



Internship Report
On
**The Response Management Duties in Magnito Digital
Ltd.**

Submitted To:

Noman Hossain Chowdhury

Senior Lecturer

BRAC Business School, BRAC University

Submitted By:

Afrida Zaman Arney

ID: 12304062

Semester: Spring 2017

Major: Marketing & E-Commerce

Course Title: BUS400, Course Name: Internship

BRAC Business School, BRAC University

Submission Date: April 9, 2017

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Letter of Transmittal

2nd April, 2017

Noman Hossain Chowdhury
Senior Lecturer
BRAC Business School
BRAC University

Subject: Submission of Internship Report on “Responsibilities in Community Management Department of Magnito Digital Ltd.”.

Dear Sir,

With due respect, I am presenting my internship report on the topic “**The Work responsibility of Community Management Team in Magnito Digital Ltd.**”. While preparing this report, I have followed your instructions and guidelines as well as those given by my company’s supervisor.

This report is an essential part of my internship course and I have tried my best to work on it carefully and sincerely to make the report informative. I have put my sincere effort to give this report a presentable shape and make it as informative and precise as possible. I hope they will be quite helpful to bright my future career and knowledge as well.

I would like to express my gratitude to you for your tiresome effort for me which provided to complete this project. Thank you for your kind consideration. Lastly I would be thankful once again if you please give your judicious advice on effort.

Sincerely yours,

Afrida Zaman

ID: 12304062

BRAC Business School, BRAC University

Email: afridazaman23@gmail.com

Contact: +8801676028172

Executive Summery

This internship report is based on the three months long internship program that I have successfully completed in Magnito Digital in Content Department from 01-12- 2016 to 28-02-2017, as a requirement for the fulfillment of my BBA degree. This report is the outcome of my internship period and contains a clear idea about my activities, learning, and performance during the whole internship period.

The First section of the report is the introduction part. The introduction part mostly included the background, current performance, management team and key functional areas. This section is very informational because for any internee it is essential to recognize the organization before being a part of it.

The following section describes my overall assignments' and works conducted during the internship program. Here, I have emphasized mostly about my daily responsibilities and how much I was able to contribute to the organization.

Further I have explained about the effective sessions and the learnings that I had from those workshops in my internship career.

The next section I have described about the research works I have done.

Afterwards I have provided a short description about the difficulties I have faced throughout the internship journey and my methods of overcoming them.

It is certainly true that this internship has impacted a great inspiration in my career plan. It got me involved in a lot of held regarding where I had the possibility to go ahead.

Finally, in the last few sections I have drawn consideration towards the findings and recommendations by stating what the corrections could have.

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Introduction

An internship is an opportunity offered by an employer to potential employees, called interns, to work at a firm for a fixed, limited period of time. Internships offer students a period of practical experience in the industry relating to their field of study. This experience is valuable to students as a means of allowing them to experience how their studies are applied in the real world, and as work experience that can be highly attractive to potential employers on a candidate's CV. An internship provides a great opportunity for prospective employees to gain experience in a particular field or industry, determine if they have an interest in a particular career, create a network of contacts, or gain university module credits. Interns may also have the possibility of putting themselves forward for forthcoming opportunities for paid work; during their internship.

As a result it benefits the students to relate their acquired knowledge with professional career. The prime objective of the internship program is to work under organizational environment so that we can turn up ourselves as professionals with real life experiences and can get an opportunity to reconcile the theoretical knowledge with real life situation.

The report is originated for the fulfillment of my internship program for which I have been placed in one of the leading digital marketing agency of the country "Magnito Digital". Magnito Digital is currently working with companies like Telenor, GrameenPhone, Marico, A2i, City Bank, BRAC etc.

As a part of my internship report, I got opportunity to do my internship at “MAGNITO DIGITAL” the largest digital agency of Bangladesh with a team of more than 70 people. I have been working in the as a Community Management Intern and being supervised by Kishower Jahan.

Objective of the Report

The purpose of this report is to portray my understanding of the work done and experience gathered during the entire phase of the internship program. It aims to find out how effective this learning experience had been in preparing an individual intern for the intense challenges those are about to emerge in the real life corporate world. Therefore, this report has been prepared to reflect the overall knowledge and understanding gathered during the internship period.

1. Digital Marketing in Bangladesh

Digital marketing is nothing but managing customer relationship for promotional porous. It is a form of marketing that happens digitally over the web. This new form of marketing is grabbing people's attention day by day. Digital advertising started its journey on the year 1990. Magnito Digital, one of the leading digital marketing agencies of Bangladesh, has won the gold award and became the Campaign Asia-Pacific - Digital Agency of the Year 2015 in the Rest of South Asia category.

Since 1994, the Agency of the Year Awards is one of the world's most prestigious awards in the advertising industry. This Award is assessed not only based on successful campaigns, but it also looks at all aspects of an agency. Since the invention of Digital marketing it is becoming one of the popular forms of marketing day by day. This kind of marketing is capable of capturing the market with this short span of time and promote the brand globally. Here is an overview of the area of Digital marketing at a glance-



Figure 1: Areas of Digital Marketing

2. Situation of digital marketing in Bangladesh

Technology has made the world a global village. Like population Internet users are also growing in Bangladesh rapidly. According to Bangladesh Business News there are 33.43 million people users internet in Bangladesh. Digital marketing is nothing but managing customer relationship for promotional porous. It is a form of marketing that happens digitally over the web. This new form of marketing is grabbing people's attention day by day. Digital advertising started its journey on the year 1990. Here is a statistics shows the fast growth of internet user within the country. The following statistics of 'World Economic forum' shows a growth from 2015 to 2016.

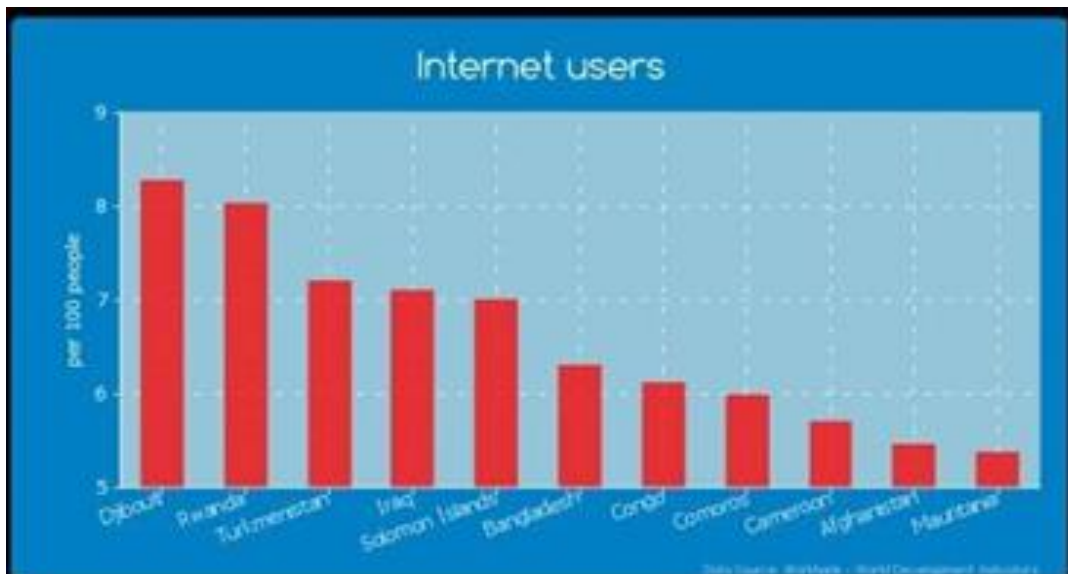


Figure 2: Internet Growth in Bangladesh

3. Company Overview

Bangladesh's Web infiltration is developing at an exponential rate. With an associated populace, customers will definitely, some way or another or the other, communicate with brands on the web. The need to oversee and measure those collaborations are driving brands to go advanced. Each brand has a story to tell. Magnito Digital Advanced deals with one's image in the computerized ecosphere and recount your story. It is in their bloodline to take care of issues by intuition innovatively. Magnito Digital Advanced is a full administration computerized showcasing organization, giving end-to-end promoting arrangements in the advanced space. They serve their customers over the computerized universe, covering look, social, show and portable showcasing.

3.1. Company Profile of Magnito digital

Address	3rd Floor Road-23/B, House-7 Gulshan R/A Dhaka 1213 Bangladesh
Telephone No.	+88 02 9821812
Email	info@magnitodigital.com
Website	Magnitodigital.com
Year of establishment	2013
Total Employees	60+
Prime Service	Social and Mobile marketing
Key Clients	Telenor, GrameenPhone, WowBox, Apollo Hospital, A2i, Rupchada, SS Steal etc

Management Directory:

CEO	Riyad Husain
CFO	Fayaz Taher
CMO	Amer Khan
Director (Strategy and Planning)	Munazer Chowdhury
Projects	Fayaz, Director
Director, <i>Finance</i>	Samad

3.2. Goal of the Organization

To satisfy the valued customers, meeting their expectations by providing quality services on time and offering them the best value in terms of standard, quality, price, environment and other ethical practices.

3.3. Strategic Objectives

- Gaining competitive advantage by lowering overall cost compared to that of competitors.
- Overtaking competitors by proving quality customer service.
- Achieving technological leadership among the peer group.
- Strengthening the company's brand position in national and international market.
- Keeping good relation with valued and top priority customers.
- Providing necessary support to the customers.

3.4. Departments of Magnito Digital

Magnito is the leading digital marketing agency of Bangladesh. It comprises with different departments to ensure sound and smooth operations at the company and also to run the company efficiently. All these units are monitored by the directors of the company. To operate this company efficiently Magnito Digital has the following departments:

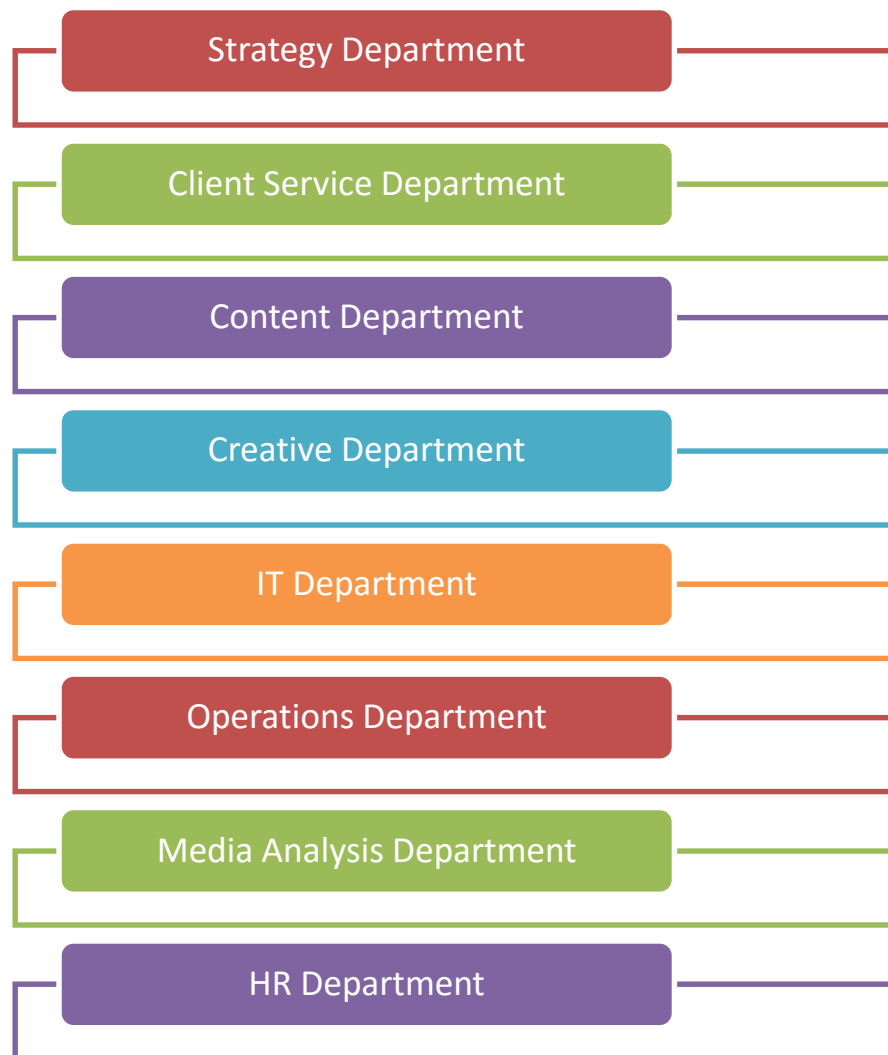


Fig 3: Departments of Magnito Digital

Responsibilities of Different departments

✓ HR Department

Human asset office (HRD) representatives are included with enlistment, preparing, profession advancement, pay and advantages, worker relations, mechanical relations, business law, consistence, disciplinary and grievance issues, redundancies and so forth. The office includes in staying up with the latest with zones, for example, business law, which changes regularly.

✓ Content Department

Human asset office (HRD) representatives are included with enlistment, preparing, profession advancement, pay and advantages, worker relations, mechanical relations, business law, consistence, disciplinary and grievance issues, redundancies and so forth. The office includes in staying up with the latest with zones, for example, business law, which changes regularly.

✓ Strategy department

System and arranging division is one of the significant bureaus of this organization. This group is considered as the foundation of Magnito Digital. They are in charge of giving effort arrangements and endorsements for customers. They are additionally in charge of setting distinctive course to serve adequately and effectively clients. In addition they are additionally in charge of making pitch/introductions for new customers.

✓ Client service Department

Customer benefit office is in charge of keeping up outside correspondence with the customers. They generally speak with the customers in regards to various notice. This group is considered as a scaffold between substance division and customers. Customers speak with them and tell their prerequisites. At that point they offer brief to the substance group with respect to these necessities. After that they send the innovative to the customers and take endorsements from them.

4. Duties and responsibilities

I worked as a community management intern in Magnito. Here the 'community' means social media audience, especially in Facebook and Instagram. My role was crucial to increase and maintain the sales of the services. The goal of the community management is to create valuable customer insight and keep the customers satisfied to increase sales. I helped the community management department to achieve that. My job was basically page response for **Access to information, Human Development Media, Ki Dorkar (a page of Grameen phone), Noir, Center fresh Bangladesh, Kabab Factory, and Basis Soft Expo-** all these pages. I responded to various queries of the customers and helped solving their problems in Facebook page.

My tasks were:

- Replying to consumer's queries in both Comments and in Messages.
- Solving various complaint issues
- Keep track on responses
- Increasing the page engagement and Response rate
- Page management (Post scheduling and publishing, monitoring etc.)
- Weekly and monthly report writing on page insight.
- I also helped in campaigns ideas.
- In different contests which were in the pages, I had to create winners list from all the participants among those competitions, communicated with the winners and distributed the prizes among the winners.
- I had to provide ideas for contents and campaigns based on Facebook page insight.



5. Details on the pages I have managed with queries

- Ki Dorkar:



Kidorkar.com is the one stop solution to all troubles. One can get offers, deals or many amazing stuffs every day at kidorkar.com.

Their service extends from providing address and contact details of business establishments around the country, to making orders and reservations for leisure, medical, financial, travel and domestic purposes. They enlist business information across varied sectors like Hotels, Restaurants, Auto Care, Home Decor, Personal and Pet Care, Fitness, Insurance, Real Estate, Sports, Schools, etc. from all over the country. Kidorkar.com is the best place one can get to find what they are looking for.

When I joined Magnito, I was assigned to look after the community management of Ki Dorkar.com. I was responsible for promoting the brand on social networks. I was told to create my own social character according to the brand briefing and actively go out within the online community to connect with potential customers and advocate the brand. To prepare myself for this task I had to go through all the previous works that Magnito did for their other clients. I also did a research in the internet on how to create a social personality according to the brand's requirement. Many of my colleagues also helped me to do that as they were experienced and had better knowledge than me. I also had to create FAQ for Ki dorkar.com. For this, I had go through all the comments and messages of the brand's social networking pages to understand what the customer wants from the brand, what they are actually getting and what they expect from the brand. Analyzing all the queries I prepared myself to gather a good knowledge about the brand and created frequently asked question



and their answers. After preparing the answers I sent it to the client for the approval. When the client approved my FAQ and its answers I started to respond the social media pages.

Website:

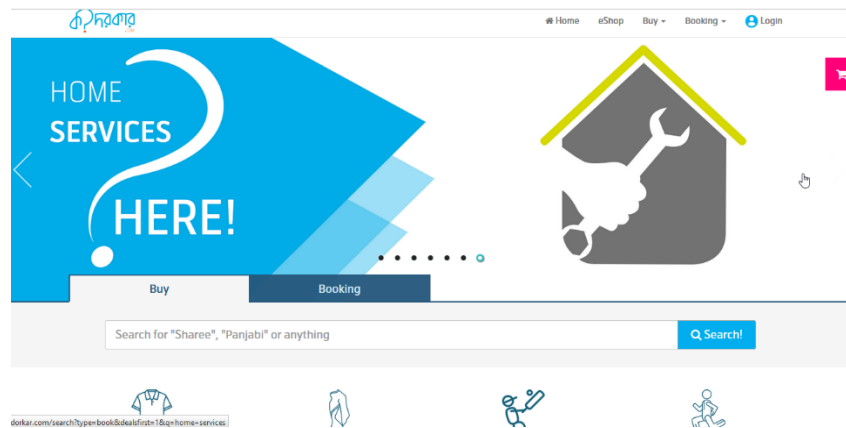


Fig 4: Ki Dorkar website.

- **a2i - Access to Information:**



Access to Information (a2i) Programme is an UNDP and USAID supported project (programme) having its office at the Prime Ministers' Office. The overall objective of the project is to provide support in building a digital nation through delivering services at the citizen's doorsteps. The programme aims to improve quality, widen access, and decentralize delivery of public services to ensure responsiveness and transparency. See more at: <http://www.a2i.gov.bd/content/introduction-a2i#sthash.cZmpRIxt.dpuf>

When I joined Magnito, I was assigned to look after the community management of A2i. I was responsible for promoting the brand on social networks. I was told to create my own social character according to the brand briefing and actively go out within the online community to connect with potential customers and advocate the brand. To prepare myself



for this task I had to go through all the previous works that Magnito did for their other clients. I also did a research in the internet on how to create a social personality according to the brand's requirement. Many of my colleagues also helped me to do that as they were experienced and had better knowledge than me. I also had to create FAQ for A2i. For this, I had go through all the comments and messages of the brand's social networking pages to understand what the customer wants from the brand, what they are actually getting and what they expect from the brand. Analyzing all the queries I prepared myself to gather a good knowledge about the brand and created frequently asked question and their answers. After preparing the answers I sent it to the client for the approval. When the client approved my FAQ and its answers I started to respond the social media pages.

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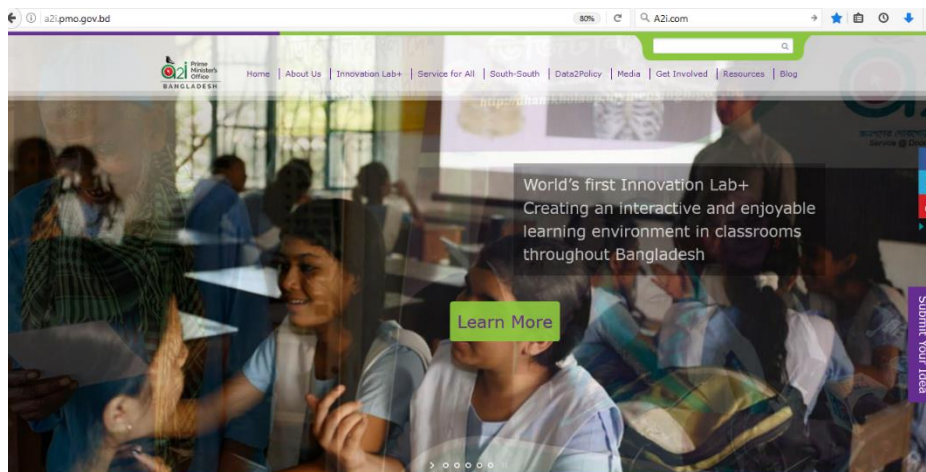


Fig 5: A2i Website.

- **Human Development Media**



Human Development Media (HDM) is a platform for developing contents for all kind of channels of communication targeting development outcomes.



Same goes with HDM as A2i page. These 2 pages had some similar type of customer so one FAQ was good for these 2 I had to response these pages in Bangla.

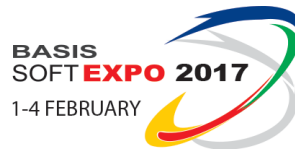
- **Center Fresh Bangladesh**



Center Fresh is a liquid-filled gum that has won the hearts of consumers since 2007 in Bangladesh. With the unique combination of blue mouth freshening stripes, long lasting mint flavor and a fresh burst of liquid filling, Center Fresh provides a unique consumer experience unparalleled by any other mint gum in Bangladesh.

When I joined Magnito, I was assigned to look after the community management of Center Fresh Bangladesh. I was responsible for promoting the brand on social networks. I was told to create my own social character according to the brand briefing and actively go out within the online community to connect with potential customers and advocate the brand. To prepare myself for this task I had to go through all the previous works that Magnito did for their other clients. I also did a research in the internet on how to create a social personality according to the brand's requirement. Many of my colleagues also helped me to do that as they were experienced and had better knowledge than me. I also had to create FAQ for Center Fresh Bangladesh. For this, I had go through all the comments and messages of the brand's social networking pages to understand what the customer wants from the brand, what they are actually getting and what they expect from the brand. Analyzing all the queries I prepared myself to gather a good knowledge about the brand and created frequently asked question and their answers. After preparing the answers I sent it to the client for the approval. When the client approved my FAQ and its answers I started to respond the social media pages. I also had to select the winners for the pages from a huge range of participant which was a challenge and a bit time consuming too.

- **BASIS SoftExpo:**



BASIS has been organizing its annual mega event BASIS SOFTEXPO since 2003. Over recent years, SOFTEXPO has become Bangladesh's biggest showcase for software products, IT enabled services (ITES) and ICT system solutions. For business organizations ranging from large conglomerates to SMEs, government departments & agencies, non-profit & development organizations as well as individual buyers, SOFTEXPO is the show what technologies and products are contemporary and demonstrate the exciting things that are forthcoming.

Basis SoftExpo was moreover a temporary page response work. It was for a month. I also had to give some content series idea and also had to find the information and research on it to make the content series.

6. Sessions

What is Digital Marketing?

I had the opportunity to attend the presentation performed by our CEO where he described the world of Digital Marketing not only in Bangladesh but all over the Globe.

Digital marketers monitor things like what is being viewed, how often and for how long, sales conversions, what content works and doesn't work, etc. While the Internet is, perhaps, the channel most closely associated with digital marketing, others include wireless text messaging, mobile instant messaging, mobile apps, podcasts, electronic billboards, digital television and radio channels, etc.

He explained the goals of Digital Marketing what should be the target for instance,

- Sales
- Leads
- Ad revenue
- Signups
- Downloads
- New Subscribers
- Referrals

These are few examples of goals.

There were new words which I never had the grasp of understanding yet fully but I got a brief such as the meaning of SEO, SEM, GDN and Conversion and then what is Google Adwards and social/organic marketing a wide range of topic was covered by Magntio's CEO in Digital Marketing which was truly a learning experience.

Then there was another presentation that took place by our creative head Mr.Kaushik Da where he explained that how to generate any sort of ideas related not event related to campaigns for products and services using five category entry points, this truly helped me later on strategic planning for products.

The five Category Entry points are:

1. Why are you buying the Product?
2. When are you buying the Product?
3. Where are you buying the Product?
4. With whom are you buying the Product?
5. With what are you buying the Product?

We have learned that bigger the brand the more the CEP and with time CEP increases.

We use the CEP in brain storming session to find the Big Idea for 360 degree pitches for products and services.

But a major factor was also that availability of the product and services which was also described by Mr.Kaushik Da that in both physical and mental availability of the product meaning being there when required and top of mind when thinking about a product.

For instance communication is a mental availability.

Practical Knowledge about the Operation of an Organization: During the undergraduate studies, we were informed about the operation of different organizations such as agencies, bank, garments, and financial institutions but we hardly got the chance to visit any of those for gaining practical knowledge. But internship program gave me the opportunity to get a glimpse of the operational procedures of a marketing agency.

Different Organizational Skills: I have learned about different organizational skills throughout of my internship program, where follow-through, meeting deadlines, multitasking, planning, setting and attaining goals and time management were the prominent ones. Since my supervisor used to give me number of tasks for a particular day, I had to manage those tasks by applying the aforementioned skills without compromising quality of my work.

Communications and Interpersonal Skills: During the internship tenure, I had to communicate with different groups of people, where some were workers and others were the employees of the organization. As I was given the opportunity to work with different teams, naturally I had to deal with multiple team members regarding their different tasks and responsibilities. By the course of



my work, I have learned different interpersonal skills, like good verbal communication skill, non-verbal communication skills, listening skill, decision making skills, assertiveness etc.

Analytical Skills: Analytical skill includes both the ability to use good reasoning in analyzing a situation and solve the problem logically. It also includes seeing the arguments on both sides of an issue, even if one does not agree with other, and being able to analyze the merits of each argument. Notably, my activity on content development Team did not need any significant analytical skills, but I have acquired some of these skills from the operation of marketing agencies.

7. Researches on Pitches

We also had to do researches in various aspects to help to create valuable content for the pitching. Here pitching means giving presentation as a tender to win the opportunity to do work for the new client.

I have done some research works on these new company or for these new clients:

- Samsung Refrigerator
- ACI Savlon
- Energy Pack
- Savlon Freedom
- Diameal
- Huawei

- **Samsung Refrigerator:**

I had to work on the pitch on Samsung refrigerator where we were assigned on a group of 4 to 5 members to brain storm, gather ideas, research, surveys and to come with some unique campaign ideas for this client with in the allocated budget.

So it was my 1st pitch to work on. I was assigned to do some researches on other refrigerators which were popular in our country. I have also researched about some marketing ideas on other countries. It helped me a lot to know about what type of campaign ideas we may want.

Then after some ours of researching I pointed out some interesting ideas and fortunately they were very pleased with my ideas and included in the presentation slides. I also had to search some pictures for the sample creative.

- **ACI Savlon:**

This is another interesting pitch that I have worked on. I mainly had to conduct a survey on 30 people and collect the data. Based on the data we came up with some content or



series of content ideas. With the help of the strategic team we planned some nique and interesting campaign idea.

For example: our Social Media Content Strategy was in 4 different parts.

- Brand Thematic

Promoting products and promotions

- Engagement

Inspirational

Supporting Cricket

- Awareness

Medical

Health Tips

- Campaign

Big Scale Campaigns

Micro Level Campaigns

- One example of campaign name and details:

Soothes like a butterfly, doesn't sting like a bee

This campaign will be basically about making aware of the consumers about the qualities of ACI savlon. ACI savlon stands for effectiveness germ protection and its gentle action on skin. We will show that ACI savlon eliminates the germs, bacteria, infections and protects our skin gently that feels like a butterfly rather than stinging like a bee like other antiseptics. Basically one stays protected against million germs and bacteria and we are showing that gentle does not always necessary have to be calm but gentle can actually fight and eliminate the germs strongly being gentle on the skin.

- **Energy Pac:**

This product was very new to me. Energy Pac is launching LPG gas cylinders in Bangladesh. It will be launched in May 2017.

G in the G-Gas signifies: Great, Green, And Good (Environment & Eco friendly).

The LPG and gas cylinder are imported from France.

We had to come up with as usual some campaign ideas.

- **Savlon Freedom:**

This is another pitch that we had to work on and make some campaign plans from the surveys and researches on sanitary napkin.

- **Diameal:**

This one is not so well known product which we were given for pitching. Some interesting campaign plans were allocated.

- **Huawei:**

This was the last pitch that I have worked on. Had to conduct surveys on 30+ people to find out the insights or brand perspective of the customer.

8. The Learnings

In the whole 3 months of my Internship period, I learned a lot of things and developed some skills. Here are the most important ones:

- I. I figured out how to reply to the questions and how to keep track on them. I likewise learned composition week after week report. The dialect of the question reactions were diverse in various pages. Some of them were formal and some of them were casual. The week after week report is formal, immediate and exact. In week by week report I needed to specify a couple of thoughts on the most proficient method to improve things. I took in the need to be proactive from that point. I had to make sure that the same message is delivered. We managed to keep increasing our reach to customers every week.
- II. I learned how to take challenges and handle emergency situations in Marketing.
- III. I learned the difference in community management between a new brand and an established one.
- IV. I got the chance to practice the skills of MS Excel in real workplace.
- V. I had to work in a team when we had given to work in new pitches. Working in a team everyone is sharing their ideas, lots of discussion and finally deciding together what will be the plan. It was really nice to see how creative minds think. Ideas are infinite but to find a suitable one is hard. But in collaboration, it becomes much easier to decide.
- VI. Just like courses in University we had to form teams and research and survey for the new pitches that comes. I was finally been able to use my skills in a practical environment. I knew that making people understand the importance of their job or duty is crucial.
- VII. I tried to be a team player in most of the group works and I led the team.
- VIII. Assist in the formulation of strategies to build a lasting digital connection with consumers. I have planned and monitored the ongoing company presence on social media (Facebook)
- IX. I have provided creative ideas for content marketing. I did researches on new pitch ideas and surveys and also prepared slides.

9. Problems Observed in the Organization

- ❖ One of the main problem is Magnito Digital does not provide laptops to their interns but there are sufficient laptops for permanent employees. Thus interns have to bring their own laptop. So I always had to carry my laptop which was really difficult for me to carry the laptop bag every day in the office using public transports.
- ❖ Another major problem is the internet connection is sometimes very disappointing. Though the office is called a digital agency but sometimes internet connection is very slow which makes the work tough to finish and meet the deadlines. This used to happen at least twice a week and my work schedule used to
- ❖ The work structure and time is a bit unorganized. That's why employees cannot go to their home when the office hours' finish. Sometimes they work more than 10 hours when the actual office hour is 8 hours only.
- ❖ The place is a bit congested. Everyone lacks on personal spaces if they needed. There is no alone time for individuals.
- ❖ With a lot of people working on a same space, sometimes it is noisy and a lot of crowd which makes the work to finish on time difficult.
- ❖ The office also doesn't have any space to relax or hangout. They do have a very small entertainment session but not sufficient to fulfill everyone's interest at e time.

10. Suggestions for the Organization

- ❖ Magnito should provide laptops to their interns. Because, many students who do not own a personal laptop may want to work in the company. For this, Magnito can miss many interested students who want to pursue their career in digital marketing but may be they do not have any laptops. It can become a major threat for them in the future.
- ❖ Magnito Digital needs to have a powerful internet connection as being a digital agency. There should be LAN connection in every PC.
- ❖ I think they should increase their work space or move to a new big office. As Magnito Digital is growing really fast and the number of working people in the office is also increasing at the same time, it can be really helpful for the office as well as for the workers.
- ❖ If Magnito Digital move on to a new work space employers can have huge spaces with their personal spaces.
- ❖ A bigger workplace can also provide room for relaxation or entertainment to break the monotonous life.
- ❖ Magnito should follow a scheduled work structure with their clients. As it has been seen that employees often have to work more than the required office hours just because the client does not respond in time. If Magnito start practicing this scheduled meeting and communication system then this problem will be solved and no one have to work more than the office hours.

Recapitulation

After completing my internship program at Magnito, it was my realization that I was very lucky to be a member of one of the leading marketing agencies of Bangladesh. Being an intern and working as a part of the Magnito family was a great honor for me. Moreover, the knowledge I have attained from such organization will always be an example for me. I believe that such internship program will certainly help me to furnish my future career. All the knowledge from Magnito during my internship would surely improve my resume and add value to my skills so that I can pursue my career in any industry. Writing this experience report has helped me realize my skills, and weaknesses. It also helped me to focus in my limitations and acquire more lessons so that I can enhance my skills and learning. All the learning from client service department of Magnito Digital has provided me with in-depth knowledge on how business is operated in this sector. During this time, I faced a few obstacles, but I have learnt to overcome them by organizing my works and minimizing errors on the way. Internship tenure at Magnito has delivered more than what I expected. I achieved everything what I expected and the internship made my experience more than the usual academics.

Concluding Remarks

After completing my internship program at Magnito, it was my realization that I was so fortunate to be a part of one of the leading marketing agency of Bangladesh. Working as an intern and being a part of the Magnito family was a great honor for me. Additionally, the knowledge I have acquired from such organization will always be a lesson for me. I believe that such internship training will definitely help me to furnish my future career. All the learning in Magnito during my internship would certainly enrich my resume and add value to my skills so that I can pursue my career in any industry. Writing this experience report has helped me discover my skills, and shortcomings. It helped me to focus in my shortcomings and take in more lessons so that I can strengthen my skills and knowledge. All the learning from content department of the Magnito Digital has given me in-depth knowledge about the how business is conducted in this sector. During this time, I faced a few road blocks, but I have learnt to overcome them by organizing my works and minimizing mistakes on the way. Internship tenure at Magnito has delivered what I expected. I achieved everything which I expected to and the internship made my experience more than just the usual academics.



References

1. Company (Magnito Digital Ltd.) Information retrieved from their website and annual report.

Website: <http://magnitodigital.com/>

Facebook page: https://web.facebook.com/magnitodigital/?hc_ref=SEARCH&fref=nf

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