

Report On

**Developing an Account-Based Marketing (ABM) strategy for
sustainable product marketing in Local and International Markets:
A Case Study on Freen Crafts and Fashion Limited.**

By

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Student ID: 08104159

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 completing 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 institution.
4. I have acknowledged all main sources of help.

Student's Full Name & Signature:

Md Nazmul Hoque Bhuiyan
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Supervisor's Full Name & Signature:

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Assistant Professor
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Letter of Transmittal

Saif Hossain

Assistant Professor

BRAC Business School

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Kha-224 Merul Badda, Dhaka 1212. Bangladesh

Subject: Submission of Internship Report on "Developing an Account-Based Marketing Strategy for Sustainable Product Marketing in Local and International Markets."

Dear Sir,

It is my pleasure to submit the internship report titled "**Developing an Account-Based Marketing Strategy for Sustainable Product Marketing in Local and International Markets**", which was prepared as part of my academic requirement under your supervision.

I have made every effort to ensure the report is topnotch and presents relevant information and insights gained during my internship at **Freen Crafts and Fashion Limited**. The report reflects my learnings and contributions, aligned with the objectives of the internship program.

I hope this report matches your expectations from me and follows the university rules. I am very thankful for your support and guidance during all my internship time and while writing this report. If you have any questions or need more information, I will be happy to explain the topic.

Sincerely yours,

Md Nazmul Hoque Bhuiyan

08104159

BRAC Business School

BRAC University

Date: February 04, 2025

Non-Disclosure Agreement

This report is the property of Freen Crafts and Fashion Limited and Md. Nazmul Hoque Bhuiyan, a student of BRAC University has prepared it fulfilling his academic requirement.

The student agrees not to disclose any company information, using it solely for the report. Such information shall not be disclosed to any other person without the company's prior written consent.

This agreement is effective on the date of signing and will remain in effect for a period of 2 years following the conclusion of the internship.

For Freen Crafts and Fashion Limited

A handwritten signature in blue ink is positioned to the left of a circular blue stamp. The stamp contains the text "Freen Crafts & Fashion Ltd." around its perimeter. Both are placed above a horizontal line.

Authorized Signatory

Designation

For the Student

Md. Nazmul Hoque Bhuiyan

Student ID: 08104159

BRAC Business School

BRAC University

Acknowledgement

I am very thankful to my academic supervisor Mr. Saif Hossain, Assistant Professor, BRAC Business School, for his continues support from academic point of view to complete this internship.

I am also very much grateful to Md. **Sabbir Rahman Bhuiyan**, Director of Freen Crafts and Fashion Limited, for his mentorship and for providing me the opportunity to work as a Marketing Intern. His guidance and insights have been instrumental in enriching my learning experience.

I am also thankful to my colleagues and mentors at Freen Crafts and Fashion Limited for their constant support, knowledge sharing, and cooperation during my internship period.

Lastly, I am grateful to my family and friends for their continuous support and motivation throughout this journey.

Executive Summary

This report is a review of my internship experience at Freen Crafts & Fashion Limited, with insights into how Account Based Marketing (ABM) can be utilized to market sustainable products in local and international markets. It includes a reflection on my internship experience and what I have gained, some insights about the organization, and a full project on how to use ABM to identify ideal customers, run personalized campaigns, and strengthen the relationship with clients. The findings indicate that with a well rounded ABM approach that is underpinned by digital capabilities and sustainability-focused content, Freen Crafts is able to engage better with their clients and expand their global reach.

Keywords: account-based marketing (ABM); sustainable marketing; digital marketing; client acquisition; international market expansion; eco-friendly products.

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List of Acronyms

ABM – Account-Based Marketing

B2B – Business-to-Business

B2C – Business-to-Consumer

CSR – Corporate Social Responsibility

KPI – Key Performance Indicator

SEO – Search Engine Optimization

Chapter 1: Overview of Internship

1.1 Student Information

- **Name:** Md. Nazmul Hoque Bhuiyan
- **Student ID:** 08104159
- **Program:** Bachelor of Business Administration (BBA)
- **Major/Specialization:** Marketing

1.2 Internship Information

1.2.1 Period, Company Name, Department/Division, Address

- **Internship Period:** October 20, 2024 – January 20, 2025
- **Company Name:** Freen Crafts and Fashion Limited
- **Department/Division:** Marketing
- **Company Address:** Narayanganj, Dhaka, Bangladesh

1.2.2 Internship Company Supervisor's Information

- **Name:** Md. Sabbir Rahman Bhuiyan
- **Position:** Director, Freen Crafts and Fashion Limited

1.2.3 Job Scope – Job Description/Duties/Responsibilities

As a **Marketing Intern**, my primary responsibilities included:

- Assisting the **Marketing Team** in executing digital marketing strategies.
- Creating and managing a **digital marketing calendar** for promotional activities.
- Conducting **e-mail marketing campaigns** to attract international clients.

- Managing client communication by responding to **queries and emails**.
- Supporting **Account-Based Marketing (ABM) strategies** for sustainable product marketing.
- Conducting market research and analyzing **customer engagement trends**.
- Collaborating with the team to enhance **brand visibility and client acquisition**.

As per the company's guidelines, I worked under the supervision of the **Marketing Executive and Head of Marketing**, reporting directly to them regarding my tasks and assignments.

1.3 Internship Outcomes

1.3.1 Student's Contribution to the Company

During my internship, I made the following contributions to **Freen Crafts and Fashion Limited**:

- Developed and maintained a **structured digital marketing calendar** for planned promotions.
- Assisted in designing **targeted email campaigns** that improved client outreach.
- Managed and organized **client response tracking**, ensuring effective communication.
- Conducted market research to **identify potential international buyers** for sustainable products.
- Proposed improvements in **ABM strategies** to personalize marketing efforts.
- Provided insights into enhancing the company's **digital marketing and brand positioning**.

1.3.2 Benefits to the Student

This internship provided me with hands-on experience and enhanced my skills in:

- **Practical application of digital marketing:** I assisted with developing and implementing a weekly digital calendar (website, social posts, email sends) aligned with product launches and buyer seasons. This helped me to know how to prioritize channels and the need for consistency.
- **Email marketing and client communication:** I created prospect lists, wrote outreach and follow-up templates, and handled responses in the shared inbox. I gained experience in creating concise subject lines, tailoring messages to the type of buyer, and maintaining a polite and businesslike tone.
- **Account-Based Marketing (ABM):** I also learned how to define account selection criteria (industry, region, order size, sustainability needs) to identify ideal customer profiles and develop messaging models for targeted accounts. I advocated for one-to-one outreaches for priority leads rather than generic mass campaigns.
- **Market research and data analysis:** I collected basics of competitor's references, preferences of buyers, and fair/exhibition opportunities, then organized findings in Google Sheets. Simple dashboards made it possible for the team to see which type of buyers bought, which offers worked and which ones to focus on.
- **Professional networking and teamwork:** I cooperated with departments of marketing, sales, and production to confirm the stock, customization, or lead time before calling clients. Second, the quality of my notes from meetings improved, as did the monitoring of assigned tasks and their completion.

1.3.3 Problems/Difficulties (Faced During the Internship Period)

While the internship was a valuable experience, I faced some challenges, including:

- **Managing multiple client communications simultaneously**, ensuring accurate responses.
- **Understanding diverse market preferences** for sustainable products in international markets.
- **Adapting to real-world business operations**, balancing theoretical knowledge with practical implementation.
- **Technical limitations in marketing tools**, requiring self-learning to optimize campaign effectiveness.

1.3.4 Recommendations (To the Company on Future Internships)

To improve the experience for future interns, I recommend:

- **Providing structured training sessions:** First, set up a brief onboarding scheme for the first week. Include the company profile, product list, brand voice, and key policies (NDA, data use). Provide practical sessions on the email tool, a simple CRM or tracking sheet, social media scheduling, and basic analytics (open rate, click rate). Distribute 1–2 page quick guides and introduce a handful of sample campaigns for interns to practice in a safe environment.
- **Introducing a centralized client management system:** One place for all lead and client data (a simple CRM or a shared table). Maintain the normative fields such as company, contact, segment, stage, last contact date, next action, owner, etc. Schedule a weekly time for updating the records so that follow-ups are not missed. A small

dashboard (replies, meetings booked, deals in the pipeline) will help the team have a glance at the progress.

- **Allowing interns to participate in real-time marketing projects:** Assign each intern a small live project with a clear brief and timeline (say, a 2–3-week ABM email sequence or a product highlight campaign). Have them own simple deliverables such as list building, copy drafts, and one A/B test. Present the work in brief check-ups and end with a short summary of the results (what is working, what is not working, and what is the immediate future).
- **Assigning mentors for better guidance:** A mentor should be assigned for weekly check-ins lasting 20–30 minutes and a peer ‘buddy’ should be assigned to ask quick questions. Create 2–3 SMART goals in week one. Conduct a mid-point review and a final review with written feedback. This will increase confidence in the learner, as well as increase the rate of learning..

Chapter 2: Organization Overview

2.1 Introduction

Freen Crafts & Fashion Limited is a Bangladesh-based company specializing in manufacturing and exporting eco-friendly and sustainable products. The company aims to showcase Bangladesh's craftsmanship to the world by utilizing natural materials such as jute, seagrass, and palm leaves to craft superior-quality, eco-friendly products. Freen Crafts is concerned with branding its products globally via digital marketing.

2.2 Overview of the Company

Freen Crafts & Fashion Limited was established in January 2018 and has grown steadily as a manufacturer and exporter of sustainable products. The company is known for its commitment to quality, innovation, and eco-friendly practices, aligning with global sustainability trends. Its operations are primarily based in Narayanganj, Bangladesh, where it sources raw materials from local suppliers and supports artisanal communities.

2.2.1 Company Vision and Mission

- **Vision:**

“To create social and financial stability for urban and rural communities by providing work opportunities in the sustainable product industry.” (*Freen Crafts & Fashion Limited, n.d.*).

- **Mission:**

“To innovate and develop cost-effective, eco-friendly products by utilizing local talent, offering training, and ensuring sustainability in production.” (*Freen Crafts & Fashion Limited, n.d.*).

2.2.2 Leadership Style

The company follows a participative leadership style, where decision-making is decentralized, and employees are encouraged to contribute ideas. This approach helps foster collaboration and innovation, allowing the marketing team to explore creative digital strategies and adapt to changing consumer demands.

2.3 Management Practices

Freen Crafts has an organized hierarchy of management structure. This structure is key in facilitating the efficiency of the firm's marketing and operational activities.

2.3.1 Human Resource Planning

- **Recruitment and Selection:** The company recruits both skilled artisans and marketing staff based on a selection process that involves screening and interviewing.
- **Compensation System:** The company offers competitive wages to its employees and provides incentives upon achievement of set targets. The internship is rewarded with a monthly stipend.
- **Training & Development:** Freen Crafts provides training on digital marketing, sales techniques, and customer engagement.
- **Performance Appraisal:** The company appraises employees by means of performance appraisal which is done on a monthly basis. This enables the company to establish the KPIs (Key Performance Indicators).

2.4 Accounting Practices

- The company uses a simple bookkeeping procedure, namely sales invoices, purchase bills, payroll, and petty cash are recorded.

- The monthly reviews are done to ensure a match between the bills and bank statements and supplier dues.
- For each order, an invoice and a delivery note are issued, and copies are saved in a common folder.
- Depreciation and other adjustments at the end of the year are done with the assistance of the accounting team/consultant.
- Data is retained in spreadsheets and simple accounting software, hard copies are filed for audit.

2.5 Finance Practices

- The team develops plans for cash requirements on a monthly basis for raw materials, wages, sampling, and shipping.
- The prices are fixed-price per unit and are based on material + labor + overhead + margin; large and/or custom orders are provided with separate quotations.
- For risk control, advances toward tailor made orders are encouraged; the balance is cleared before or at-dispatch (agreed with the buyer).
- Credit terms and the costs associated with FX and shipping are finally confirmed in writing to avoid any surprises.
- A simplistic view of cash-flow is reviewed, so that the production schedules are in tune with the funds at disposal.

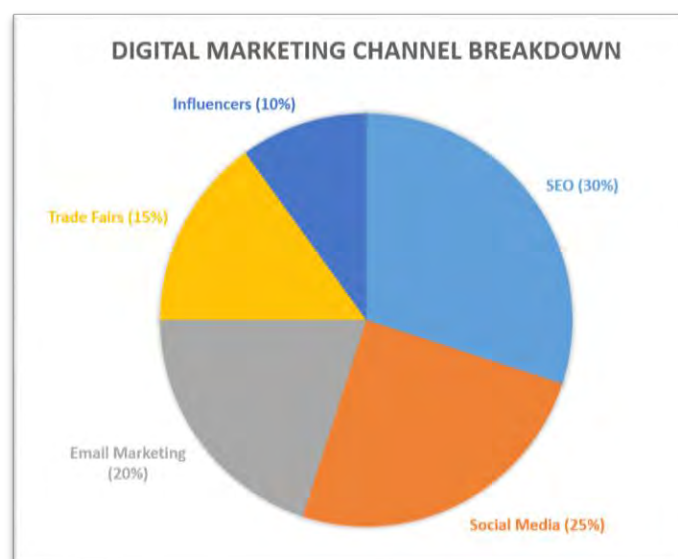
2.6 Marketing Practices

The role of marketing in Freen Crafts The company employs a multi-channel marketing strategy to target both domestic and international clients.

2.6.1 Digital Marketing Strategies

Digital marketing is used by Freen Crafts to market its eco-friendly products. The key digital marketing activities are:

- **Website Marketing:** The company uses a professionally designed website to display its products to prospective customers.
- **Social Media Marketing:** Freen Crafts actively utilises social media platforms such as Facebook, Instagram, and LinkedIn to interact with customers and enhance brand awareness.
- **Email Marketing:** The marketing team sends promotional emails to international buyers. This helps in generating sales leads and nurturing existing client relationships.
- **SEO Optimization:** The company makes sure that its website appears higher in the search results by employing search engine optimization (SEO) tactics.



2.6.2 Target Market and Positioning

The two target audiences of Freen Crafts are communicated with a simple message: natural, handmade, and reliable:

1. **Local Market:** The company operates through retailing and wholesaling units working with retailers and wholesalers of various home and lifestyle products. The positioning in Bangladesh is of an inexpensive ecological alternative to overseas products, made of available materials, such as jute and seagrass.
2. **International Market:** Focusing on eco-conscious buyers and B2B clients (importers, wholesalers, and gifting partners). Here the positioning is a trusted supplier of naturals, hand-made products with minor customization in small-batch and basic.

2.6.3 Marketing Channels

- **Direct Marketing:** The team builds buyer lists and contacts buyers over email to introduce them to key products along with a short linesheet, prices, and MOQs. Initial contacts with most buyers are brief and straightforward: company identity, product range, and shipping methods.
- **Trade Fair Participation:** The company participates in the craft and home-decor trade fairs and buyer meets (including virtual sessions) as and when possible, for meeting the buyers and obtaining business cards followed by follow-up over email.
- **B2B Partnerships:** There are also B2B partnerships locally with Freen Crafts to ensure regular and steady orders are maintained, which also helps the brand to test new products before supplying them to export clients.

2.6.4 Advertising and Promotion Strategies

- **Social Media Advertising:** Simple LinkedIn, Facebook and Instagram advertisements are used to display best selling items and drive inbox messages or website visits. For materials and size best fit short videos and carousel posts.
- **Influencer Marketing:** The company occasionally partners with micro influencers which are eco-living or home-decor pages to target buyers who value organic materials.
- **Content Marketing:** The posts have stories about the products, skills of the artisans, and tips on caring for the products. This gives “human flesh” to the brand and helps answer fundamental questions asked by novices to the brand.

2.6.5 Marketing Challenges

While there is continuous progress, some problems are recurrent:

- **Limited Production Capacity:** Since production is done by hand, large orders take time. It is essential to plan for lead time and have early confirmation from the buyers.
- **Client Retention:** While new clients come in via digital channels, retaining them necessitates regular contact, maintenance of quality, and prompt responses following product delivery.
- **Marketing Budget Constraints:** As a growing business, paid ads are capped. The team also relies less on organic content, email follow-ups, and increased targeting rather than running broad campaigns.

2.7 Industry and Competitive Analysis

Based on my observation during my internship and from the team discussions, Freen Crafts operates in a busy marketplace. In most brand, there are talk of “sustainable” products and hence, eco-friendly is no longer enough. I believe that what really matters is establishing a clear brand name, producing useful designs, and delivering on promised quality and delivery schedules.

2.7.1 Competitive Analysis (Porter's Five Forces)

Porter's five forces (According to me)

1) Threat of new entrants – Medium, since it is not very difficult to start a small craft brand online, there is a constant flow of new sellers into social media and marketplaces. But staying in the business is a tougher job. Constantly, you need raw materials, artisans, and paperwork for exports. This provides some, but not all, security to the incumbents in the market, which in this case is Freen Crafts.

2) Bargaining power of suppliers – High, they rely on quality jute, seagrass, bamboo, and skilled hand works. The quality differs in seasons and by sources. Since only a few suppliers qualify for export quality, they have more power on price and timing. In this case, long term relationship is of significance.

3) Bargaining power of buyers – Strong, many buyers, especially international B2B buyers experience high ease in switching to alternate vendors. They request custom sizes, labels, and strict QC, and comparison of prices between countries. To retain them, it is required to have a prompt response, provide them with product samples, and maintain a quality standard.

4) Threat of substitutes – Average, their products are not only competing with other natural craft products but also with mass-produced home decor (plastic, MDF, synthetic fibers) which is cheap and always available. To avoid being sidelined, we need to focus on points of differentiation: natural materials, story of the artisans, and better design.

5) Industry rivalry – high Competition is fierce not only locally but also from exporters in the region (e.g., South and Southeast Asia). Price pressure is an inevitable aspect. Brands that can refresh designs on a more regular basis and communicate more effectively through online channels attract more eyeballs even with minimal budgets.

This has implications for Freen Crafts In order to create differentiation, it is recommended to have ever changing designs, to communicate sustainability values clearly (materials used, durability, care instructions), and to be extremely reliable in terms of lead times. In this climate, solid buyer follow-up and given honest timeliness go a long way.

2.7.2 SWOT Analysis

Strengths	Weaknesses
Strong online presence	Limited marketing budget
Sustainable and eco-friendly products	Production capacity constraints
High customer engagement on social media	Competition from larger producers
Opportunities	Threats
Growing global demand for sustainable products	Market fluctuations
Expansion into new international markets	Rising costs of raw materials

2.8 Summary and Conclusion

In this chapter, I have explored Freen Crafts & Fashion Limited as an organizational entity, its functions, style of leadership, and its marketing operations on a daily basis. The company positions itself in reference to sustainability, and the handmade use of local materials such as jute and seagrass. The style of leadership in use is predominantly participative, decisions are discussed in small teams, and ideas from marketing, sales, and production are listened to before

an action is taken. The HR department in use is simple but active, basic screening and interviews to hire employees, on the job training for the use of tools and product knowledge, and informal performance reviews linked to monthly targets.

On the marketing front, Freen Crafts uses practical, no-frills channels that are low-cost, the website, social media updates and direct emails to buyers, for local market it works through retailers and wholesalers, for international market it directly contacts the B2B clients with focus on eco products and participates in trade fairs as and when possible, the brand message is simple natural stuffs, honest craft and trusted deliveries.

There are challenges, production capacity and lead time are limited because items are handmade, a limited ad budget forces the team to rely on organic content and targeted emails, client retention requires constant follow up and quality assurance, and competition is stiff from both local manufacturers and cheaper factory products from overseas.

2.9 Recommendations

To improve its market position, Freen Crafts should:

1. **Expanding digital marketing channels** – Freen Crafts should make its online presence work more for it. Focus on basic information on the website: clear photos taken from different angles, a simple line on the size and materials used, a single short line explaining why the item is eco-friendly. Have a small buyer email list and send out a simple newsletter once a month with top items, ready stocks, lead times and how to contact. Always keep the tone friendly and straight to the point.
2. **Enhance supply chain coordination** – Hand made products require reliable raw materials and well defined timing. Freen Crafts should have an A/B list of jute/seagrass/bamboo suppliers with which it has agreed in writing upon rudimentary

lead-time ranges. To alleviate this, a small buffer stock of best selling items or raw materials will be useful in meeting the busy season. Short checklist for quality: size, stitching, color, and photos of final finishing before packing. Marketing and production should have a weekly meeting to be on the same page with the orders, samples, and promised ship dates. This will eliminate last minute changes and improve the on time delivery. Second, providing quality products and maintaining honesty in timelines makes it more likely that buyers will reorder.

3. **Develop Stronger ABM Strategies** – ABM does not have to be complex. Choose two or three ideal customer profiles, such as EU home-decor wholesalers, corporate gifting partners, and eco retail stores, and draft a short series of emails for each. Make it personal: display one or two examples that fit their store aesthetic, include information on materials, size/multiple size options, basic MOQ's and include a one page linesheet. Use a simple spreadsheet to keep track of which partner gave a response, what they asked and the next action.
4. **Participate in More Global Trade Fairs** – Presenting the products physically (or using a well-designed virtual booth) shortens the time it takes for the buyers to develop trust in the brand. It is recommended that Freen Crafts schedule a fair or buyer events at least once a year. "Prepare a small kit to set up a booth, including the top ten SKUs, labels (clean), a price range card, and a QR code linking to the full linesheet.

Chapter 3: Developing an ABM Strategy for Sustainable Product

Marketing in Local and International Markets

3.1 Introduction

In this project I examine how Account Based Marketing (ABM) can be applied at Freen Crafts & Fashion Limited to address effective buyers of its naturally made and artisanal products. During my internship, I wrote and built lists of buyers, wrote short emails, and responded to messages of importers and local shops. From that work, I learned a simple lesson, it is a waste of time to try to communicate with everyone, it is better to focus on a few accounts that correspond to our materials, order sizes, and deadlines.

In this report, ABM refers to three practical steps: Choose the fit, select accounts that provide eco-friendly home decor products and clear information regarding sizes, MOQs, lead time, and packaging with a brief product story. Follow up steadily, keep notes, send samples when there is a real interest and close the loop on delivery.

The chapter has an explanation for why ABM is a perfect fit for Freen Crafts, how I developed simple ideal customer profiles (ICPs), and describes the fundamental tools that we can implement (email set, one-page linesheets, and a small tracking sheet). The aim is practical and honest: less cold e-mails, more conversations, and a clearer understanding of the path to long-term buyers, locally and internationally, whilst maintaining the brand's story of sustainability.

3.2 Literature Review

In simple words, Account Based Marketing (ABM) means 'talking to a few right buyers rather than talking to everyone'. Thus, it suits the B2B nature of work because of the varying needs, order quantities, and timelines of each buyer. Rather than mass marketing, ABM relies on personal messages and targeted follow-up communications in order to cultivate real

relationship with the accounts (Kotler & Keller, 2016). In addition, many industry reports indicate that teams achieve better results when they choose to narrow down their target and navigate with consistency rather than run one big campaign targeting a large group of people (HubSpot Research, 2023).

ABM is logical for sustainable products brands such as Freen Crafts. Such products are more expensive and demand more from the buyer in terms of information, questions like country of origin, materials used, ability to maintain quality in subsequent production, etc. Trust is a major factor here. Prior studies in relationship marketing indicate that long-term value is enhanced by firms based on differential treatment of important customers and on the basis of the promises made and kept over a long period (Payne & Frow 2014). I saw this during my internship in various small ways such as there should be clarity in sizes, lead times should not be stretched, and responses should be prompt. These simple rules helped us maintain a conversation with serious buyers.

Promotional campaigns for “green” products also require stories and evidence. People do respond when they see the benefit (natural, not plastic) and the process (who made it, how it’s finished). Concise product notes, making-room photos, and care tips eliminate doubts and make the brand tangible (Chaffey & Smith, 2017). For Freen Crafts, this implies showing the material (jute, seagrass), use case (home décor, storage) and its value proposition (handmade, repairable).

Today ABM is easier to run with simple digitals. Even a “bare-bones” CRM or a neat spreadsheet can track who was contacted, what the request was, and what the next step is. Email templates can be changed correspondingly to each buyer group, with light analytics (opens, replies) helping to work out what hits the bull’s eye (HubSpot Research, 2023). The literature supported by empirical observations accumulated during my work life suggests that for a small

company focusing on environmentally sustainable products, ABM presents a pragmatic approach to reducing the engagement time on cold leads, but investing more into the long term buyer relationship which has yield capabilities (Kotler & Keller, 2016; Payne & Frow, 2014; Chaffey & Smith, 2017).

3.3 Objectives

The purpose of this project is to develop a “simple working account-based marketing (ABM) plan” for Freen Crafts & Fashion Limited.

The objectives are made realistic and specific:

- Create a simple ABM playbook on how target accounts are contacted (email/content) using a consistent follow-up strategy based on how target accounts are selected.
- Define ideal customer profiles (ICPs) for local and international markets (type of product, size of order, lead time, sustainability requirements) and develop key messages for each ICP.
- Use early outcomes as a learning tool, measuring just a few baseline numbers like; replies, meetings, samples, and repeat orders to see what changes in the conversation and relationship openings.

The above-stated objectives combined would help Freen Craft focus on the right buyers, lessen the ambiguity in communications, and bring about continual improvements in results.

3.4 Significance

This study is significant as it aims to:

- Improve Freen Craft’s marketing efficiency by shifting focus to high-value accounts rather than mass marketing.

- Strengthen client relationships through a more personalized and needs-based marketing approach.
- Enhance brand positioning in the sustainable product market through eco-conscious messaging and engagement.
- Increase conversion rates, brand awareness, and customer loyalty, leading to a more sustainable business model.

3.5 Methodology

This study follows a mixed method approach. I relied almost entirely on short, semi structured interviews and informal discussions within the firm, complemented by a minor portion of client input. I have also gone through internal documents (email templates, primer sheets for outreach, product lists) and public sources (articles on ABM, marketing sustainably). No formal focus group discussions were conducted.

3.5.1 Primary Data Collection

The sampling method used was purposive sampling, whereby only people who directly own the required information for the ABM plan were interviewed

- **Director (Company Internship Supervisor)** – Establishes the priority markets, the general direction on prices, and the focus of exports. Most useful for seeing the criteria to rank accounts and what the company can commit. (Links to Objective: ABM plan & ICPs.).
- **Marketing Manager**– Responsible for campaigns, lists of buyers, and messaging. Most needed for the current strategy, choice of channels, and historic successes. (ABM plan & engagement playbook.)

- **Digital Marketing Executive** – Runs the content calendar, email sends. Best for physical details like; tools used, open/reply patterns, and posting rhythm. (KPIs and execution.)
- **Business Development Executive:** Negotiations, samples, and quotations. Best for buyer questions, MOQ expectations, and rhythm of follow-ups. (ICP detail and messaging).
- **Production Supervisor** – Plans capacity and lead time with Artisans. Most feasible to ensure that the ABM promises are aligned with operations (Feasibility and timelines).
- **Accounts Officer** – In charge of invoices and payment terms. Best for pricing elements, advance terms, and foreign exchange/shipping considerations that are mentioned to the buyers.
- **Two clients (informal interviews)**
- **Local retail partner** – Provided information about what sells locally, preferred price points, and minimum reorder triggers.

Why these people? Each role takes ownership of the ABM function, who to focus on (strategy), what messages and content to create (marketing and sales), what can be produced (production and quality control), how to price and communicate terms (accounts), and how to retain buyers (after-sales). Interactions with them provided a better understanding of how ABM choices can be mapped to constraints in reality.

I interviewed them for a brief period of time (15–30 minutes) using a loose interview guide (topics: target accounts, messaging, tools, timelines, follow-up).

3.5.2 Secondary Data Collection

I relied on secondary data to complete three components of the project:

Objective 1 (ABM plan): to develop the fundamental steps, selection of accounts, presentation, and frequency.

Objective 2 (ICPs & messages): to segment and select a set of appropriate buyer groups for the local and export markets, and develop simple and appropriate messages for each.

Objective 3 (KPIs): to select a few (opens, replies, meetings, samples, repeat orders) practical measures to monitor progress.

For this purpose, I have examined industry and market reports that elucidate trends in environmentally friendly products as well as the demand from buyers. These sources helped me assume realistic assumptions of order sizes, seasons, and channels appropriate for the handmade items.

I study academic literature on ABM and relationship marketing to grasp the reasoning behind developing a focused, account-led approach in B2B. That guided the structure of the plan (account selection, customized content, and consistent follow-ups) using no-frills tools.

In addition, I conducted an analysis of case studies and publicly available materials of analogous brands and competitors (websites, product range, and trade-fair listings). This highlighted the buyer requirements such as MOQs, packaging, and labeling, presenting ideas tailored for practical adaptation like one-page linesheets and short email sequences.

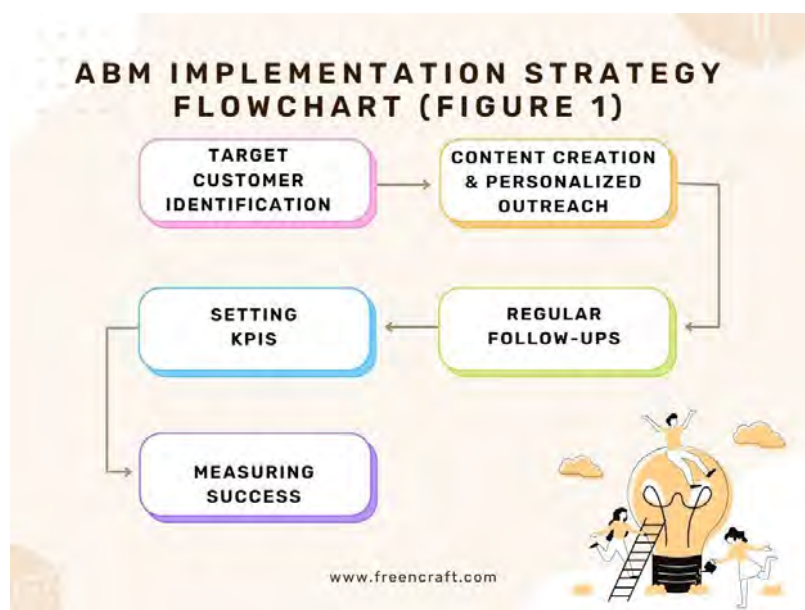
Note: These sources were used for the design and metrics. But the real findings came from my primary data which includes team discussions, internal documents, and my own outreach logs.

3.6 Findings and Analysis

3.6.1 Findings for Objective 1 (Design a workable ABM plan)

Learnings from the team

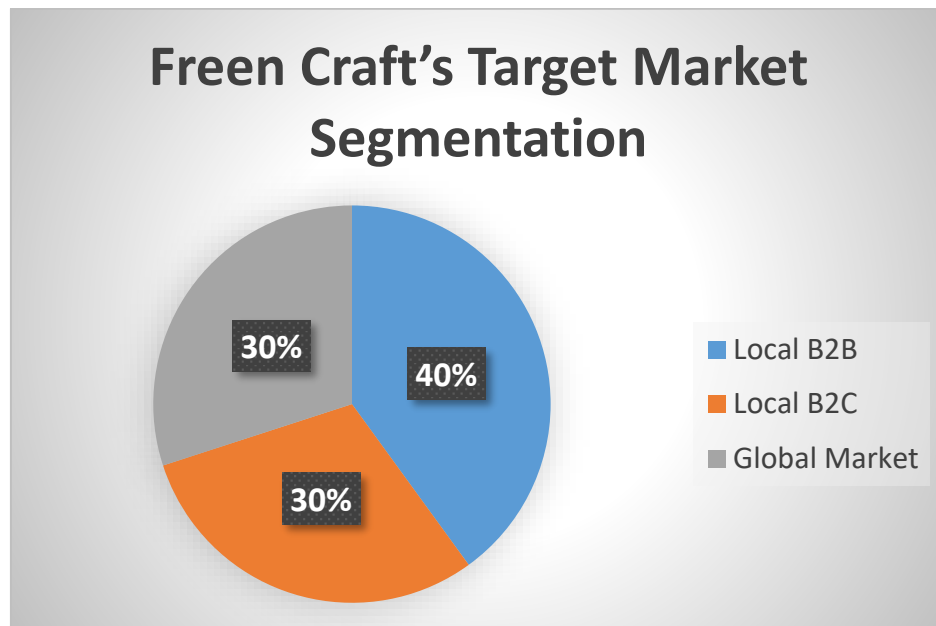
- Trying to contact “all” people takes time; The Director and the Marketing Head prefer a small list of buyers who match with our materials (jute, seagrass), order sizes, and lead times.
- A 3-step flow is most helpful: (1) sort accounts → (2) follow-up with a short relevant email → (3) follow-up within 1 week with answers or samples as requested.
- Production and QC need clarity on the sizes, finishing, and packing at an earlier stage. By validating these specifications initially, there are fewer chances of reworking at later stages.
- Having one shared tracker (spreadsheet) means there are no missed follow-ups; the Sales Executive demonstrated to me how they enter the last time a client was contacted and the expected follow-up action.



The implication of this for employers;

A light ABM plan (shortlist → message → follow-up) fits our size and does not over-promises. It also integrates marketing with production in the earliest stages, a factor that is critical in consideration of the nature of the product.

3.6.2 Findings for Objective 2 (Definition of ICPs and core messages (local & export))



Based on my interviews and outreach notes, there are three groups of our buyers. Figure 2 provides this split in a pie chart showing Local B2B, Local B2C, and the Global Market, representing 40%, 30%, and 30%, respectively. Each ICP is described below along with the messaging framework that worked best.

A) Local B2B (40%)

They are retailers and wholesalers of home & lifestyle products in Bangladesh who focus on continuous quality, correct measurements, quick replenishment, and well-defined price points and their ordering method is firstly small test batches, secondly repeats if sell-through is sufficient.

Key message to use (simple and direct):

- “Natural jute/seagrass, clean finishing, popular sizes, constantly replenishing stocks.”
- Add 1–2 best-sellers with size + material + unit price and a note on lead time.

- Provide a starter pack (small mixed carton) for trial.

B) Local B2C (30%)

They are online shoppers, young professionals, small home-business owners who focus on appearance and tactile sensations, price, convenience of delivery, uncomplicated maintenance and purchasing platforms are social pages/marketplaces through visuals and short stories.

Key message to use (friendly tone):

- “Simple, natural storage for small spaces, easy to clean.”
- Demonstrate the application of the product in a home setting; use brief and truthful captions.
- Mention cash-on-delivery/return basics (COD) where applicable.

C) Global Market (30%)

They are importers/wholesalers, eco retail chains, and CSR/corporate gifting buyers and they care about MOQ, lead time, labels/packaging, and if things will be different on re-orders. They request specifications and samples; compare suppliers of different countries.

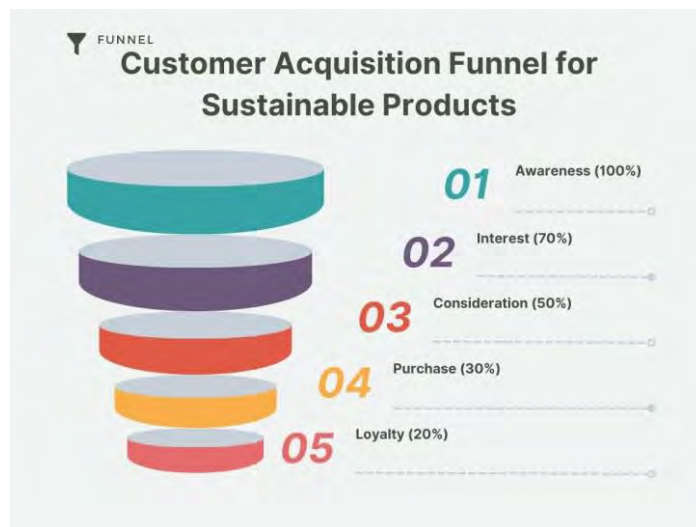
Key message to use (professional but not too formal):

- “Natural baskets, ready for export; uniform size and labeling; packed in cartons according to specification.”
- Specify materials, exact sizes, MOQ, lead-time range, and packing method.
- Provide sample offer kit & share QC photo checklist.

Pain Points Solved by Freen Craft

- Lack of unique and affordable sustainable product options.

- Need for customization in eco-friendly corporate gifting.
- Challenges in transitioning from plastic-based products.
- Limited awareness of sustainable alternatives.
- Difficulty in educating customers on the benefits of eco-friendly products.



3.6.3 Findings for Objective 3 (Track a few outcomes to learn fast, KPIs)

What is Already Tracking (Informally)

- First, the basic number of emails sent, replies, meetings/samples, and orders.
- Information on common questions (labels, packing, lead time) makes it possible to improve the next letter.

Simple KPIs we can use in the future

- Opens & Replies (Interest?)
- Have the meetings/samples been sent (are we progressing?)
- On-Time Delivery & Repeat Orders (Are We Keeping Promises?)

Early themes (qualitative)

- Precisely defined subject lines (“Jute basket set – size options & MOQ”) receive more opens as compared to generic subject lines.
- Replies will be better if photos have a scale and one short ecological benefit added (no long story).
- Follow ups are important: a week later, polite reminders brought back several silent leads.

We do not need complex dashboards. We will learn faster and improve ABM routine if five simple numbers are tracked each month and reviewed at the team level.

3.7 Summary and Conclusions

This chapter created a small, yet usable ABM plan for Freen Crafts. I made a definition of whom to target in local and export markets and wrote messages, simple for each segment. Work routine: Shortlist the fit accounts → send crisp mails (sizes, materials, MOQ, lead time) → follow up every week on one tracker (shared). It was enough to judge the progress by monitoring a few basic metrics like; opens, replies, meetings booked, samples sent, and repeat orders, and making subject lines clearer and including photos with a sense of scale improved response rates. The capacity and lead-time limits still exist, but the approach suits the company. Then conduct a short pilot and evaluate KPIs monthly.

Table 2: Key Performance Indicators (KPIs) for ABM Strategy

KPI	Measurement Method
Website & Social Media Traffic	Google Analytics, engagement metrics
Revenue Growth from Partnerships	Sales reports, financial statements
Conversion Rate from ABM Campaigns	CRM analytics, customer acquisition data
Market Penetration in New Regions	Export data, customer feedback

3.8 Recommendations

In that regard, the following recommendations should be taken to ensure that the Freen Craft's ABM strategy is more effective and impactful.

Recommendations for Improvement

- **Have three ICP packs ready for Local B2B, Local B2C, Global:** A short e-mail + a one-pager linesheet including sizes, materials, MOQ, lead time, and 1–2 clear photos (one showing scale).
- **One simple ABM routine to do in a week:** Shortlisting fit accounts → ICP emails + linesheet → 7 days follow-up → all conscious in a shared tracker → no lead missed.
- **Ensuring promises are matched to capacity:** Confirm sizes, finishing, packing, and lead-time range before providing an offer with Production/QC. Use a quick QC photograph check to eradicate rework and create trust.
- **Baseline few basic ones and improve:** Check monthly opens, replies, meetings, samples, repeat orders. Keep what works (subject line, photos) and change what doesn't.

By implementing such recommendations, Freen Craft can enhance its ABM practices, foster long-term relationships with ideal customers, and position itself as a leading company in the sustainable product industry.

Conclusions

This internship has been able to connect the theory to practice at Freen Crafts & Fashion Limited. In Chapter one, I described my role and the learning I obtained by working with the marketing, sales, and production departments. Chapter two comprised of the organisation's review, which entails its sustainability orientation, straightforward leadership style, informal HRM, as well as economical marketing. I also identified the major challenges as the capacity to be hand-made, the low budgetary allocations in their operations, and the weak follow-up system once the clients have left.

In chapter three, I proposed three goals and drew a specific conclusion. Objective 1 (ICPs & messages) – Three groups of buyers were identified: Local B2B, Local B2C, and Global, with messages being shot and sent with brief but detailed info (sizes, materials, MOQ, lead time, and a neat photo). Objective 2 (ABM playbook). A small routine that suits the team. Identify suitable accounts: Dispatch a brief email with a one-page linesheet indicating what's new and follow up in a week using a shared tracker with production/QC. Objective 3 (KPIs) needs several simple measures (opens, replies, meetings, samples, repeat orders) which are sufficient for learning and adjusting from one month to another; the initial KPIs were positive when the subject line was made more straightforward and photos represented scale.

On a whole, the report has reflected that the light ABM plan is suitable for Freen Crafts. Concept sales intelligence helps you avoid the requirements of advanced sales tech stacks or unfair marketing budgets by constantly optimising buyer personas and turning outreach into a two-way conversation. The way I see it, the next step is to conduct a brief pilot for 8–12 weeks based on this playbook and its associated KPIs. Other than that, this experience was also helpful for communication, planning and basic monitoring of data which I shall apply in my career as a marketer.

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