



Internship Report

On

**Promotional activities and people's feedback on the advertisement
of Chopstick instant Noodles.**



Inspiring Excellence

Internship Report

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of Chopstick instant Noodles.**

Course Code: BUS 400

Submitted by

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Submitted to

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Date of Submission

18th December, 2016

Letter of Transmittal

18th December, 2016

Ms. Iffat Tarannum

Lecturer

BRAC Business School

BRAC University

Subject: Submission of Internship report.

Dear Ma'am,

It is a great honor and glad to submit my internship report titled "Promotional activities and people's feedback on the advertisement of Chopstick instant Noodles" authorized under your supervision. I tried my best to input all the requirements to fulfill as it is one of the major part of BUS-400 course. I have worked in SQUARE Food and Beverage Limited (SFBL) from 5th September'16 to 5th December'16 as an Intern of Brand Management team under Marketing Department of SFBL. I have tried to follow all the instructions which has been provided by my supervisors and I am very thankful to you Ma'am for all kind of supports and instructions during making questionaries' for the survey and in the time of writing this report.

Consequently, I am submitting my report on your concern ma'am. Hopefully, you will discover my well-researched, informative approach as a hallmark of hard work. For any kind of any further clarification or elaboration about my report, I would welcome the opportunity to consult with you and to explore how my findings could best meet your needs.

Sincerely Yours,

Md. Moshour Rahman

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Acknowledgements:

In the name of Almighty Allah, most Beneficent and most merciful. Praise and thanks to him for giving me the ability of such passion and strength to complete this study.

I would like to express my deepest appreciation and show my heartiest gratitude to all those individuals who helped me all the way and provided me the opportunity to complete this report.

At the very beginning I want to thank my Internship supervisor “**Ms. Iffat Tarannum**”, Lecturer of BRAC Business School, BRAC University, for giving me such effortless contribution and all the necessary helps for the completion of this report. I am very thankful to her for guiding me from the start to finishing of this report.

Then I would like to thank, “**Mr. M.A. Mahmud**”, Brand Manager of Marketing Department, Square Foods and Beverage Ltd. (SFBL) and other Brand Executives to who has given me their valuable time, energy and cooperation in the preparation of this report.

Declaration of Student:

This is to notify that this report “**Promotional activities and people's feedback on the advertisement of Chopstick instant Noodles**” has been prepared as a part of my internship formalities. It is an obligatory part of our BBA program to submit an internship report. Moreover, I was inspired and instructed by my supervisor **Ms. Iffat Tarannum**, Lecturer, BRAC Business School, BRAC University.

.....

Md. Moshour Rahman

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Abstract:

This report is based on the experience in SFBL, survey findings of Chopstick Instant Noodles and marketing promotional activities of Chopstick. First of all, the company overview has given as a mandatory part of the report. This also contains the history and sister concerns of SQUARE Group. In the meantime, it also included with the vision, mission, objectives, Management structure and quality assurance of SFBL which has been provided from their official website. Second of all, I added my personal working experience at SFBL. This helped me to get introduced with top Bangladeshi Corporate cultures. Thirdly, I came up with the overview of Instant Noodles Market in Bangladesh before launching Chopstick. Here, I added an authentic figure to identify which companies are dominating the Instant noodles Market in Bangladesh. Then, the SWOT analysis of Chopstick and Marketing Promotional activities has been given respectively to know the performance of SFBL's marketing strategies. Last but not the least; I came up with the findings of my survey which I took from 150 respondents. Finally, I also gave a recommendation which is needed to be done by SFBL Marketing Department. This are the core criteria's of the report to make it fulfill and more informative.

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