begin to favor organic produce over crops farmed conventionally.
- **Intensity of competitive rivalry:** Agrobusiness competitive rivalry can be impacted by variables such as market growth rates, product differentiation between competing enterprises, and the quantity and size of competitors. Oh Firmagination (Happy Haat). Commodity crops are another example of a sector where there may be a lot of producers with comparable products, leading to fierce competition primarily based on price. Conversely, in niche markets such as those for organic or fair-trade goods. The competition might be less fierce in this instance, but it would be more concentrated on branding and distinction.

## 2.7. SWOT Analysis

The company's performance was evaluated by using the SWOT analysis, which considers its strengths, weaknesses, opportunities, and threats.



## 2.9. Summary and Conclusion

Determining Firmimagination's (Happy Haat) current market position and organizational practices was the aim of the organization analysis. In addition to the financial outcomes, the analysis looked at the management of the business, Firmimagination (Happy Haat) marketing strategy, accounting, operations, and practices from prior years. Additionally, assessments of the market and rivals were carried out using SWOT analysis and Porter's Five Forces model.

Following the completion of all studies and conclusions, the business encourages demographic leadership. Nonetheless, the business values collaboration and sharing the workload among team members. The company is establishing a solid reputation in the food, manufacturing, and other product markets.

Firmimagination (Happy Haat) has a strong human resources department that works closely with other departments to fulfill the goals of the firm and supports its employees.

Industry firmimagination (Happy Haat) devotes all of its energy to its production and marketing endeavors. On social media platforms like Facebook, Instagram, LinkedIn, Youtube, and so forth, they advertise their events. Additionally, the business uses top-notch accounting procedures that ensure information accuracy and transparency.

# Chapter 3: Project Part

## 3.1 Introduction

This chapter examines how the tactics covered in Chapters 1 and 2 are really put into practice, with a particular emphasis on Happy Haat's creation and execution of a thorough social media strategy. Optimizing digital marketing initiatives, enhancing customer interaction, and raising brand engagement are the goals. This chapter explains the strategy's history, importance, and main goals in order to produce the intended effects.

### 3.1.1 Literature Review

Social media has developed into a crucial tool for businesses looking to interact with clients and increase brand recognition. Kaplan & Haenlein (2010) assert that social media platforms give companies an instantaneous means of feedback collection and direct customer communication. Several studies indicate that companies who engage in well-planned social media campaigns see increases in customer trust and engagement (Tuten & Solomon, 2017). A strong social media presence is essential for agro-based businesses like Happy Haat, which prioritize organic and sustainable products, to spread their brand values and educate consumers about the advantages of eating organic food.

The main components of social media platforms—such as identification, conversations, and sharing—are described in this paper along with how marketers may utilize them to strategically engage with their target audiences. Ashley and Tuten's study provides insights into the kinds of content that are most effective for various audiences by examining how innovative content tactics enhance consumer engagement on social media.

Happy Haat is a FarmImagination company that offers pesticide-free produce to customers through vertical farming and sustainable agriculture. Happy Haat uses social media sites like Facebook, Instagram, and LinkedIn to connect with its health-conscious target market and cultivate a devoted following.

### **3.1.2 Objective**

The primary objectives of this chapter are to:

- To improve brand engagement, put into practice the Happy Haat social media approach.
- Key performance indicators (KPIs) such as engagement rates, customer feedback, and sales conversions can be used to gauge how effective the plan is.
- Identifying which social media tactics (e.g., influencer marketing, content frequency) work best for the agro-industry.
- Provide actionable insights for continuous optimization of social media campaigns.

### **3.1.3 Significance**

This project's practical relevance to the expanding importance of digital marketing in the agro-based sector is what makes it significant. Happy Haat wants to improve its online presence so that it may compete more effectively in the market for sustainable and organic goods. The results of this study will also advance knowledge about how agro-based businesses may use social media marketing to engage with customers, foster trust, and eventually increase sales.

This project also emphasizes how crucial ethical farming and sustainable company practices are in influencing customer preferences. It emphasizes how important it is for digital platforms to spread awareness of organic products and encourage people to make healthier eating choices.

### **3.2. Methodology :**

The report will be based on first-hand knowledge because I'll be working for Digital Marketing in Happy Haat, where I may directly obtain data through surveys, experiments, observations, questionnaires, focus groups, etc. I will, however, employ secondary data in a theoretical sense.

Data Collecting Methodology:

The main sources include:

- Collecting data while working.
- Discussion with Happy Haat team members.
- Consultation with the People and OD team members.
- Subordinates will provide previous BGI data.

These are the secondary sources:

- Internet articles, analyses, and news reports.
- Happy Haat online platform.
- Theoretical reference materials like books and papers.

**Limitations:**

- Confidential Information: Certain information in this report cannot be disclosed due to organizational confidentiality.
- Time Constraint: It will be challenging to obtain a lot of strategy for making campaigns for the promotional activities. Marketing & creative department employees are required to handle all the major roles in the firm, everyone here is busy all the time.

**3.3. Findings:**

In Farmimagination Happy Haat, the Digital Marketing Department is successful, but I'd like to offer a few things:

- Happy Haat should focus on more creative content. And need to increase social activities for brand establishments.
- Proper time slot scheduling needs to be developed for contents in order to reduce problems. Also, the entire department and team should work together.
- A clear guideline about the recruitment process for the upcoming plan.
- More adaptation is needed for the digital platform for documentation.
- They promote their products so that people can know about it
- Social media activities can be increased.
- Employee engagement should be increased.

SL No	Email Address	Name	Organization	Satisfaction with content creativity?	Importance of more creative content?	Frequency of social media posting?	Collaboration between departments	Employee engagement needs improvement	Effectiveness of digital documentation process	I understand
1	support@happyhaat.com	HH	Happy Haat	Satisfied	Yes	3-4 times	Well	Yes	Neutral	Yes
2	farhakabir00@gmail.com	Farha Kabir	Happy Haat	Neutral	Yes	Weekly	Well	Yes	Effective	Yes
3	shormi@happyhaat@gmail.com	Srabon Shormi	Happy Haat	Satisfied	Yes	3-4 times	Well	NO	Effective	Yes
4	meet2irfana@gmail.com	Irfana Afifa	Happy Haat	Satisfied, Neutral	Yes	Weekly	Well	Yes	Effective	Yes
5	neela12354@icloud.com	Sifat Jerin	Happy Haat	Satisfied	Yes	Daily	Well	Yes	Effective	Yes
6	mahbuburrahman0942@gmail.com	Mahbubur Rahman	Happy Haat Limited concern of Farmimagination	Satisfied	Yes	Daily	Well	Yes	Neutral	Yes
7	mayarahman.mk@gmail.com	Maya	Happy Haat	Neutral	Yes	3-4 times	Well	Yes	Effective	Yes
8	khansara070107@gmail.com	Sara	Happy Haat	Satisfied	Yes	Daily	Well	Yes	Effective	Yes
9	riazulislamriads84@gmail.com	Riad	Happy Haat	Satisfied	Yes	3-4 times	Well	NO	Neutral	Yes



Source: Google form

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