



Possibilities of Promoting Consumer Brands through Online: A Study on ACI Ltd.



Internship report on
***Possibilities of Promoting Consumer Brands
through Online: A Study on ACI Ltd.***

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Subject: Submission of internship report on **Possibilities of promoting consumer brands through online: A study on ACI Ltd.**

Dear Sir,

I would like to thank you for assigning me this subject to prepare the internship report. This task has been given me the opportunity to explore one of the most important featuring of the ACI Ltd. which is known as Consumer brands of marketing department. I have completed my internship practically in ACI Ltd. at Nina Kabbo,Tejgaon from 21st May 2015 to 20 August 2015.

The topic of my report is **“Possibilities of promoting consumer brands through online: A study on ACI Ltd.”**, contains a comprehensive study on promoting consumer brands online. It was a great pleasure for me to work on the above-mentioned subject.

I have tried my best to make this report informative. All the information presented in this report is done with outmost sincerity and honesty. I will wholeheartedly welcome any clarification and suggestion about any view and conception disseminated in my report.

Sincerely yours,

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Tanvir Haider

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Acknowledgement:

All admires to almighty Allah who has created me and has given me opportunities and strength to work with people. This internship report might never have been completed without the necessary practical knowledge, support of many books, articles, websites, and primary data. It enhanced my knowledge on new brand establishment, implementation of day to day brand communication, new network establishments, product promotion through online, market survey and analysis and Campaigning.

Thanks to all those persons, who have assisted me, providing me co-operation. I would like to express my special thanks to ***Jabir Al Mursalin, Assistant Professor, BRAC Business School, BRAC University*** for his supervision, co-operation and advises. Then I would like to thank Career Service Office (CSO) of BRAC University, where I received support of requirements of finishing the internship program and daily updates of university.

I was placed in Consumer brands of marketing department of ACI Ltd. to work as an intern from 21st May 2015 to 20 August 2015. The members of ACI Ltd. management were very co-operative and helpful. They helped me through providing various data, guidance and direction. I am grateful to Mr. Hasan Faruk Product Executive, Consumer Brands ACI Ltd. for his cooperation and necessary support.

Executive Summary

There's no denying it, the world is rapidly shifting from analogue to digital. People are consuming more and more digital content on a daily basis – on mobile phones, laptops, desktop computers at work, and more – and companies that have not yet recognized this in their marketing strategies need to adapt fast.

The paper is introduced with the description ACI Ltd. where I completed my 3 month internship program, starting from 21st May 2015 to 20th August 2015. The paper analyzes their organizational structure and major functions with descriptions of their business activities. Their strategies, goals, objectives, strengths, and weaknesses have also been identified.

In the later part of the report I have concentrated on my topic entitled **Possibilities of promoting consumer brands through online: A study on ACI Ltd.** In this report I have tried to focus on various ways of digital marketing. I also tried to make a comparison between the digital and non digital marketing. Here I discuss about the benefits of digital marketing.

I have tried my best to come up with the valid explanations for the results and useful recommendation. However, due to lack of sufficient practical experience regarding such Statistical analysis, the recommendation may not be the very best.

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