



Internship report on:
**A Comprehensive Report on Reservation and Packaging Activities
at GO BD GO Ltd.**

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Major: Finance (MBA Program)

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Letter of Transmittal

30 April, 2019

Riyashad Ahmed

Assistant Professor

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66 Mohakhali, BRAC University, Dhaka.

Dear Sir,

I have the pleasure to submit my internship report prepared as part of the requirement for my Internship at GoBDGo Limited under the MBA Program of BRAC Business School, BRAC University.

My internship in an existing enterprise in a booming industry gave me exposure to real life experiences. And my attachment led me to understand the theoretical aspects more clearly. I am sure it is going to help me perform in my career in future. I request you to pardon me for any misstep that may happen in the report in spite of my best effort.

Sincerely hope this report manages to fulfil the aims and objectives of my internship and finds your acceptance.

Yours Sincerely,

Afrin Hossain

ID-13364009

Acknowledgements

A large number of people are entitled to my heartfelt gratitude and acknowledgement in preparing this report. Without their constant support and encouragement, such a thorough analysis of a new industry powerhouse would be a difficult challenge to override.

Firstly, I would like to extend my sincere appreciation and gratitude towards my faculty advisor **Riyashad Sir**, for his incessant guidance and support throughout the internship period. His insights and constant supervision helped me get a better understanding of my project.

Secondly, I must acknowledge my manager – Ms Rezwana, Sr. Executive and my supervisor Mr Shibly Noman , and Executive Mr Rafat Kamrul for their continual motivation towards learning. They are always had a very sharp eye to effective bookkeeping strategies and I am thankful that they let me into the team, offering so much to learn. I must also express my earnest thankfulness towards all my colleagues and the people whom helps me a lot and support us through their vital information, ideas, and views during the preparation of this report and helps to make this effort a reality one.

Executive Summary

This report has been commissioned to present the obtained experience and knowledge during the three-month internship period at GOBDGO LIMITED. The report contains a detailed description of acquired first-hand knowledge from the daily activities performed in the different departments of the organization. The internship report is divided into sections. At the beginning I introduce GoBDGo LTD, where I mention about their products and an overview of their organization, including organization structure and hierarchy. Later on, I continued my report with writing about the internship experience I had throughout the last three months in GoBDGo LTD. I have tried my best to include my duties I had during the internship and what are experiences and reflection I have gained after this internship program. I also tried to include the contrast of academic life and practical work life that I have faced during this work experience. The internship report also gives an account of the work done with the organization along with benefits received from the organization. A part of the report focuses on how the difficulties were handled through interaction with supervisors. In the last sections, the influence of the work period in later life is described with appropriate illustrations along with a set of rectifications that would have been in order if an opportunity came up to redo the internship.

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Introduction

Internship program is a prerequisite for completion of the MBA program. Internship is a very important aspect of a graduate program that necessitates a student's exposure to real business setting before his/her professional career begins. It is an opportunity for the students to attain hands-on experience in the practical world of business. The exposure to real business through internship poses the final education candidates need to emerge as successful graduates.

I had the opportunity to work as an intern at Accounting Department of GoBDGo LTD. The induction period, however, remained at the data entry department, from where I was assigned to learn how they maintain their company software and how they prepare packages and send it to their customers. Being able to be a part of the Product Development Team, it enabled to me know the real life practices of bookkeeping and how it makes it efficient and useful for your enterprise.

I got to learn accounting contributes to a company's business which was and fascinating and educational experience for me. The only limitation I faced while writing this report is that I was not at freedom to reveal everything that I had experienced since they are very confidential. However, I have tried my best to portray my experience in as detailed manner as possible.

Organizational Overview

Go BD Go Limited is a unique company with a young and energetic ownership, management and operations team. GoBDgo intends to provide individual and group travel to leisure clients. Services and products provided by company initially included pre-arranged tours, custom packages according to client's specifications, travel consultation, and as time progresses making reservations for lodging amongst other related services. GoBDGo seeks to differentiate itself as the premier adventure travel company in the country.

Currently Go BD Go is representing below listed Agency's as a contracted authorized body

- Star Cruises, a member of Genting Hong Kong, is the third largest cruise in the world after Carnival Corporation and Royal Caribbean Cruises.
- Group Voyagers, Inc. marketed globally as Globus and also known as Globus Travel Group is United States headquartered worldwide group of escorted tour river cruise and independent travel package
- A Contracted agent by TURSAB, TÜRSAB Association of Turkish Travel Agencies.

Mission

“To give the best travel experiences to the travelers with in a best price.”

Vision

“To be the number one in this industry”

GoBDGo LTD has many competitors in this industry. They target to overcome these competitors and any new ones that appear so that they become the number one company in the travel industry.

Products

Go BD Go Limited offers complete travel solution to customers. The company offers below services:

- Ticket Booking
- Hotel Booking
- Tours and Transfer booking
- Set Packages
- Dynamic Packages
- Visa services

Department

GoBDGo LTD currently comprises five functional departments. Each department has a head.

Their functions are explained briefly:

1. Management: The managing department is responsible for approving the strategy for delivery of the service, appointing the appropriate internal service provider, authorizing appropriate staffing structure and financial resources, ensuring the services are in the satisfactory level, evaluation of the service to make it better.

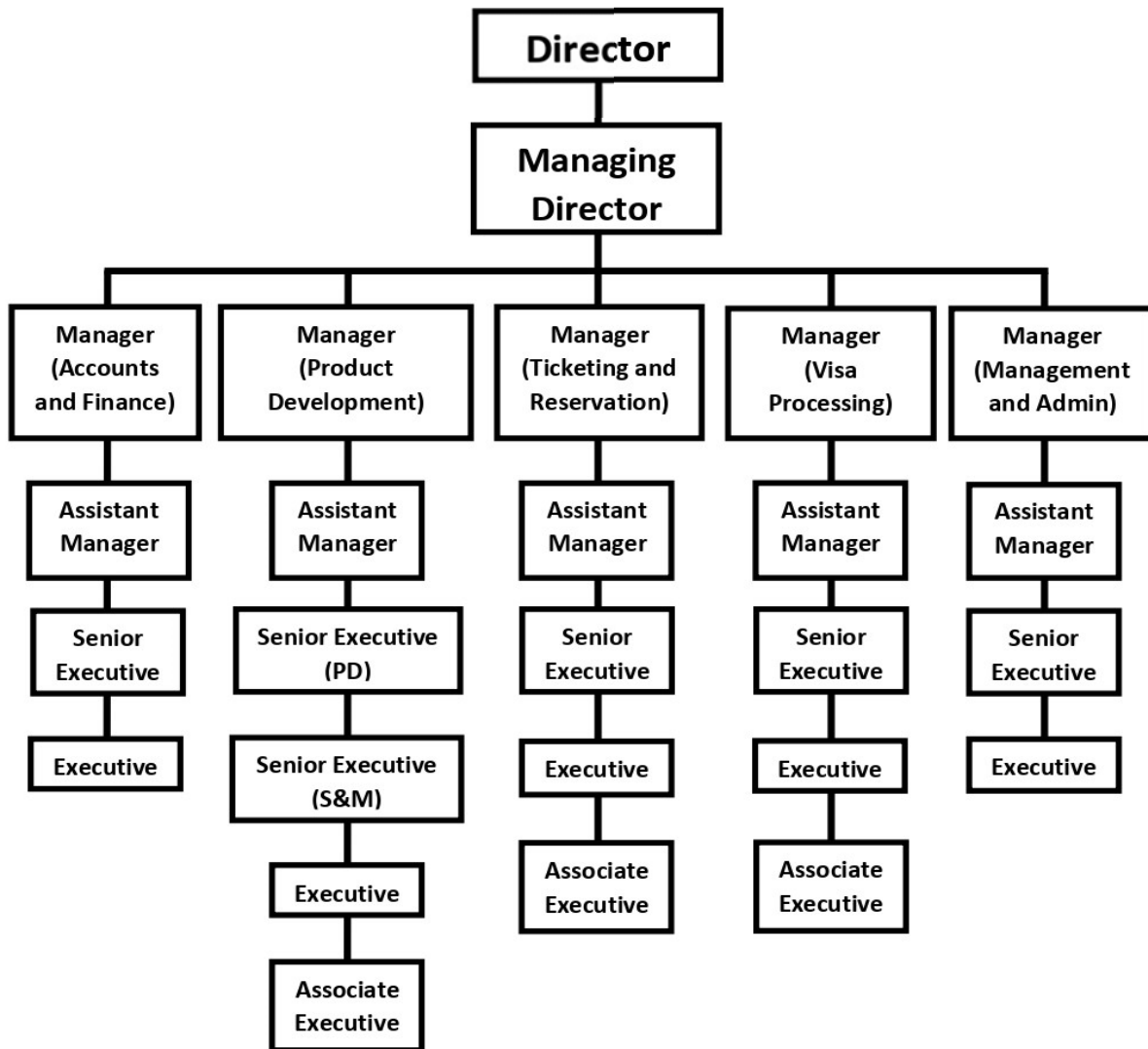
2. Business Development: The business development is responsible to help growth of the company. Their task is to constantly look out for the new customers and provide service to the existing and new customers. They also have to keep information about the latest technology to ensure the enterprise is providing the best quality Services.

3. Accounts & Finance: The accounting and finance department is responsible for keeping records of data and make reports of the cash flow of the company. The department has key roles and responsibilities, including accounts payable, accounts receivable, payroll, financial reporting, and maintaining financial Controls.

4. Technical: The technical department is responsible for the machineries used in the company. Their role is perform the maintenance of the machines and keep them working smoothly for better production.

Organizational Chart

Organogram of GO BD GO Ltd.



Broad Objective

The report investigates the learning and effectiveness of marketing division and what are the undertakings basically done by this department.

Specific Objectives

- To develop the knowledge about real life experiences.
- To analyze the sponsorship characteristics that affect sponsorship effectiveness.
- To recognize how inauguration of important event requires branding.
- Experience on E-commerce

Scope of the Study

It is believed that this study would help several parties to know and understand some practical factors and those will help them to formulate their accounting strategies for trading business like construction material supply. This report has mainly covered the accounting division of GoBDGo LTD. In addition, the models that the accounting division uses for assessing different policy while arises in GoBDGo LTD. In conclusion, the prominent scope out of this study is listed as follows:

- It will help to understand the role of accounting in trading business
- It will help to understand which accounting model are most useful for trading businesses.

Limitations:

Different constraints were faced by the author while preparing this report. The organization maintains some confidentiality while giving information regarding their department. Specially, GoBDGo LTD never disclose their costing and purchase related information.

Methodology

This report uses a blended approach of both qualitative and quantitative tools. Since the company has been in business for a very short time and needed to increase brand awareness and its corresponding market share, proper marketing decisions played a crucial role. Therefore, much of the study involved a systematic exhaustive research to discover as much data as possible to help in constructive decision-making within the limited time.

My Activities Chart (weekly)

Week Activity

Week	Activities
Week 1	Commencement of internship and Company induction
Week 2-3	Understanding the consumers demand
Week 4-5	Learning more about different country packages
Week 6	Preparing Query reports and daily activity list.
Week 7-10	Analysis of Database, Accumulate findings, processing of approval, working on execution of events.
Week 11	Clarifying findings and converted into meaningful information.
Week 12	Preparing package.
Week 13-16	Preparing and finalizing internship report.

Interaction with supervisors and co-workers

My supervisor has been very friendly and supportive throughout my tenure. He has not only mentored me to make my work easier and convenient but also made me feel comfortable in the relatively new phase of my life. He has allowed me to maintain flexible office hours which helped me attend and cater to other personal and family related work outside office. He consistently looked out for opportunities where he could understand me better and asked me to share anything I wanted to without any hesitance. My co-workers have been an amazing Bunch of talented people, from whom I've got to gather a lot of meaningful and beneficial learning and insights.

My Assignments

I was assigned to work under the Product Department, and my line manager for the internship tenure was Mrs Rezwana Binta Aziz Business Development Executive. She assigned me for the branding work. The scope of learning and self-development is immense in this department. I was also groomed up by the team of GoBDGo Ltd.

My Contribution to the Company

Fresh Perspective: My supervisor encouraged my participation and valued my input in all meetings and discussions. As I had no prior training, I had an “open mind,” as she said, and had to give her my honest opinion which she took very seriously when finalizing implementation

Strategies.

Reporting: After every day, I prepared the activities report of the employees and send it to our

Managing director.

Prepare Rate Chart: I with my other interns prepare rate chart for different packages of different country. Rate charts includes hotels, tours and transfers costs and other costs regarding package.

Prepare Database: I completed the client and employee database of the company by using company's own database.

Maintaining Query: My regular job was to maintain the queries from company's phone and Facebook page. I have to reply to the comments on the Facebook page and also have to maintain company's email address.

Collect Payment from Clients: Many occasion I have to visit to the customers and clients place to bring the payments of the company. Collecting payment was a different experience.

Lessons from the Internship Program

Working amidst the hustle of a real business setting has brought out the best in me. I have come to realize that classroom learning and learning by doing are whole different ball games. I've experience immense development throughout my internship tenure. I have become more punctual, resilient and adaptive now. My supervisor was very cooperative in case of sharing Knowledge and helping me in every aspect of my learning process. He helped to develop my skills that are going to help me mild and foster my professional career. The skills that I have learned in the time of working in GoBDGo Ltd. are listed below:

Ability to Work under Pressure: There were times when I had to handle multiple tasks at a time under severe pressure, also stay and work after office hours to meet challenging deadlines. This has taught me how to prioritize my workload and work effectively and efficiently.

Team Player Skills: Most of my work required me to work in a cross-functional team setting made significantly contributed to my learning experience. Each task I was assigned had different teams as well as representatives from partner agencies, besides the KPIs of each task was also different. Such a robust experience has allowed me to be confident and responsive when working with people who brought in different dimensions and set of skills to the team.

People Skills: My communication skills have vastly improved as I have had reach out and interact with my colleagues, supervisors and other executives outside the office. Some people are sensitive; some are a bit rigid while others are friendly. I have innately developed myself

to be able to cope with all kinds of people to get the work done. It was a morale booster that pushed me to interact better with people both formally and informally.

Technical Skills: The tasks assigned to me required me to use Microsoft Word, Microsoft PowerPoint, and Microsoft Excel from time to time. I became more proficient in using both Microsoft PowerPoint and Excel as I learned many shortcuts from my supervisor which has made me more efficient and quick. Most importantly, I learned how professional and official slides should be designed.

Presentation Skills: During my internship tenure, I got several opportunities to present my ideas in front of my line manager, CEO, agency representatives. This helped enrich my presentation skills while made me more comfortable to speak professionally in an office setting.

Alongside, I also learned how to handle queries from managers tactically and to strategically deal with criticisms and feedback.

Personal Development: In the period of my internship, it developed a sense of professionalism in me like- dressing up gently to look smart and confident, having punctuality; maintaining confidentiality and working with responsibility. Moreover, it helped to know various rules and regulations in the corporate world and how to fit in there.

Difference between Academics and Experience

Topic	Based on Academic	Based on Experience
Computer & Technical Skills	More emphasis needed on application rather than technical terms, namely MS Excel, Google Drive, Graphic Designing etc.	Rapidly changing online world requires being up to date in terms of internet and software usage. Software like MS Excel is used across all areas be it finance or sales or even HR.
Conducting Meetings	No details on significance of meetings, how to carry them out, the do's and don'ts, how to write the meeting minutes.	Extremely important aspect of organizations; sometimes Prone to losing focus of agendas.
Communication & teamwork	MGT 501 (Organizational behaviour), HRM501 (HRM) & OPN501 (Strategic Management) are the Three courses where communication and teamwork is mentioned	Both inter-departmental and Cross departmental Communication critical for the organization's Success.
Branding Guidelines	The brand course at least should teach how to formulate branding guidelines for a company in general.	It is of utmost importance to formulate branding guidelines for a newly formed company that helps implementation of works and assigning work to agencies.

Influence in my Career Plan

I completed a major in Finance during my MBA program. I have good grades in my major. However, the internship program made me realize that Marketing is the right choice as I feel more confident and feel this inherent association with the branding and marketing related things. Moreover, I've often asked whether I would want to pursue higher studies right away or gain some corporate experience first. I never knew how to answer that but now I'm eagerly looking forward to work in a Multi-National Corporation as I believe this challenging and dynamic environment is much needed to keep my learning experience growing exponentially. I would later pursue higher studies abroad based on my specialization needs and interests which I believe are still in the development phase.

Conclusion

GoBDGo LTD is a well-known name in Bangladesh for their services which is delivered to their clients. Travel industry is still growing in Bangladesh so GoBDGo LTD has a severe opportunity to lead in this sector. According to their administrative, marketing and financial planning GoBDGo LTD can go ahead perfectly. Each and every division in the department deserves to be complemented. In this report, I have tried my level best to contribute in GoBDGo LTD .I feel privileged to have been able to work in a newly established Company where I got on the job training which significantly enhanced my learning experience on how to work on brand exposure. It was a significant learning opportunity to know how branding works right from the beginning stage. Before working at GoBDGo, I used to think only as a consumer or someone at whom marketing messages were directed. But now, I can understand and think in a multidimensional manner which has invoked the real marketer in me. It's very important to consider all the facets of a business when planning strategies or going for implementation of strategies. I'm glad I got to experience all the sides of how a business feels, thinks and acts when outlaying a plan and when strategically implementing those plans .The learnings from my graduate study now makes a whole lot of more sense as I can relate theories with application. This has prepared me with the zeal to pursue my future endeavours. The overall internship experience was one that developed my knowledge and assisted personal growth. Finally, it is time to take what I have learned and incorporate it in my work life; a time to take a step further in the future.

Appendix

Weekly Internship Journal-1

Name: Afrin Hossain

ID: 13364009

Organization: GoBDGo Limited

Duration: 2nd February- 7th February

Submitted to: Riyashad Ahmed

Roles and Responsibilities for the week: The first week of my internship at GoBDGo Limited started with the Introduction of the company and its products and services. Our manager introduced me with every department. She gave me brief ideas about products and other departments. She explained everything about how the works are done in the company. She introduced me with the packaging team and selected me as a trainee in the packaging development team. My role was to see how they prepare the package and understand what should be included in the package.

Learning Outcomes from the Roles and Responsibilities: I have learned about the travel industry and the company background. I learned about the mission and vision of our company which enlighten me what they want to achieve in future. I got an idea about a customized tour package and how it is prepared. My main role was to understand the customer's needs for a tour package. I learned what things should be included in a customized package and what things should not be included in the package.

Theoretical Application: I learned about the practical implementation of Limited Business. I learned about the organizational structure of the Business. Hierarchy of Authority, that who should report to whom in the company. I also learned about our company's 4p's. The pricing strategies of the company and how they promote their packages through different media. Customer based marketing is used in the company.

Appendix

Weekly Internship Journal-2

Name: Afrin Hossain

ID: 13364009

Organization: GoBDGo Limited

Duration: 9th February-14th February

Submitted to: Riyashad Ahmed

Roles and Responsibilities for the week: In my second week, my role was to communicate with our customers and convince them to purchase our offers. I communicated with our company's client over phone. I also collected orders from our clients. My main responsibility was to understand the consumer's mind and build a good relationship with them, discussing packages in brief in front of customers and creating awareness regarding products in the minds of our potential customers.

Learning Outcomes from the Roles and Responsibilities: I learned how to deal with the customers. I also learned how to convince clients to purchase our packages. I practically learned how to handle customer's queries and respond to their requests. Moreover, I learned to create promotion about our products through our social media.

Theoretical Application: In my second week, I used the concept of organizational behavior in practical life. Different theories of consumer buyer behavior is applied to understand the customer's needs and wants.

Appendix

Weekly Internship Journal-3

Name: Afrin Hossain

ID: 13364009

Organization: GoBDGo Limited

Duration: 16th February-21st February

Submitted to: Riyashad Ahmed

Roles and Responsibilities for the week: In my third week, I learned to communicate our customer through digital media. I added in the admin panel of our Facebook page. My role was to response customers queries. I also maintained our company's mail. I sent emails about our packages and offers to the potential customers and gave feedbacks.

Learning Outcomes from the Roles and Responsibilities: I learned to respond all the queries in a formal manner and build a relationship with the customers. I learned about the packages more briefly from the company database. I learned about our company's FAQ policies which describes how to respond in different situations.

Theoretical Application: Consumer - buyer behavior model is applied to understand our customer's needs and how to deal with them in certain situation. Concept of digital Marketing also was used to promote our product in the social media.

Appendix

Weekly Internship Journal-4

Name: Afrin Hossain

ID: 13364009

Organization: GoBDGo Limited

Duration: 23rd February-28th February

Submitted to: Riyashad Ahmed

Roles and Responsibilities for the week: In my 4th week my responsibility was to assign the tasks within the employees. I was also assigned to keep the record of the day-to-day activities and to prepare a final report of the day and to report our Managing Director. I entered the queries in our company database and assigned the task to the employees. Another responsibility of mine was to check whether the tasks were completed within the time.

Learning Outcomes from the Roles and Responsibilities: This week I learned to keep a proper day to day activity records formally in the company database. I also learned to maintain our company's database management system. I also learned to use some advanced tools from Google sheets.

Theoretical Application: Theory of managerial information system is applied in this week. I used data base management to record our day-to-day activities.

Appendix

Weekly Internship Journal-5

Name: Afrin Hossain

ID: 13364009

Organization: GoBDGo Limited

Duration: 2nd March- 7thMarch

Submitted to: Riyashad Ahmed

Roles and Responsibilities for the week: In my 5th week, my main responsibility was to handle the client's responses and queries and input all the queries in the company database and assigned them to the employees. I was also maintaining our Facebook page, promoting our offers and replying to the customer's questions. Finally I prepared a day-to-day activity report and submitted it to our Managing Director. I informed her about the scenario of the daily task list and let her aware of the activities of the employees.

Learning Outcomes from the Roles and Responsibilities: I learned how to manage the employees and divide into the tasks. I also learned to prepare a day end activity report. I also learned to prepare a promotional campaign for our package and promote the campaign through Facebook and email.

Theoretical Application: Division of work theory was used in this week. Database management theory was also used in these week to keep all the records in the company database.

Appendix

Weekly Internship Journal-6

Name: Afrin Hossain

ID: 13364009

Organization: GoBDGo Limited

Duration: 9th March-14th March

Submitted to: Riyashad Ahmed

Roles and Responsibilities for the week: On the 6th week, my main responsibility was to prepare a complete Database of the company which includes employees and customers information. Input all the data in the company database. Besides, I was also doing my regular activities such as maintaining the Facebook page, promoting the offers and replying the customer's questions. I was assigned to provide every day activity report to our Managing Director. I regularly inform her about the activities of the employees and the pending queries.

Learning Outcomes from the Roles and Responsibilities: I learned more about the functions of company Database. I also learned more about our various promotional campaign for our packages.

Theoretical Application: Database management theory was used to keep all information regarding the employees and the customers in the company database.

Appendix

Weekly Internship Journal-7

Name: Afrin Hossain

ID: 13364009

Organization: GoBDGo Limited

Duration: 16th March-21st March

Submitted to: Riyashad Ahmed

Roles and Responsibilities for the week: On my seventh week, I was assigned to prepare packages of different countries. My senior executives helped me to prepare the packages with day to day plan. My role was to search beautiful sight of a country and collect all the cost for the particular tour. I was also assigned to contact with the suppliers and bring costs from them.

Learning Outcomes from the Roles and Responsibilities: I learned to prepare the country packages including day to day plan. I also learned to deal with the suppliers of our company. I got to know about different tour costs in details and learned how to prepare the complete cost structure for a package.

Theoretical Application: Here, I applied the knowledge of planning. Additionally, I used the information of making cost structure and the way of dealing to the suppliers.

Appendix

Weekly Internship Journal-8

Name: Afrin Hossain

ID: 13364009

Organization: GoBDGo Limited

Duration: 23rd March-28th March

Submitted to: Riyashad Ahmed

Roles and Responsibilities for the week: In this week, my main role was to prepare rate sheet of different countries for the company. I have to search for the best price of hotels, tours and transfers, then put them in an excel file. I also contact our suppliers of different countries for the best price. In addition to these works, I was handling the query management and managing the Facebook page. I was also providing the day end activity report to our managing report.

Learning Outcomes from the Roles and Responsibilities: I learned to prepare the rate sheets of a country. I also learned about our outbound suppliers and how to deal with them. I also learned to use our online portals to find hotels and tour- transfer.

Theoretical Application: Here, I applied the knowledge of marketing research and found out the best result from it. Moreover, I applied the screen out system and found out the best alternatives.

Appendix

Weekly Internship Journal-9

Name: Afrin Hossain

ID: 13364009

Organization: GoBDGo Limited

Duration: 30th March-4th April

Submitted to: Riyashad Ahmed

Roles and Responsibilities for the week: In this week, I was introduced with our ticket department and our ticket portal. My role was to find out the airfare for different destinations from different airlines. I was also using our company's own built website for searching airfares. My other roles was to provide customers query answers, query management and maintain Facebook page.

Learning Outcomes from the Roles and Responsibilities: I learned to use different software for regarding ticket airfare. I also learned to search and find the airfare of different airlines. I learned to use our company's own web portal for ticket and airfare.

Theoretical Application: I applied marketing research theory where I had to set a plan, find out different alternatives and pick out the best result. I also applied the knowledge of using software and how to work more efficiently with it.

Appendix

Weekly Internship Journal-10

Name: Afrin Hossain

ID: 13364009

Organization: GoBDGo Limited

Duration: 6th April-18th April

Submitted to: Riyashad Ahmed

Roles and Responsibilities for the week: In this week, I was assigned to book hotels for our clients. My responsibility was to find the hotels according to customer's preference. I also visited few customers place to collect payment. This week I was also introduced with our Visa programs. I was also assigned to book tickets from our own portal. My other responsibilities were to manage query, handling Facebook queries, assign task to the employees, prepare day end activity report and submit the report to our managing director.

Learning Outcomes from the Roles and Responsibilities: I learned to use more advanced options of different software for regarding ticket airfare. I learned about the visa requirements for many countries and the duration of visa processing.

Theoretical Application: I applied organizing and leadership theory. I had to organize different tasks at the same time as well as I had to direct others how to do their own tasks.