

Utilization Of Integrated Marketing Communication Tools To Accelerate The Sales In Jamuna Natural Park And Picnic Spot

By

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

Brac Business School

Brac University

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Declaration

It is hereby declared that

1. The Internship Report submitted is my own original work while accomplishing BBA Degree at BRAC University.
2. The Report does not contain material previously published or written by a third party, except where this is appropriately cited through full and accurate referencing.
3. The Report does not contain material which has been accepted, or submitted, for any other degree or diploma at a university or other institutions.
4. I have acknowledged all main sources of assistance.

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Letter of Transmittal

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Subject: Submission of Internship Report entitled “**Utilization of Integrated Marketing Communication Tools to Accelerate the Sales in Jamuna Natural Park and Picnic Spot**”.

Dear Sir,

It is my great pleasure to submit my Internship Report as a part of my BBA Program to you that I am assigned to prepare under your direct supervision on the topic entitled “**Utilization of Integrated Marketing Communication Tools to Accelerate the Sales in Jamuna Natural Park and Picnic Spot**”. I have got the opportunity to work with Marketing and Sales Department of Jamuna Natural Park and Picnic Spot to learn their policy and core business values regarding marketing aspects properly. I made every endeavor to prepare the report and tried my level best to accumulate relevant and insightful information.

I have tried my best to show my expertise to generate this report within three months. Finally, I would like to assure that I will remain standby for any clarification.

Sincerely yours

Mahmuda Khatun Nira
Id No.: 16304119
BRAC Business School
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Date: 19-01-2025

Non-Disclosure Agreement

This agreement is made and entered into by and between Jamuna Natural Park & Picnic Spot and the undersigned student at BRAC University.

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Acknowledgement

For the successful execution of a report the collaborative participation of different person or group is essential. In the preparation of this report, I've got assistance from a number of people for understanding the pertinent concept regarding marketing communication tools to accelerate sales.

At the very first, I would like to thank almighty Allah to keep me hale and hearty during the preparation of this report and also, I'll thank my Honorable Supervisor Shamim Ehsanul Haque for providing me an overall concept on the process of preparing the internship report.

I've also received warm co-operation of Md. Nayeem Uddin Munna (Manager, Marketing and Sales dept.) and employees from different Departments of Jamuna Natural Park and Picnic Spot. The members of the management of Jamuna Natural Park and Picnic Spot were very co-operative and helpful to me from top to bottom level. They helped me a lot by providing various data and guidelines.

My friends also assist me by providing an ideas, documents and possible guidelines for completing this report in full fledged. So, it is worthwhile to show my gratitude to them for their unconditional assistance.

Mahmuda Khatun Nira

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Executive Summary

In Dhaka, there is a scarcity of recreational facilities, and many existing options fail to deliver genuine entertainment amenities. To address this deficiency, Jamuna Natural Park launched its operations to entertain the people. Following this, the company developed an indoor park which has gained significant popularity among young children as well as adult people. This report encompasses a comprehensive overview of my activities and experiences during my internship with the organization. The primary objective of this report is to analyze the utilization of Integrated Marketing Communication (IMC) tools to enhance the sales. The Park employs marketing strategy to grow sales where advertising plays a crucial role in attracting general visitors.

Additionally, the company utilizes direct marketing techniques to secure corporate sales. Ticket pricing is determined based on the perceived value of the parks, yet various challenges arise in executing marketing initiatives, such as attracting corporate clients, retaining general visitors, setting ticket prices, and tailoring offers.

The report constitutes various parts. First of all, it describes the internship information regarding my responsibilities and contribution to the park, some problems that I faced during my internship period and also it is provided some recommendations to the company on future internship. Furthermore, it entails the overview of the organization regarding its objectives, function, organogram, various products and SWOT analysis. The main part of the report is describing various marketing communication tools that the organization follows to accelerate the sales. In this part it is described marketing mix, Marketing segmentation and used marketing communication tools. At the last part, it is pointed out some findings and based on it some recommendations are mentioned to increase sales in the park.

In summary, the Jamuna Natural Park appears promising to serve the visitors. Finally, I have mentioned some findings that I have observed during my course of internship. Based on these findings I have tried to make some recommendations for the Jamuna Natural Park to attract visitors and to increase sale.

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Chapter 01: Overview of Internship

1.1 Student Information: Name, ID, Program and Major/Specialization

I am Mahmuda Khatun Nira bearing Id No.: 16304119. My major subject is marketing at BRAC Business School. Internship program is a requisite for fulfilling the requirements of the BBA program at BRAC University. I spent three months for completing my program with success.

1.2 Internship Information

1.2.1 Period, Company Name, Department/Division, Address

I have spent three months (November, 2024- January, 2025) in the Marketing Department of Jamuna Natural Park and Picnic Spot which is located in Boliyarpur, Savar, near Dhaka. Throughout my internship, I acquired knowledge pertinent to my subject. Indeed, internship project work is crucial for BBA students to enhance their knowledge, as it fosters greater skills and confidence in controlling various situations. A three-month internship is not sufficient to learn all aspects of any business scenario in the organization. However, I have become acquainted with organizational culture, understood how to interact with colleagues, clients, and other staff, acquired skills in time management and worked under pressure, and one of the key lessons was learning how to engage with clients during business meetings.

1.2.2 Internship Company Supervisor's Information: Name and Position

During the three-month internship program, I had an opportunity to complete my internship at Jamuna Natural Park and Picnic Spot. I interned under Md Nayeem uddin Munna (Manager, marketing and sale dept.). He is an extraordinary individual to me because I have gained numerous insights and learn professional skill from him. He was a very helpful and kind individual throughout my internship.

1.2.3 Job Description/Duties/Responsibilities

I was assigned as an intern at Jamuna Natural Park and Picnic Spot, where I commenced my internship. Throughout my internship, I had an opportunity to work closely with the marketing team and engaged in extensive teamwork. I was employed by my supervisor, who instructed me to visit different corporate offices and educational organizations for marketing objectives. Essentially, my main duty was to notify the clients about our unique picnic package offers and convince them to buy various packages. Subsequently I would prepare report on my daily visits regarding customer needs and satisfaction.

Moreover, I sometimes needed to arrange meetings with clients to convince them to organize the picnic and update them on the expenses, schedule and additional information. At times, I was required to carry out formal responsibilities including inputting customer information and generating reports in addition to other important tasks.

1.3 Internship Outcomes

- Throughout my experience in making calls, I made several errors, such as confusion regarding package prices and providing incorrect information. However, receiving clarification from my superiors about these mistakes, I promptly contacted the relevant numbers again to convey accurate information.
- Initially, I also made errors in documenting the financial receipts. so, I got assistance from my seniors, who guided me in improving my skills.
- As I began preparing function sheets, I made numerous mistakes, including entering incorrect dates and neglecting to include bank account numbers or branch names.

1.3.1 Student's Contribution to the Company

1.3.1.1 Managing Customers

- Interacting with customers to inform various packages and explain the types of facilities that visitors will receive in the packages.
- When I first joined my department, I was provided with a list of around 100 phone numbers, along with clear instructions on how to make calls and engage with the customers.
- Since it offers customized packages for different organizations, I reached out to those numbers and explained the details of our packages, including the costs for rides, food, and available facilities.

1.3.1.2 Meeting with Customers

I interacted with numerous customers who were inquiring about packages. My responsibility was to explain the details of picnic package, provide information about food options, and collect advance payments from them.

1.3.1.3 Sending and Receiving Emails

I worked consistently with responsibility. I had to send emails contain pricing and other information about our packages to our customers and monitored incoming emails from them.

1.3.1.4 Assisting with Promotional Activities

During my three-month internship program, I have gained significant experience and knowledge regarding promotional tools and strategies. Throughout this period, I acquired hands on insights into promotional activities and various marketing efforts such as distributing prospectus, giving online ads, in person marketing etc. I assisted in numerous promotional tasks during my internship, which included the following:

- ❖ Evaluating the promotional strategies employed by various competitors.

- ❖ Reviewing the engagement metrics, such as likes and ratings, on our competitors' social media pages and compiling a report based on my findings.
- ❖ Contributing to the decision-making process surrounding newspaper advertisements.
- ❖ Participating in meetings with digital agencies and aiding in price negotiations.
- ❖ Helping to design banners for various events like the Victory Day Concert.
- ❖ Doing in person marketing and distributing prospectus in various places like educational institutes, garments, corporate offices, banks etc.

1.3.1.5 Preparing Documents

During my three-month internship program, I was consistently tasked with responsibility to prepare various documents. I would prepare record sheets and package details sheets involve compiling comprehensive records of all packages processed within a month.

1.3.1.6 Visiting Park

I collaborate with my supervisor to organize events in the park. We attend to the guests to prevent any misunderstandings about the park and strive to provide excellent service so that they feel pleased and prefer us for all of their future entertainment programs. A satisfied customer serves as a living advertisement for the company.

1.3.2 Benefits that I have achieved

- **Establishing relationships:** I have successfully cultivated strong relationships with all employees in the marketing and sales department as this is a fundamental aspect of corporate life.
- **Field knowledge:** The internship period has provided me with invaluable insights into real-world scenarios that are not accessible through theoretical learning alone.
- **Handling Situation:** As a marketing intern at Jamuna Natural Park and Picnic Spot, I learnt one effective approach of handling situations would involve actively engaging with visitors to understand their needs and preferences. Conducting surveys or informal conversations can help gather valuable feedback on their experiences and suggestions for improvement. Creating vibrant social media campaigns showcasing the beauty of the park, local flora and nature, and family-friendly activities can attract more visitors. Additionally, collaborating with local businesses for events or promotional offers can enhance visibility and encourage community involvement. It's essential to remain adaptable, responding swiftly to any challenges such as weather conditions or visitor complaints, ensuring a positive experience for all.

- **Receiving constructive criticism:** In the initial stages of my internship, I made several mistakes; however, my supervisor was exceptionally supportive and guided me with patience. Despite my continued errors, his constructive enabled me to adopt a positive approach and learn how to effectively manage such situations.
- **Time Management:** The skill of time management was developed during my internship, which I approached with the mindset of a permanent position. This perspective enhanced my punctuality and prepared me for a future role with a schedule from 9:30 AM to 5:30 PM. I consistently completed my tasks on time and occasionally worked effectively under time constraints.

1.3.3 Problems/Difficulties

There are some problems I faced while preparing this report and those are given in below:

- There is certain critical information that I am unable to access due to confidentiality agreements and company restrictions.
- The three-month duration of the internship program presents challenges in acquiring comprehensive information and knowledge about the company for completing the report.
- Some officers occasionally experienced disturbances due to their busy schedules. At times, they preferred not to oversee my activities as it interfered with their official responsibilities.
- I obtained the essential information; however, I was unable to inquire about certain sensitive matters regarding the various policies due to organizational confidentiality.

1.3.4 Recommendations to the company on future internships

To enhance their internship program, the amusement park company should consider implementing the following recommendations:

1. Create specific tracks for different departments with clear goals and outcomes.
2. Offer competitive compensation to attract a diverse range of candidates.
3. Provide options for flexible working hours to accommodate interns' diverse needs.
4. Promote diversity and inclusion to create a welcoming environment for all interns.
5. Regularly collect feedback from current and past interns to continuously refine the program.

Chapter 02: Overview of Jamuna Nature Park and Picnic Spot

2.1 Description of Jamuna Nature Park and Picnic Spot

Jamuna Nature Park and Picnic Spot is located in Boliyarpur, Savar, in close proximity to Dhaka. This destination is suitable for visitors of all ages, offering a variety of sophisticated rides amidst a stunning array of flowers and trees. The Park is particularly enjoyable for children, providing a delightful environment. Its elegant design is evident throughout, enhanced by a vibrant collection of domestic flowers that contribute to the park's colorful ambiance. An artistic touch is present throughout the entire area.

The Park features sculptures representing a variety of animals, including tigers, deer, giraffes, elephants, mermaids, dinosaurs, zebras, and many others. Visitors are encouraged to pose for amusing photographs in front of these artistic creations. Additionally, Jamuna Natural Park has introduced several rides. Among these attractions are the Wonder Wheel, Honey Swing, Merry-Go-Round, Swan Adventure, Cable Car, DC Train, Super Chair, and Kiddie Ride. Each ride offers a distinct experience filled with entertainment and adventure. Furthermore, there are opportunities for paddle boat excursions on the ponds.

A DC Train has been established encircling the pond at Jamuna Natural Park. A large creature is situated on the roadway, featuring a dark tunnel within it, which can be quite intimidating. The glowing eyes of the creature add to the scary atmosphere. While the ride may induce fear, it also offers a humorous experience. Besides enjoying the scenic views, various social gatherings such as picnics, birthdays, weddings, and conferences can be hosted at the designated picnic area within Jamuna Natural Park. The Park operates daily from 9 am to 6 pm, with an admission fee of per person.

Each ride incurs a separate fee. The charges for the kidi ride, 3D Sowan, Mini Merry-Go-Round 20 taka while Wonder Wheel, Honey swing, DC Train, Super Chair, and Kiddy Rides also require tickets priced at 40 Taka each. For the swimming pool, paddle boat and cable car the cost is 50 Taka.

The Park is equipped with two built in stages, mats, chairs, tables, sound systems, and various decorations, separate green rooms providing all necessary amenities for events. Jamuna Natural Park represents a new era of entertainment in Dhaka. It is recommended to enjoy this experience with family or friends, adding memorable moments to your life.

2.2 Jamuna Natural Park and Picnic Spot Profile at a Glance

Name of the Company	Jamuna Natural Park and Picnic Spot
Managing Director	Md. Rais Uddin
Location	Boliyarpur, Savar
Manager (Marketing and sales Dept.)	Md. Nayeem Uddin Munna
Date of Inception	2015
Total Land	65 acres
Telephone	9012454
Mobile	01627745281, 01627745282
Email	jamunanaturalpark@gmail.com
Website	www.jamunanaturalpark@gmail.com

Table 01: Jamuna Natural Park and Picnic Spot Profile



Picture 01: Main Entrance and Ticket corner

2.3 Vision, Mission and Objectives of Jamuna Nature Park and Picnic Spot

The vision of Jamuna Natural Park is to secure the leading position among entertainment parks of the future.

The mission of Jamuna Natural Park is to consistently deliver innovative and genuine entertainment experiences to the visitors.

The objectives include:

- Attracting an average of no fewer than three hundred visitors daily
- Making visitors feel good about the park.
- Encouraging repeated visits from visitors.

2.4 Major functions of Jamuna Natural Park and Picnic Spot

The citizens of Bangladesh, particularly those residing in urban areas, are experiencing a lack of enjoyment in their lives. This situation has contributed to the growing interest in establishing amusement parks within Dhaka city. The Jamuna natural park is trying to fulfil the needs of the people. Following this, the company developed an indoor park which has gained significant popularity among young children.

Two major functions of Jamuna Natural Park are as follows-

- By developing and sustaining ways to facilitate outdoor recreational activities suitable for people of all age groups.
- Furthermore, it is dedicated to providing indoor recreational experiences primarily for young children

2.5 Products/services of Jamuna Natural Park and Picnic Spot

The park has provided various enticing products for the visitors specially for the children. The products are-

Merry Go Round	Wonder Wheel
Swan Adventure	Kiddy Ride
DC Train	Super Chair
Cable Car	Boat trip
Trouble car	Paddle boat
Mini Museum	Sibdabad Boat
Indoor Playground	Kid's Swimming Pool
Swimming Pool	

Table 02: Products of Jamuna Natural Park and Picnic Spot



Picture 02: Products of Jamuna Natural Park and Picnic Spot

2.6 Organizational Structure of Jamuna Natural Park and Picnic Spot

The organization functions under a clearly established management framework, led by a Managing Director. Beneath the Managing Director, there are several departmental head, along with senior and mid-level management personnel arranged according to a hierarchical structure. The Managing Director and the departmental heads meet at regular intervals.

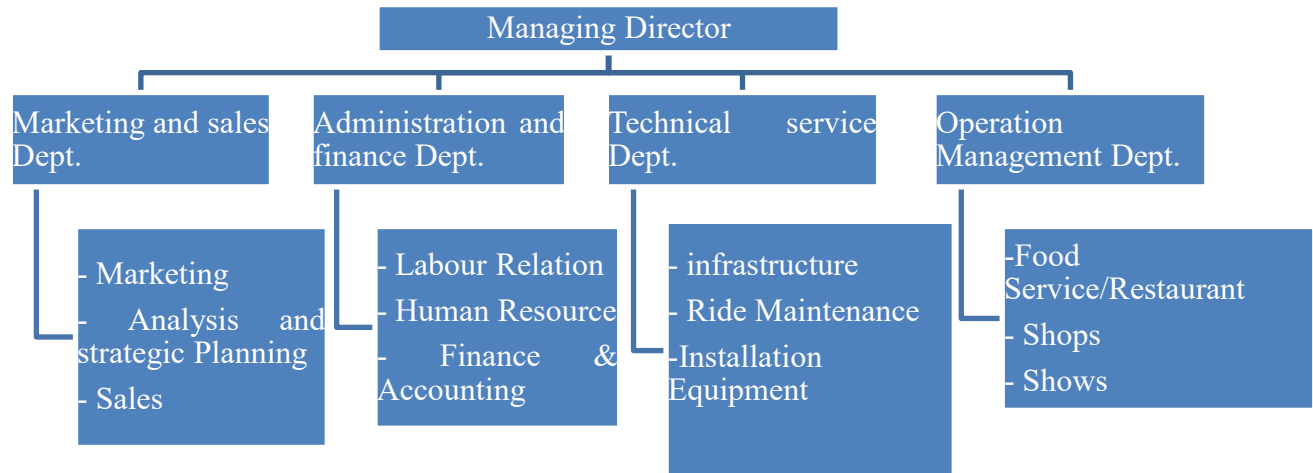


Figure 01: Organizational Structure of Jamuna Natural Park and Picnic Spot

2.7 Management Practices

2.7.1 Organization's Leadership Style

According to Al Khajeh (2018) an organization follows the democratic leadership approach which emphasizes participation and inclusivity. The authority frequently solicits the views of their team members and inquires about their perspectives. The employees strive to share relevant information with employees, particularly when it pertains to their roles. Before making significant decisions, the authority actively seeks and evaluates employee feedback, allowing their team the freedom to express creativity.

The Authority fosters trust, collaboration, and a sense of unity among team members, often facilitating their personal and professional development. Democratic leaders effectively guide their teams toward achieving objectives while granting them the autonomy to determine how to complete their tasks. Sometimes, it takes more time to make a decision because process of gathering, comparing, and analyzing individual contributions can take time.

2.7.2 Human Resource Planning

Human resource planning has become a critical function within the HR departments of modern organizations. Ivancevich & Konopaske (2013) described Human Resource Planning primarily entails recognizing the skills and competencies present within the organization, addressing any identified gaps in these areas, and managing the internal mobility of employees. A vital component of HR planning is succession planning, which seeks to guarantee a steady supply of qualified individuals to fill senior key positions. The organization follows some rules at the time of human resource planning which are given below:

- A projection of the number of personnel the organization will require in the future.
- An identification of the competencies, skills, and knowledge essential for maintaining competitive advantage.
- An appraisal of the existing abilities, skills, and knowledge of the workforce.
- strategy formulation for bridging the identified competency gaps within the organization

2.7.3 Recruitment and Selection Process

The Authority follows both external and internal sources of Recruitment method. Atkinson and Williams (2003) stated Internal recruitment channels mainly involve the use of intercommunication between other strategic areas of the organization and the entire HR department. This approach enhances the firm to priorities and target in-house or current employees. Internal recruitment can be fully considered well when it is fair and transparent, since favoritism might occur.

2.7.4 Training and Development Initiatives

The skills and knowledge of employees can significantly enhance the productivity of a firm. Bratton and Gold (2007) prescribed that training methods can be broadly classified into two categories: On-the-Job and Off-the-Job methods. On-the-Job methods are implemented in the workplace while the employee is actively engaged in their duties, facilitating learning through practical experience. Conversely, Off-the-Job methods are conducted outside the workplace, allowing for learning prior to actual job performance. The Jamuna natural Park typically employs on-the-Job methods such as Apprenticeship Programs, Coaching, Internship Training, and Job Rotation. The training programs should be more rigorous in the park to make employee working good.

2.7.5 Compensation System

Compensation encompasses any form of payment provided by an employer to an employee throughout their employment tenure. In exchange, the employee contributes their time, effort, and expertise. This compensation may take various forms, including salary, wages, benefits, bonuses, pension plans and additional incentives. It is also commonly known as remuneration.

The park offers a monthly salary to its employees. In sales positions, commission is a type of compensation. This commission is typically determined by a set quota or target. As employees achieve their quotas then their commission earnings increase correspondingly. The rates for commission are frequently influenced by several defined factors, such as revenue and profit margins. Some employees may work solely on a commission basis, while others may receive a salary that includes commission.

Organizations frequently provide bonuses to their employee's upon the annual business performance. These bonuses may be disbursed on an annual or quarterly. Bonuses may be awarded on special occasions such as Eid or Pahela Boishakh. Merit-based compensation is typically granted to employees who successfully meet their targets or demonstrate exceptional performance in their positions.

2.7.6 Performance Management/ Performance Appraisal System

The concept of measuring performance or managing performance within organizations is to strategize how firms can get the utmost benefits from their employees. According to Bratton and Gold (2007) Authority measures performance by following three steps approach that composed by objectives, appraisal and feedback. The first step is the setting of performance objectives that are quantifiable, easy to measure and simple to communicate throughout the organization. After that, the process of performance appraisal should take place the management of performance includes design of work systems, facilitation of knowledge utilization, sharing and creation, and appraisal and reward systems. Outcomes of individual behaviors such as job satisfaction, employee turnover, absenteeism, motivation and commitment are proximal hence human resource processes are interconnected. In as much that the human resource practices are intended to achieve result in this area; there effect can also have a tremendous influence on outcomes.

2.8 Marketing Practices

This is the main control source of the park. This department directly runs most of the major activity. Under marketing department two team works and those are sales team and marketing team. Moreover, all the programs are organized and most of the major activity takes place in this department.

2.9 Operations Management and Information System

This department represents a vital segment of Jamuna Natural Park strategically situated in park to facilitate effective maintenance. Its primary role is to oversee the execution of park activities in accordance with established standards, with direct reporting to the marketing department. Furthermore, it is tasked with ensuring the seamless operation of rides, thereby safeguarding the well-being of customers. Another responsibility is to gather information for further usage.

2.10 Industry and Competitive Analysis

2.10.1 SWOT Analysis

Conducting a SWOT Analysis for Jamuna Natural Park entails evaluating the strengths, weaknesses, opportunities, and threats pertinent to the industry. The process involves collecting information from an environmental analysis and classifying it into two main categories: strengths and weaknesses, alongside opportunities and threats. The strengths and opportunities highlight the advantageous factors for the organization, whereas weaknesses and threats illustrate the challenges it may face.

Strength	Opportunities
❖ The pioneering launch of a natural park concept. ❖ Offering top-notch services at reasonable prices. ❖ Guaranteeing the safety and security of customers. ❖ Introduction of revised and enhanced packages with special offers. ❖ Extensive capacity to facilitate large public events such as concerts, dance exhibitions etc.	❖ Foster government involvement through incentives. ❖ Try to Launch new branches in various locations in Bangladesh. ❖ Identify potential for growth within the park. ❖ Located near to the target demographic.
Weaknesses	Threats
❖ The failure to include all tourist destinations in Bangladesh. ❖ High costs associated with food. ❖ Some equipment is not functioning correctly. ❖ A shortfall in technological development. ❖ Inadequate maintenance practices.	❖ The introduction of new market competitors ❖ Political volatility ❖ Rising economic inflation ❖ In the event of a power failure, most rides stop functioning at their existing positions.

Figure 02: SWOT Analysis

Chapter 03: Utilization of Integrated Marketing Communication Tools To Accelerate The Sales In Jamuna Natural Park and Picnic Spot

3.1 Introduction

I have completed my internship at Jamuna Natural Park and Picnic Spot. This report focuses on the application of Integrated Marketing Communication (IMC) tools to enhance the sales process. IMC has emerged as a significant concept in marketing during the twenty-first century, emphasizing a customer-centric approach aimed at acquiring and retaining customers. It encompasses more than just advertising and promotional efforts, considering a broader spectrum of the officials.

This report delves into the notion that IMC transcends the mere amalgamation of advertising and promotional strategies, particularly in the context of a prominent entertainment company. Initially, the report offers an overview of integrated marketing communications, outlining its principles, contemporary trends, and the methods employed by the company in its advertising and promotional endeavors. Subsequently, the report discusses the application of various IMC tools in sales activities, along with critical observations and recommendations based on my insights derived from the company's integrated marketing communications practices.

This internship program has provided me with practical insights into integrated marketing communication (IMC) activities, including Advertising, Sales Promotion, Direct Marketing, Internet Marketing, and Public Relations. By completing this report, I aim to gain a comprehensive understanding of the company's promotional processes. Therefore, the significance of the internship program cannot be ignored.

3.2 Background of the Study

I have completed my internship at Jamuna Natural Park over a span of three months experience. It is a prominent theme park situated in a scenic location, offers a variety of attractions such as thrilling rides, nature trails, educational activities and families alike focused on environmental conservation. Despite its diverse offerings, the park faces significant competition from other entertainment options in the region. To improve its market presence, the management along with the marketing tea is interested in adopting an Integrated Marketing Communication (IMC) strategy to boost sales and customer loyalty. Throughout this period, I had the opportunity to engage in various tasks related with integrated marketing communication (IMC) activities, which significantly enhanced my practical knowledge of marketing promotions and advertising.

IMC emphasizes the coordinated use of various marketing channels, including digital marketing, social media, and different types of physical marketing accompanying public relations, to create a unified and impactful message for the audience, which are also implemented by Jamuna Natural Park. However, there is limited research on the application of IMC strategies within the theme park sector in Bangladesh, where unique cultural and consumer dynamics exist. This study aims to fill this gap by exploring IMC's role in increasing sales at Jamuna Natural Park. It will identify effective marketing tools and techniques while also understanding customer preferences regarding

promotional messaging. The ultimate goal is to develop a strategic framework that enhances visitor engagement and drives revenue.

3.3 Objective of the Study

The objective of the internship incorporates so many things. It can provide me invaluable practical knowledge about integrated marketing communication (IMC) activities. The objective of the report is divided in two portions where in the “Broad” section the whole learning view is considered and in “Specific” section the concrete and core learning are considered.

Broad objective: The broad objective of the study is to know about Utilization of Integrated Marketing Communication tools to accelerate the sales process in Jamuna Natural Park and Picnic Spot

Specific objectives: The Specific objectives are:

- a. To know various functions and management Practice of Jamuna Natural Park.
- b. To analysis the Integrated marketing communication tools employed in Jamuna Natural Park
- c. To identify the challenges, they are facing and to propose appropriate solutions.

3.4 Scope of the Study

The objective of this study is to show the marketing activities of Jamuna Natural Park. This report encompasses the organizational structure, historical context, and the marketing policies implemented by the park. The management has supplied all necessary information for the preparation of this report. Through this analysis, I aimed to assess the effectiveness of the marketing practices and identify any obstacles encountered. It is my hope that the management will closely monitor these barriers and take significant measures to mitigate them, as recommended in this study.

3.5 Literature Review

Kotler and et al. (2015) described Integrated marketing communication involves the coordination of various activities across diverse communication channels. A key aspect of this definition is the element of persuasion, which encompasses influencing individuals to adopt beliefs, develop desires, or take specific actions. Effective marketing communication is purpose-driven and aligns with the overarching marketing strategy of an organization. Its objective is to convey a distinct message to a targeted audience, aiming to modify perceptions and/or behaviors. Integrated marketing communication (IMC) enhances the efficiency and effectiveness of marketing efforts

by utilizing multiple communication methods and customer interaction points to present a cohesive message in various formats and more engaging ways.

According to Menzly and Ozbas (2010) the marketing mix encompasses several focal areas as part of a holistic marketing strategy. This term typically refers to a widely recognized framework that originated with the four Ps: product, price, placement, and promotion. Effective marketing encompasses a wide array of aspects rather than concentrating solely on a single message. This approach enables the outreach to a broader audience, and by adhering to the four Ps, marketing professionals can maintain their focus on the most critical elements. Emphasizing a marketing mix allows organizations to make informed strategic choices when introducing new products or updating existing ones (Khan, 2014).

Promotional activities represent the methods employed by marketing teams to enhance awareness of their brand, products, and services. These efforts can assist in attracting new customers, retaining existing ones, and ultimately boosting the company's revenue. Typically, promotional strategies aim to first generate awareness of the products, followed by fostering interest. Subsequently, they seek to cultivate desire within target demographics and persuade them to take action by making a purchase

Kovanovienė and et al. (2021) stated that Integrated Marketing Communication tools encompass the amalgamation of diverse marketing strategies, including advertising, digital marketing, public relations, direct marketing, and sales initiatives, aimed at enhancing brand visibility through consistent messaging to a broader audience. The promotion of products and services is achieved by skillfully combining various brand communication methods. For successful implementation of integrated marketing communications, it is crucial for organizations to engage in effective communication with their clientele. Understanding how your products or services provide value to your target demographic is vital.

The more proficiently you market your brand, the greater the demand you will generate in the marketplace. It is important to identify your target audience, as not every individual will require your product. Before presenting something distinctive and appealing, it is essential to clarify why a consumer should consider investing in your brand. The advantages of the brand must be conveyed clearly. Now, let us explore the different tools of integrated marketing communication. This approach seamlessly combines all forms of brand communication, utilizing them to concurrently promote various products and services to consumers, ultimately leading to increased revenue for the organization.

Andaleeb (2016) explained Market segmentation involves the process of categorizing your target market into manageable groups. This practice establishes distinct subsets within a market, utilizing factors such as demographics, needs, priorities, shared interests, and various psychographic or behavioral criteria to gain a deeper understanding of the target audience.

3.6 Methodology

I have compiled this report based on the insights I acquired during my three-month internship. My collaboration with the sales team enabled me to gather the necessary data for my report, drawing from both employee contributions and my own experiences. Essentially, the information for my report was sourced from two critical avenues. One of them is primary source and another one is secondary source.

➤ **Primary Sources**

1. Engaged in Work experience with the Marketing Team.
2. Interviewing key information from the organization's personnel, particularly those within the Marketing team such as Md. Nayeem Uddin Munna (manager), Md. Noyon Alomgir (marketing filed officer) at Jamuna Natural Park.
3. Gained access to critical information facilitated by the employees.
4. Direct conversation with customers to create sales.
5. Visiting different places for in person marketing.

➤ **Secondary Sources**

1. The information can be sourced from the official website of the company www.jamunanaturalpark@gmail.com.
2. Data regarding the company is available in online
3. Previous reports concerning Jamuna Natural Park
4. Organizational records

➤ **Working Flow Chart**

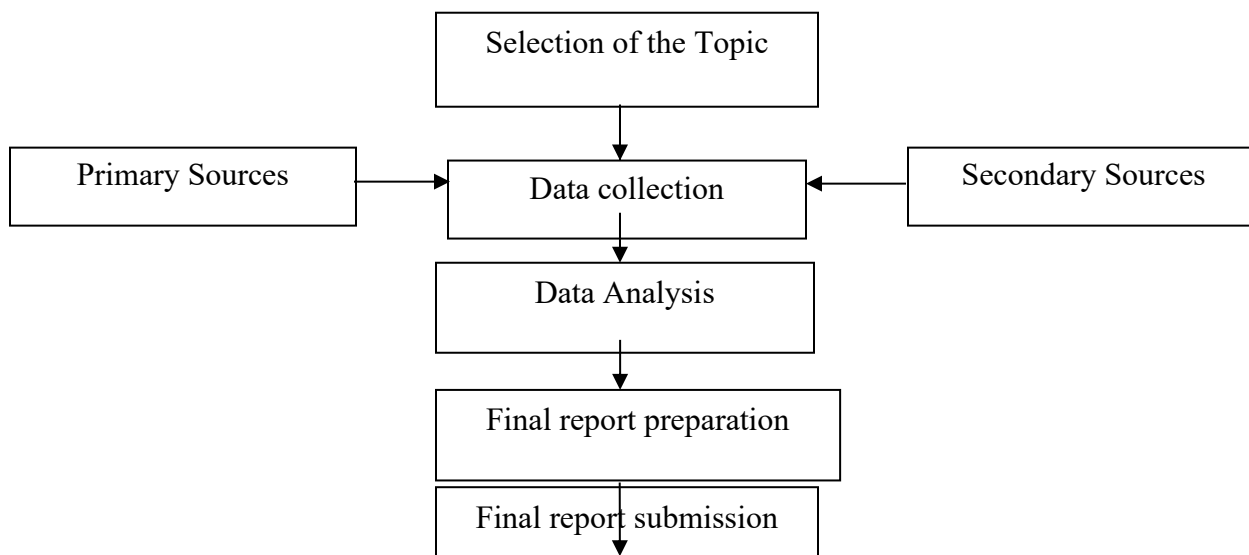


Figure 03: Field Survey

- **Data Presentation:** All the information is collecting from different sources regarding the company. After collecting all the data, Data processing began with editing. After analyzing the data, I have prepared a report, which is checked by the supervisors before submission of the final report on due date

3.7 Integrated Marketing Communications (IMC) Tools used by Jamuna Natural Park

3.7.1 Definition of Integrated Marketing Communications (IMC)

A strategy to attain the goals of a marketing campaign involves the coordinated application of various promotional techniques designed to complement one another. According to the American Association of Advertising Agencies, integrated marketing communications underscores the relevance of a comprehensive strategy that reviews the strategic functions of various communication disciplines, including advertising,. This approach aims to deliver clarity, consistency, and optimal communication effectiveness.

3.7.2 Marketing Mix and its elements

According to Menzly and Ozbas (2010) the marketing mix refers to the set of actions that a company uses to promote its brand or Product in the market.

a. Product: This term denotes the tangible or intangible item that a business offers to its clientele. It encompasses aspects such as design, features, quality, packaging, branding, and any supplementary services or guarantees linked to the product.

Merry Go Round	Wonder Wheel
Swan Adventure	Kiddy Ride
DC Train	Super Chair
Cable Car	Boat trip
Trouble car	Paddle boat
Mini Museum	Sibdabad Boat
Indoor Playground	Kid's Swimming Pool
Swimming Pool	

Table 03: List of products





Picture 02: Various Products

b. Price: Price signifies the monetary amount that consumers are prepared to spend on the product or service. Establishing an appropriate price is vital, as it not only impacts the company's profitability but also shapes consumer perceptions and their purchasing choices. The entry fee is 100 taka per person.

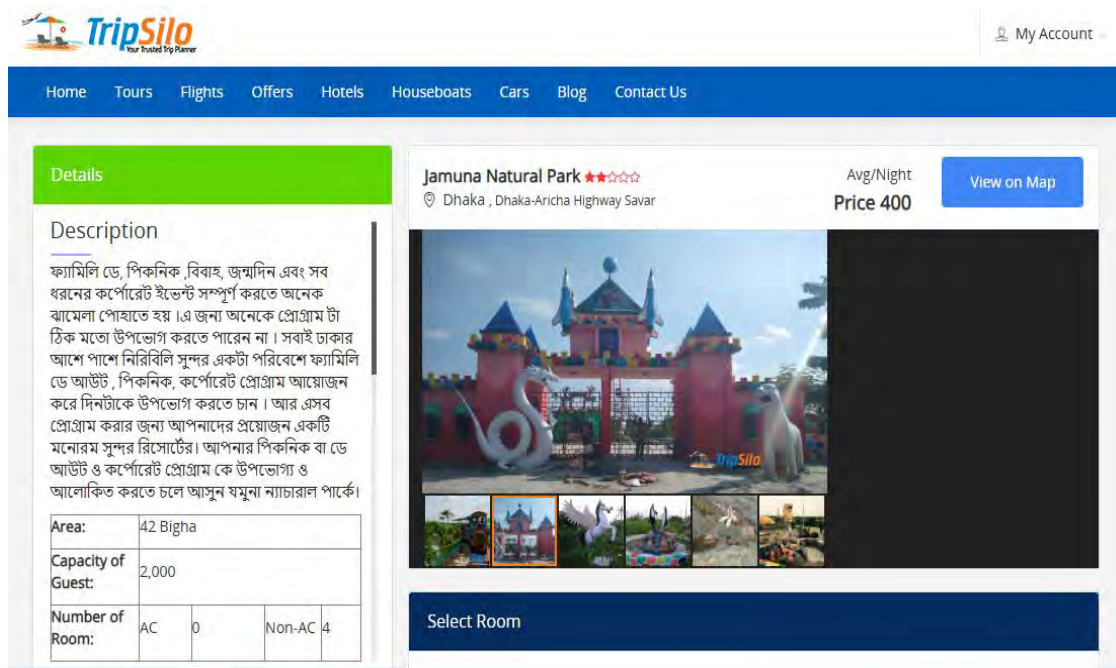
The price list of rides is given below:

Rides	Price	Rides	Price
Merry Go Round	40	Wonder Wheel	40
Swan Adventure	20	Kiddy Ride	20
DC Train	40	Super Chair	40
Cable Car	40	Paddle boat	40
Trouble car	40	Sibdabad Boat	40
Mini Museum	40	Kid's Swimming Pool	50
Indoor Playground	40	Swimming Pool	50

Table 04: Price list of the Rides

These activities are discussed below:

1. Digital Advertisement: Yadav (2017) stated that digital advertising refers to the method by which businesses use Internet technologies to provide promotional advertisements to consumers. This includes a variety of formats such as email promotions, social media advertisements, online search engine ads, banner ads on mobile or websites, and affiliate marketing initiatives. Jamuna Natural Park actively participates in these endeavors to engage their target demographic to increase sales.



Picture 05: Digital Advertising

2. Television Advertisement: The Park conducts television advertising on a range of channels, which incurs substantial costs for the firm. It typically promotes new services through advertising to capture customer attention. Among its various television advertisements, the latest one focuses on Swimming pool. This advertisement artfully presents the park within a one-minute timeframe, capturing its essence. It has been aired on several television networks.

3. Poster: The Authority engages in advertising their park and various events and competitions through the use of posters. This strategy has proven to be an effective promotional tool for the company. Moreover, the costs associated with poster advertising are lower than those of other advertising options. To effectively reach the local market, poster advertisements have become quite popular. Occasionally, these posters are displayed on the exteriors of different vehicles, facilitating easy visibility for the public and enhancing awareness of the activities.

4. Car Branding: The use of car branding is a highly effective method for drawing attention from the public. The Park customized their microbus with an array of visuals depicting. The microbus

was artistically designed, incorporating vibrant graphics and compelling communication materials that highlighted the company's park. The attractive imagery on the microbus aimed to motivate individuals to consider a visit to the park.

5. School Campaigning: As part of the school campaign, the park promotes to young children and their parents, distributing free coupons and attractive gifts.

6. Sale Promotion: The Park has enhanced its sales promotion strategy by offering discount coupons to customers and providing enticing prizes to attract their interest. Additionally, sales representatives engage in extensive personal communication with various institutions and organizations to present an overview of the different picnic packages available. The Park offers a variety of packages tailored specifically for educational and corporate organizations.

7. Public Relation: The Park used to introduce their service to engage with customers, companies, and other service organizations in order to enhance sponsorship opportunities and boost sales for the company.

8. Other marketing activities: The Authority involved a range of pertinent activities, with corporate social responsibility (CSR) being a key focus. The company prioritizes more than just profit; it is committed to supporting disadvantaged communities. One of their notable initiatives includes providing new clothing to underprivileged children during Eid, allowing them to celebrate the holiday with happiness. Furthermore, the company hosts an annual Anti-Drug Concert aimed at inspiring youth to steer clear of drug dependency.

e. People: People are the cornerstone of the tourism and entertainment sectors. The workforce dedicated to meeting the needs of the entertainment industry is a key element in its marketing strategies. Marketing executives and sales personnel are responsible for customer interactions at service counters.

f. Process: The operational procedures of a park are influenced by its size. The series of steps are necessary for the delivery of entertainment services includes:

1. Offering travel information
2. Creating itineraries
3. Organizing and budgeting tours
4. Issuing tickets

g. Physical Evidence: A customer attraction that incurs significant costs for visitors must provide tangible elements such as comfortable rides, the layout and design of the park and the quality of service offered. Additionally, physical evidence includes signposts that provide directions, route maps, and information about the rules and regulations of the site, as well as signage for public

utilities like restrooms. The Park has some rides but it is not modern. New ride should be established.

3.7.3 Utilization of the Integrated Marketing Communication Tools

According to Milichovský (2013) the significance of Marketing Communication for the Parks cannot be overstated. The marketing division of park consistently stays abreast of the latest developments in marketing communication. It employs various Integrated Marketing Communication (IMC) tools for its park

a. Advertising: Advertising is the paid marketing of goods, services, or brand messaging across a range of media, including print, radio, television, internet platforms, and outdoor billboards. Strategic design is used in advertisements to draw in viewer and raise awareness. Advertising constitutes a crucial element of the IMC strategy for the park. Through advertising, it effectively informs the public about its offerings and events. The park doesn't provide sufficient fund for advertising.



Picture 06: Advertising

b. Public Relations: Its main goals are to manage and shape the public's opinion of a brand through effective relationship-building and communication strategies. To improve a brand's credibility and reputation, this includes influencer relationships, events, sponsorships, press releases, and media relations. Engaging with the public is of paramount importance, and it ensures

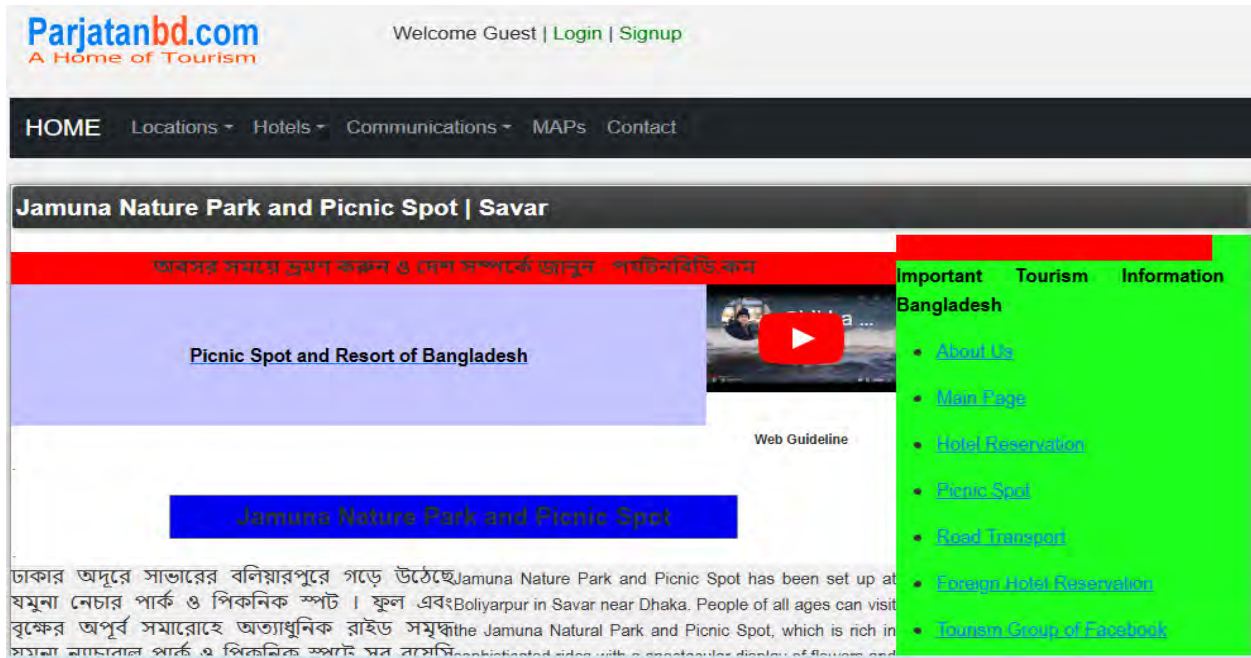
that information is readily available. To facilitate this, the park collaborates with people and organizes press conferences prior to the launch of any new initiative or event.

c. Sales Promotion: Using transient incentives like discounts, coupons, competitions, samples, or loyalty programs, sales promotion strategies aim to boost sales right away or foster customer involvement. These promotions are frequently utilized to draw in new clients or boost revenues during particular times. The Park frequently implements sales promotions within its parks. Throughout the year, promotional pricing is introduced multiple times to enhance sales and revenue, particularly during the off-peak season.

d. Direct Marketing: Using media like email, direct mail, telemarketing, and SMS, direct marketing is communicating directly with specific customers or target populations. With this individualized strategy, marketers may reach out to customers directly with customized offers, promotions, or messaging, encouraging a more prompt and personalized reaction. Direct marketing serves as a crucial component of Integrated Marketing Communications (IMC) at Jamuna Natural Park. This approach is particularly vital for attracting corporate clients, with the sales team dedicating a significant portion of their efforts to this endeavor. They engage with various organizations, presenting tailored offers to encourage visits to park.

e. Personal Selling: The personal selling efforts of park are executed by the dedicated sales team. Each package category features specific corporate contacts assigned to the sales representatives. These representatives receive inquiries regarding select packages and provide comprehensive information, including package details, payment options, food pricing, and available dates.

f. Internet Marketing: The Park uses the internet as a primary and effective marketing tool. It should enhance more to attract visitors. The organization maintains official Facebook page which is managed by technical team. They are responsible for creating content, developing profile and cover images for the Facebook page. The technical team needs proper training. According to Çizmeci and Ercan (2015) digital marketing reaches and interacts with customers through online platforms and channels including social media, websites, mobile applications, and search engines.



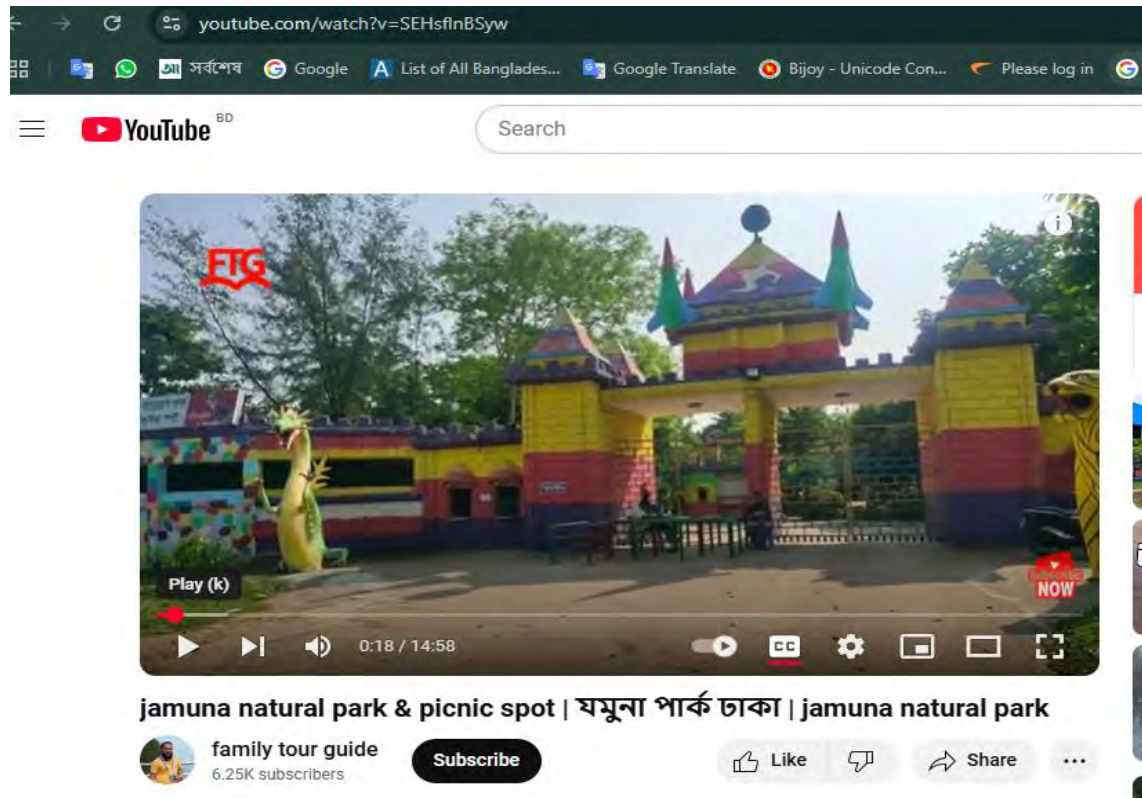
Picture 07: Internet Marketing

g. Content Advertising: To draw in and hold on to a well-defined audience, content marketers create and disseminate valuable, pertinent, and consistent information. This material is intended to inform, entertain, or inspire customers while discreetly advertising the business. It can come in a variety of formats, including articles, blogs, videos etc.



Picture 08: Content Advertising

h. Social Media Marketing: Social media marketing is connecting and interacting with customers via the use of social media platforms like YouTube, LinkedIn, Instagram, Facebook, and Twitter. Castronovo and Huang (2012) stated that social media is a tool that brands utilize to distribute content, engage with followers, create communities, and show off their personalities and beliefs in order to humanize their business.



Picture 09: Social Media Marketing

i. Partnerships and Sponsorships: In order to broaden their audience, increase brand awareness, and establish their reputation, brands frequently work with other brands, companies, or individuals through partnerships and sponsorships. This might be contributing to co-branded campaigns, supporting events as a sponsor, or teaming up with influencers to promote goods or services.

j. Internal Communication: Internal communication makes sure that messages are consistent and aligned at all organizational levels, including with employees. Workers are vital in fulfilling the brand promise to consumers and are frequently seen as brand ambassadors. To keep staff members informed and involved, internal communication initiatives could include town hall meetings, newsletters, intranet updates, and employee training.

3.7.4 Market Segment of Jamuna Natural Park

Businesses that recognize and analyze market segments can position themselves as successful marketers, resulting in improved returns on their investment efforts. Market segments are widely utilized in marketing strategies, assisting companies in customizing their products, services, and advertising to address the distinct needs of specific segments, which in turn enhances their ability to connect with the target audience. These segments are vital for determining a target market.

- Corporate
- Institutions (School, College, University etc.)
- Garments Industry
- Multinational Companies
- Banks & Financial Institutions
- Insurance Companies
- Pharmaceuticals Industry
- Shipping companies
- Hospitals
- Family get together

3.7.5 Scope of Offers

Corporate Day out Picnic (Annually/Semiannually)
Conference/annual General Meeting/Workshop etc.
Parties (Anniversary, Birthday & others)
Exclusive Nigh party (i.e., thirty first night)
Wedding Ceremony/Reception Gaye holud etc.

Table 05: Scope of Offers

3.7.6 The way Jamuna Natural Park follows Integrated Marketing Communications

Planning Process

a. Conducting a Situation Analysis: First of all, the park involves assessing both internal and external factors, such as market trends, competitive analysis, SWOT analysis, and consumer insights that could impact the communication objectives.

b. Establishing Clear Objectives: The authority formulates measurable and specific communication goals that align with the broader marketing and business objectives of the organization. These goals should be grounded in key performance indicators (KPIs) and must be realistic and achievable.

c. Identifying the Target Audience: At this stage, the authority defines target audience segments based on behavioral, psychographic, and demographic characteristics.

d. Developing Key Messages: The Park conveys the brand's unique positioning, benefits, and value proposition to the target market. These communications should reflect the brand's goals and identity.

e. Selecting Communication Channels: To effectively engage the target audience, it is essential to identify the optimal mix of communication channels and methods. The park uses these channels like public relations, digital marketing, social media, direct marketing and events etc.

f. Implementing the Strategy: Executing the chosen communication strategies and channels in alignment with the established budget and timeline is vital for the successful implementation of the IMC strategy. This may involve managing media placements, launching campaigns, creating content, and organizing promotional events.

g. Monitoring and Measuring Outcomes: Using pertinent analytics tools and metrics, continuously assess the efficacy and performance of the IMC initiatives. This makes it possible to continuously optimize and improve the communication plan using data and insights from real-time operations.

h. Evaluating and Measuring Results: It continuously evaluates the effectiveness and performance of the IMC initiatives using relevant analytics tools and metrics. This approach allows for ongoing optimization and enhancement of the communication plan based on data and insights derived from real-time activities.

i. Reviewing and Adjusting: The Park Conducts a post-campaign evaluation to assess the overall effectiveness and impact of the IMC plan in relation to the defined objectives. Based on the findings, modifications can be made to improve future campaigns and optimize resource allocation.

3.7.7 Benefits of using Integrated Marketing Communications by the park

a. Consistency: By using Integrated Marketing Communications, the park ensures a uniform brand message across all marketing platforms, thereby eliminating ambiguity and reinforcing brand recognition in the minds of consumers.

b. Increased Brand Visibility: IMC enhances brand visibility of the park by integrating various communication channels such as digital marketing, public relations, and advertising. This multifaceted approach enables the park to connect with broader customers and achieve greater recognition.

c. Improved Customer Interaction: The park consistent and relevant messages to individual customer preferences and behaviors across multiple touchpoints, IMC significantly boost customer interaction, leading to stronger relationships and increased loyalty.

d. Cost-Effectiveness: IMC reduces waste and redundancy by optimizing resource utilization and coordinating marketing efforts. This approach not only maximizes the return on investment for marketing activities but also helps in lowering costs over time.

e. Enhanced Data Analysis: IMC facilitates the collection and analysis of data from diverse channels and sources, providing valuable insights into consumer trends, preferences, and behaviors. This data-driven approach allows marketers to refine their campaigns for optimal effectiveness and make informed decisions.

f. Competitive Advantage: Companies that implement integrated marketing communications (IMC) differentiate themselves from competitors who may lack such integration and consistency in their marketing strategies, presenting a unified and cohesive brand image that resonates with consumers.

4.0 Findings and Analysis

From my point of view, I have got some both positive and negative findings. These are given below:

1. Digital marketing stands as one of the most crucial and effective marketing tools available. At the very beginning of the time, The Park would focus on digital marketing and that time it would make more sales. Now I would like to point out that the authority does not emphasize more on digital marketing.
2. Sales promotions and personal selling can significantly influence sales performance. I would like to mention that the employees are not highly trained so it makes obstacle to the sale. Though the park follows some promotional strategies but it is not adequate or up to the mark.
3. The marketing department wants to undertake various lucrative initiatives like set up modern ride, make a live animal ground, enhance digital marketing and train up employees which can make more sales but lack of sufficient funding it does not make possible.
4. Most of the employees are recruited from the internal sources. The training program is not up to date based on job. Training programs for the Marketing team as well as new employees are not well organized.
5. The park provides various types of food on the basis of customer demands. It also provides packaged food for various programs but the customers mentioned that the pricing of food within the picnic packages is high compare to other.

6. The park was designed for making children comfort and joyous. Different types of rides entice the people specially child. Recently some rides are functioning well as well as it is not modern. The old rides of the parks should be replaced by new and modern rides.
7. For attracting the visitor, it is essential to organize various events. The park arranges events which are not well organized as well as it is not published in the media properly.
8. Time to time the parks must be cleaned and should use mosquito killing chemicals
9. Performance appraisal should be improved to motivate the employees otherwise the employee turnover rate may increase. The salary range of the employees should be increased.

5.0 Recommendation

From my point of view, I have given some recommendations that may improve the park's performance and satisfy the clients demand. They are given below:

1. IMC Tools will assist in more accurately identifying the target audiences for the park. Consequently, it is advisable for them to utilize Facebook for posting their digital content by collaborating with marketing team.
2. Digital marketing stands as one of the most crucial and effective marketing tools available. Therefore, the park should develop a more robust promotional strategy utilizing the internet and digital media, which has the potential to enhance their business operations and increase revenue.
3. Sales promotions and personal selling can significantly influence sales performance. The Park should refine its sales promotional strategies, while sales personnel should place greater emphasis on personal selling techniques.
4. The effective design of media and communication presents a significant challenge for the park. Therefore, it is imperative for the authority to allocate appropriate resources and budgets for this purpose. Occasionally, the marketing department may wish to undertake various initiatives but lacks sufficient funding. If the authority aims to generate revenue, it must also commit to investing in effective media strategies.
5. The marketing team should focus on cultivating long-term relationships with their clients. Sales associates must strive to enhance communication and understanding with clients to encourage repeat visits to the parks. It is essential for sales personnel to provide exceptional service, simplify the payment process for clients, and foster positive relationships with groups or organizations that frequently visit the park.
6. The Jamuna Natural Park ought to implement training programs for the Marketing team to enhance their expertise in marketing initiatives. It is my belief that with additional training, the marketing team's performance will significantly improve, leading to an increase in sales.

7. Furthermore, the pricing of food within the picnic packages should be adjusted downward. In my opinion, the current food prices are somewhat higher than average, which may deter some customers from purchasing picnic packages solely due to cost. By reducing the food prices specifically for these packages, the park could potentially attract a greater number of customers.

8. It is essential to introduce new rides and facilities to maintain visitor interest in Jamuna Natural Park and Picnic Spot.

9. It should organize more events during special occasions would serve to draw in a larger customer base.

10. Lastly, the park should enhance its marketing efforts to attract more visitors. Regular promotions through various public media channels would significantly raise awareness and interest among the public.

6.0 Conclusion

A comprehensive approach known as integrated marketing communications (IMC) consolidates various marketing channels to foster consumer engagement and deliver a cohesive brand message. By synchronizing digital marketing, public relations, advertising, and other tactics, IMC ensures a uniform brand identity and enhances brand visibility. This strategy not only cultivates brand loyalty and a competitive edge but also improves customer engagement, cost efficiency, and return on investment. The IMC planning process encompasses problem analysis, goal setting, audience identification, message development, channel selection, strategy formulation, implementation, performance monitoring, and necessary adjustments. In the current competitive landscape, organizations can effectively connect with their audience, build brand equity, and achieve their marketing objectives by adhering to these steps.

My internship experience at this company was immensely experiencing. I acquired a wealth of knowledge regarding various marketing activities and strategies. Although a three-month attachment may not suffice for comprehensive learning, the relationships I cultivated during this time have proven to be invaluable assets that continue to support my ongoing education. Throughout my internship, I recognized the critical importance of marketing communication in ensuring the success of contemporary brands, enabling them to reach audiences both locally and globally. Finally, I acknowledge that this report was completed amidst numerous limitations and challenges. I extend my sincere gratitude to all those who assisted me in its preparation, and I express my deep respect to the Authority of Jamuna Natural Park for granting me the opportunity to undertake my internship there.

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