



**Faculty of Business of Administration
AMERICAN INTERNATIONAL UNIVERSITY-BANGLADESH
(AIUB)**

**INTERNSHIP AFFILIATION REPORT ON
Sales Operations of MSI**

An Internship Report Presented to the Faculty of Business Administration in
Partial Fulfillment of the Requirements for the Degree of Bachelor of Business
Administration (BBA)

Supervised By

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Submitted By

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(Department: BBA)

Date of Submission: 21st August, 2022

INTERNSHIP AFFILIATION REPORT ON
(Sales Operations of MSI)

Letter of Transmittal

June 30, 2021

Mr. R. Tareque Moudud
Director
Office of Placement & Alumni (OPA)
American International University-Bangladesh Kuratoli, Dhaka.

Subject: **Submission of the internship report on Sales Operations Of MSI**

Dear Sir

It is a great pleasure to hand in the internship report titled (Sales Operations Of MSI), which was assigned to me as a partial requirement for the completion of the degree of Bachelor of Business Administration (BBA).

It is my honor and privilege to work for a leading organization in Bangladesh and to gain an in-depth knowledge on different areas. Throughout the study, I have tried my level best to accommodate information as much as I could, which I thought were relevant and informative. I tried my level best to make this report concise and informative.

I am grateful to you for your generous guidance and kind cooperation at every step of my endeavor.

I would be grateful if you would kindly accept the report and forward it to the respective department of AIUB.

Sincerely yours

Ananna Jahan
18-38591-2
BBA(Marketing)
American International University-Bangladesh (AIUB)

Letter of Endorsement

The Internship affiliation report entitled (Micro-Star International Company Limited) has been submitted to the Office of Placement & Alumni, in partial fulfillment of the requirements for the degree of Bachelor of Business Administration (BBA), Major in (Marketing) ,Faculty of Business Administration on April 28, 2021 by (Ananna Jahan), ID 18-38591-2 . The report has been accepted and may be presented to the Internship Defense Committee for Evaluation.

(Any Opinion, suggestions made in this report are entirely that of the author of the report. The University does not condone nor reject any of these opinions or suggestions).

Md. Mehzabul Hoque Nahid

Internship Supervisor

Acknowledgement

To begin with, I would want to express my heartfelt appreciation to Almighty Allah for providing me with the strength and capacity to complete the report.

Secondly, I would like to thank those, without their support I might not be able to complete a huge task of preparing this internship report within the schedule time.

I would want to express my gratitude to my supervisor and teacher Md. Mehzabul Hoque Nahid sir not only for giving the chance to prepare the report but also for providing me a lot of support to improve the report. When I needed his assistance, advice, or suggestions, he was always available. I consider myself extremely fortunate to have been given the opportunity to finish my internship report under his guidance and supervision.

And I want to include that I have gathered all of the information using official surveys and the Company websites. And also, I would like thanks to all the others people who were directly or indirectly engaged in the fulfillment of the internship and the preparation of this report. All of this would not have been possible if they had not been there.

Executive Summary

The report has been originated in result of my internship program which is done as a requirement of BBA program. This report is completed based on the three months internship in Micro-Star International Company.

The objective of the study is to know the real scenario of working place and gather real life experience. Also know the detail about the corporate sector how the work is done. To prepare this secondary source of data has been used. The first section of this report talks about the organization which has been developed for the proper execution of the report.. The remaining part describes about the analysis, findings, recommendations and conclusion. To serve the clients MSI Bangladesh does some activities for their customers. I was assigned to the Micro Star International Company Corporate office for my internship program.

This report is the result of my three-month internship program, during which I learned a great experiences about work and professional life. And broadened my practical knowledge. This report provides a quick overview of Micro Star International Company limited (MSI) information, products and services, and activities.

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Chapter 1

Introduction

1.1 Rationale of the Study:

My objective of making this report is to illustrate different activities of sales and Marketing operations of MSI. About the whole total experience and activities and branding position of Micro-Star International Co., Ltd in Bangladesh. The reader will also know about the development which is done from me in this company.

1.2 Objectives:

1. Demonstrate different sales criteria of MSI from distributors' perspectives.
2. Describe strategies for Social media management of MSI Bangladesh.
3. Describe strategies to collect market data through visiting key dealers and retailers.
4. To evaluate MSI's Branding activities on customer awareness and providing knowledge about marketing.

1.3 Background of the Organization:

- **1.3.1 History:** MSI is a Brand from Taiwan. In 2008 MSI was ranked among the top 20 Taiwan Global Brands. MSI has also achieved different awards and achievements of excellence for 15 consecutive years in 2013. In the year of 2015, MSI was ranked the fourth best laptop brand of 2015 by laptop magazine. The company was founded in August 1986 and is known for its production of motherboards and graphics cards which eventually led to the company creating gaming systems. MSI makes a very good gaming laptop.

- 1.3.2 Mission:** The mission of MSI company is highly dedicated to empowering global game creators or gamers. Their absolute goal is to satisfy different creators and business elites with best in class solutions that they need. The mission is delighting MSI customers and maximizing value through innovative solutions, inspired employees, adaptation of technological advancements and living in harmony with environment. MSI is also conquering in every sector of business laptops and gaming laptops.

1.3.3 Vision: MSI provides the high end solution as world leader. MSI is highly committed to cutting-edge innovation and aesthetic design which only does not fulfill customer necessities but also make them have the spectacular experiences.

The vision is to be Bangladesh’s most admired & progressive global conglomerate.

1.3.4 Organization Structure:

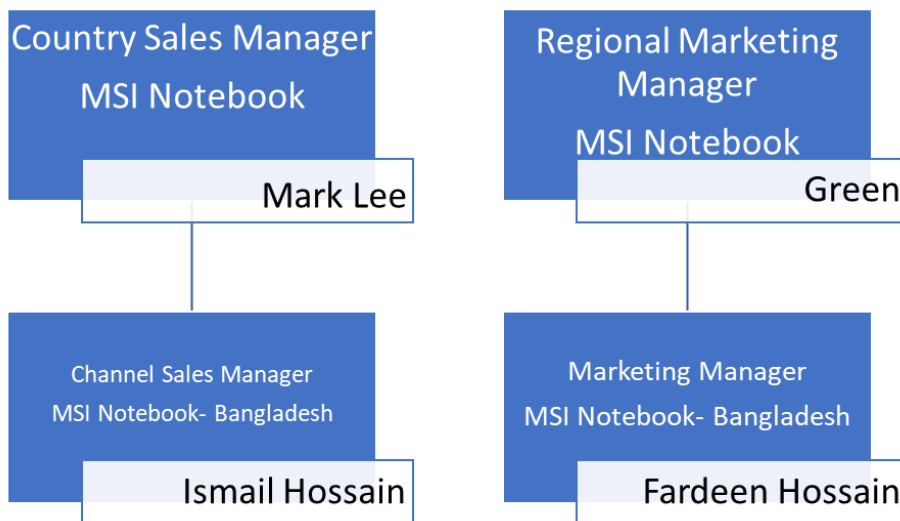


Figure 1: Organogram

Figure1: Organogram

Chapter 2

Activities undertaken

2.1 Work Related Activities: In my internship period I did various activities in my organization such as:

2.1.1: Brand Promoting: MSI is one of the oldest names in the laptop industry, yet, it is one of the most technologically advanced companies in the country. It is constantly striving for innovating superior quality products and services. In our country there is a small percentage of people who does not acknowledge the excellence of the brand MSI and their products. People of our region needs enough guidance for this purpose. My responsibility is to do the branding of this company through online and offline.

- **2.1.2: To assist Marketing Manager and distributors to collect market data through visiting key dealers and clients.**
- Every products and Laptops of MSI comes from Taiwan. All of them holds excellent quality for different work purpose. One of my valuable responsibility is to assist my marketing manager by collecting data from different dealer houses about the market situations as in different customer queries, customer requirements about products. I am responsible for making dealer house owners understand the value of MSI products that they can explain the benefits of it to the customers and can increase the sell in our region. I am also responsible for promoting and selling products and services to customers. I have to connect with potential customers individuals or businesses and explain the benefits of their products and services, in order to gain agreement for a purchase. I also have to accomplish some tasks such as-
 - Find prospects and leads.
 - Learn details about our products and services.
 - Understand all the prospects needs, problems or wants.
 - Explain how our solutions align with different points.
 - Meet with potential clients and act as their consultant.
-

- **2.1.3: Brand Campaigning:** MSI Bangladesh team plans different type of campaign for increasing brand value and also for promoting the brand throughout this campaign. The responsibility I am mostly assigned to is to make know about this promotion and campaign to the end level customers by reaching them out with brochures, banners and different online boosting advertisements. MSI invest in paid banner ads, landing pages, personalized sales emails, retargeting ads, or even cold calls. Once they have every step figured out, all their advertising promotional activities must coincide with achieving the bigger marketing scheme. The most important thing is that MSI achieve the goal, making leads take action.

2.1.4:

2.2: Other Activities:

- **To collect data of prospective customers from secondary sources.**

In MSI, products come from Taiwan. When they are received by dealers, serving the products and receiving customers perspectives is very important for this company. With customer reviews, the manufacturing company try their best to do betterment for their products as much as possible.

In my academic life, I have studied all about marketing and its additional wings. But in practical life, it was difficult as well as challenging for me to manage a client and convince him to a product. Only because of I am a Marketing background student and I have a clear concept on traditional marketing concept, it helped me out but not much. At the beginning it was

tough but when I have learned the whole process or steps gradually, it's getting easier and I have enjoyed it a lot.

- **To prepare reports after completion of given assignments.**

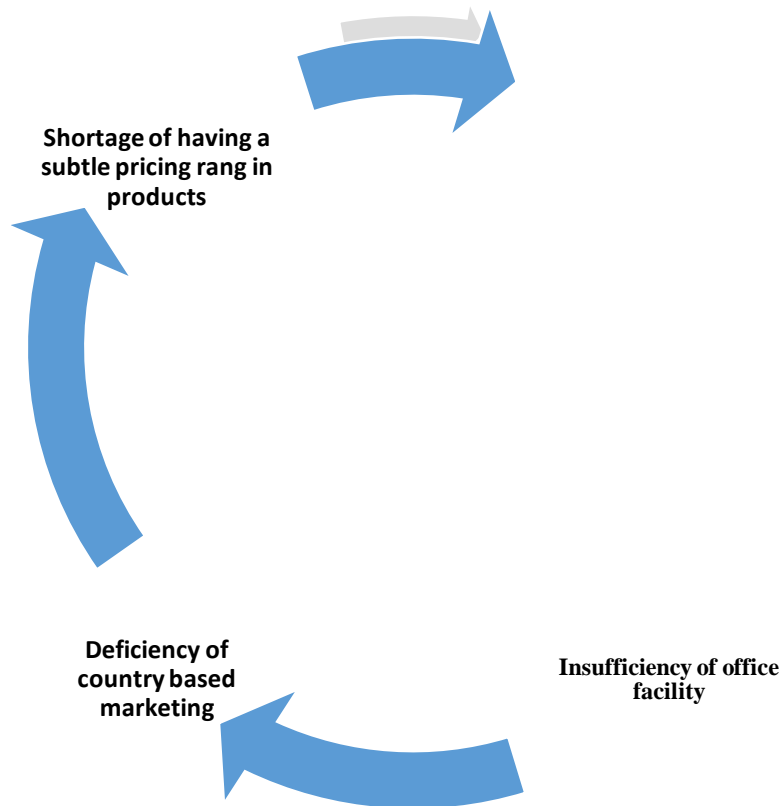
In my internship company we were given different sales target for generating sales of MSI. Every new day I tried to accomplish different targets. This accomplishment helps a company to reach new level of success.

After doing given tasks I have to prepare reports for everyday. We submit these reports to Country Sales Manager as he is in charge of our country sales developing sector.

Chapter 3

Constraints/Challenges

Observed in the Organization:



- **Insufficiency of office facility:** My internship is from a multinational company. They do not have any selected office in Bangladesh yet. This is creates a serious problem when it comes to work. We always have to contact in Taiwan for any kind of work issue.
- No one can barely adopt a working facility management plan without having an office facilities management checklist in place. Such a checklist will help in managing and securing their place in a more efficient way.

Deficiency of country based marketing: AS MSI is a company which is known worldwide for their quality and services that they provide. But in Bangladesh not enough people know about this brand elaborately. The people of our own country does not know the value of this brand completely and they are lacking having an excellent experience.

Shortage of having a subtle pricing rang in products: The price of this company has for products is not always affordable for Bangladeshi community. Despite of they have qualityful products, but without enough budget customers are lacking the wonderful experience. In my opinion, they should bring products within the budget that Bangladeshi people can afford. MSI has very sophisticated quality for their products. And our country people should be able to experience MSI products.

Chapter 4

Lessons Learned from the Internship Program

4.1: Lessons learned from the internship program:

4.1.1: Corporate Culture: Corporate culture or office culture is the certain way of employee behavior. In our organization, they maintain the values, ethics, beliefs and different attitudes that symbolizes an organization. As they have a disciplined corporate culture, so this can demonstrate a good improvement in my internship period.

4.1.2 Practical knowledge on various issue:

- **Ascertain the value of time:** MSI has made me learn the time value properly. As it is a multinational brand, they really value about time management. Our company believes in the process of organizing and planning how to divide our time between specific activities and priorities. MSI ensures the benefits of time management include better habits and greater productivity. Improved time management increases our focus, builds confidence, and allows us to plan our time more effectively for our company.

Our senior executive every time reminds us to accomplish our assignments on time.

Acquire an understanding of working environment: MSI has a very civilized and sophisticated working environment. A good working environment brings out the best output from the employees. When a positive workplace culture is encouraged, employees are happier, more committed to their employer, and more loyal. Reduced turnover in the workplace is good for everyone. My seniors and supervisors always helped me doing my activities. They always helped me to fix my mistakes without

a second thought. They apply the same conduct for everyone, hence the other interns get very eager for learning various things from this company.

- **Boosting up confidence level:** In the beginning of my internship my confidence level was boosting slowly as I was new there, And I used to be very nervous sometimes. MSI senior workers are immensely supportive to help in different steps. Being confident and assertive will help us to reach new heights in our career. Employees will notice that they are able to handle stressful tasks with ease and that they are able to create solutions to problems using your own ideas. MSI has successfully made this environment for us to work with enough confidence and generate different ideas for the betterment of the company.
- **Social Media activities for brand promotions:** MSI made us learn to manage all social media channels, campaigns, and team members to sustain an engaging audience experience and to increase audience satisfaction. Researches and analyses social media trends, including social media ad revenue and web visitor data, to improve social media presence and campaign efficacy. Company departments also has to perform well to promote overall brand through social media.

For MSI brand promotion I did various social media activity such as-

- Overseeing company social media accounts management.
- Developing engaging, creative, innovative content for regularly scheduled posts, which enlighten audiences and promote brand-focused messages.
- Coordinating social media messaging with advertising departments, brand managers, and quarterly or seasonal company goals.
- Managing social media team members, including copywriters and other content creators, by overseeing their work and offering guidance or direction.

4.1.3 Transforming Skills (e.g. leadership, communication, interpersonal, problem solving. Etc.)

Enlarging the skills as a worker: In MSI I am doing my internship in brand promoting and product selling department. I am gathering various skills and knowledge for developing in this sector as an intern. Having a well-balanced workforce, that has the skills to innovate and compete for new business opportunities for a company, Our organization believes that one benefit that robust employee development plans offer to the company.

Acquire skills in managing client: MSI sell their products to the dealers and end level customers. It is immensely important to know the skill of dealing customers and different house dealers. In this way I can develop my skills for selling our products with the actual knowledge of the product and the key importance of them. The senior executives of our company guide us enough for developing this skills enough.

4.1.4 Professionalism

Different type of work is done in the corporate world for various business benefits, the organization runs them in smart ways and they face many challenges and

difficulties with their brilliant ideas. From my internship period I have tried my best to acquire knowledge from this kind of professional activities which I can apply for my work life properly for evaluating different kind of tasks.

Chapter 5

Concluding Statements

5.1 Concluding Statements:

Academicians, policymakers, and researchers suggests that employers in the business sector of Bangladesh expect their interns to have things like the ability to

keep learning, transferable skills, the ability to multitask, work in a team, be precise, build relationships, do extracurricular activities, have competent attitudes and behaviours, and do well in school (Nahid & Farhana, 2021). As a student, I learned these "soft skills," which helped me get past problems during my internship and make a good impression on my bosses. I also went to career seminars, job fairs, and a symposium on industry-academic collaboration on a regular basis. This gave me the perspective I needed to find the right job and get past selection barriers. Since Covid-19 became the new standard, though, researchers and policymakers have been pushing for Capacity Building trainings on Digital Transformation and Skilled Workforce Diversification to help employees learn more and get better at what they do (Ahmed et al., 2020). Also, they suggested making a database schema that would help people make good decisions, especially about human resources, by finding skill shortages and potentials for both the person and the company. This would help people be ready for the unpredictable future. I think that, in addition to my formal education, the internship training courses helped me grow professionally within a business. This gave me the skills I need to be a useful contributor in today's competitive domestic and international markets.

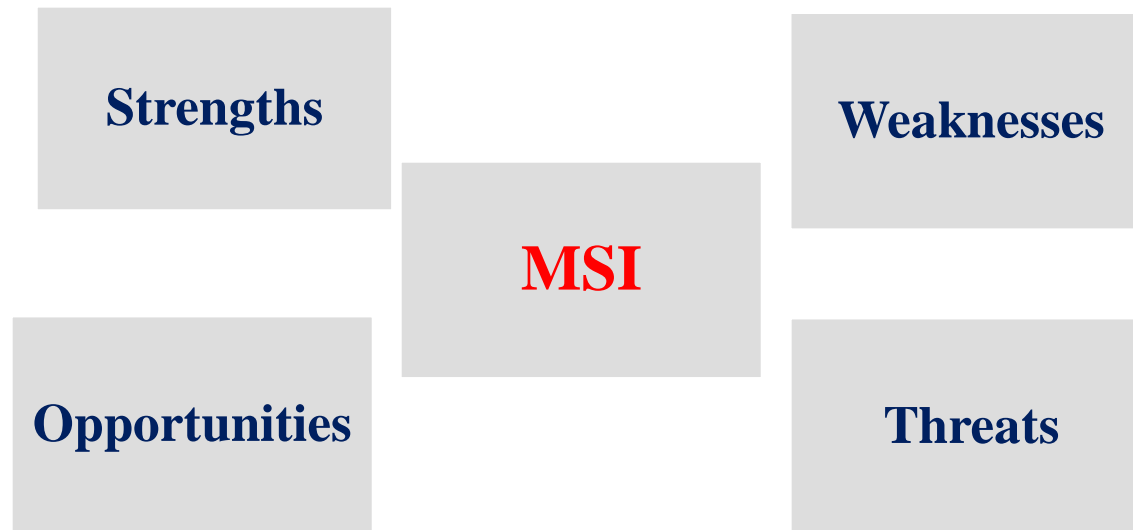
SUMMARY: As a world leading gaming brand, MSI is the most trusted name in gaming and eSports. They have dedicated countless hours and numerous resources to the eSports community to support the world's most aspiring gamers and leverage their gaming expertise to optimize our product design. MSI has integrated all gamers' coveted functions into its gaming rigs, eliminating the tedious trial and error by themselves and pushing the performance beyond limits. The determination to surpass past achievements has made MSI a 'True Gaming' brand throughout the industry. Adding to its unanimous acclaim in the gaming field is MSI's reputation

as a trailblazer and top brand in digital content creation. Built around MSI's decade-long pioneering tech in gaming, the Content Creation Series packs stunning color accuracy, long-lasting battery life, high fidelity audio and excellent performance into an ultra-portable, stylish chassis for photographers, graphic designers, 3D animators, video editors and other professionals around the world. Amazingly portable and powerful, the MSI Business & Productivity Series packs unprecedented performance, enterprise-grade security and outstanding battery life into its clean-cut, modern chassis to compliment the extraordinary tastes of business professionals. When I have started my internship in MSI, our senior executives helped us to gain skills development. Then I have learned how to promote a brand online and offline. Different kind of techniques they taught us to deal with end level customers and dealer houses. At the beginning of my internship I did not know how to deal with customers and how to convince them to get the knowledge of our products. During this short time of period, I have gained knowledge about all these things. I have also acquired the knowledge of communicating skills, my English speaking have got much more better. These skills are very important for my work life balance and professionalism. My internship company also taught me about maintaining a good work environment with the employees. They gave the highest importance for us learning about time management. All of these are helping me to improve myself in work life.

Chapter 6

Proposed Improvement Plan

6.1 SWOT analysis of your organization:



Strengths:

- 1.Brand Name
- 2.Pioneers in computer manufacturing

3. Wide ranging distribution and sales network

4. Skilled workforce

5. Economical Labor

6. Already established a good reputation

7. High revenues

8. Well reputed in Gaming equipment

Weakness:

1. High competition

2. Investment in research and new technologies

3. Competitive market

4. Tax structure

5. Future profitability

Opportunities

1. Increase in demand of computer and related products
2. Expanding economy
3. Growing demand in gaming industry
4. New products and services according to new demands of clients

Threats

1. Inability to cope with Technological Advancements
2. Overall economic situation of the world
3. Growing competition
4. Decrease in profit margin
5. Increase in cost of raw materials
6. Rise of labor costs
7. Increase in Taxes

6.2 Proposed Improvement Plan for the organization:

Existing Problem/Weak Areas of the Organization as identified in the AR	Actions to be Taken/Proposed Solution to the Problem	Strategy (Mode of implementation or ways of addressing the problem)	Office/Personnel Involved (Who will implement and who will benefit/affected by the Action/Solution)	Resource Requirements (Manpower and Financial)	Expected Concrete Result/Outcome
1.Lack of knowledge about marketing related work	The management of MSI has taken action to solve this problem.	It was a bit difficult working in this department when I did not have enough knowledge.	Different department students can get affected cause they did not do any marketing related work before.	Top management can solve this problem and arrange training facility specially for intern students.	This facility can improve employee working skills which will be beneficial for the organization.
2.Lack of office facility	This company does not have any office yet in Bangladesh.	When we work in a different office it is very difficult to concentrate.	When we cannot concentrate properly then sometimes it is possible to work accordingly.	There is a possibility for having MSI office in Bangladesh by this year.	When the office will be done, the organization, employees and intern all of them will be benefited with this opportunity.

<p>3.Lack of time limitation</p>	<p>Our internship period is only three months but this time period is not enough to know everything.</p>	<p>Our university and organization must increase the time duration of internship</p>	<p>Intern students and company both will be benefited if the time duration increases.</p>	<p>Our supervisor can propose to top level management for increasing time duration.</p>	<p>When the time will be increased, in return result intern students can learn various things with a long time.</p>
<p>4.Lack of knowledge about research work</p>	<p>I could not do any professional research in my BBA life.</p>	<p>Only doing one course “Research Methodology” which is not enough to learn everything about research.</p>	<p>When university can manage this facility then students can improve their basic knowledge about research.</p>	<p>Our honourable faculty members are arranging this facility for students.</p>	<p>This facility can improve the students basic knowledge and in future they can be known as good researcher.</p>

References

Books References:

Ahmed, N., Parvin, S., Parvez, A., & Nahid, M. M. H. (2020). The Pathways To Revive Organizational Stability In Covid-19 Pandemic: The Importance Of Nurturing Human Capital. *AIUB Journal of Business and Economics*, 17(2), 87–104.

Web References:

Nahid, M. M. H., & Farhana, N. (2021). Investigating BBA students' conceptions and perceptions of internship: A case study from Bangladesh. *AIUB Journal of Business and Economics*, 18(1), 113–132.

APPENDICES

Appendix A: Résumé

ANANNA JAHAN

Address: 32/2 Borobag, Dhaka

Contact: 01878893651

Email: anuarveen2@gmail.com



PERSONAL INFORMATION:

- Date of Birth: 11th March, 2000
- Nationality: Bangladeshi
- Gender: Female

CAREER OBJECTIVE:

I am seeking a competitive and challenging environment to work where I can serve the designated organization and establish a position in the Business field. I love to communicate and challenge myself to gain knowledge and share my experience with everyone. I am very friendly and flexible in both adjusting and adapting myself to new environments. I believe that I can work efficiently, learn and build up my career gradually in the marketing and business field.

ACADEMIC ACHIEVEMENTS:

- Higher Secondary Certificate (H.S.C) from Shaheed Anwar Girl's College with a GPA of 4.25
- Secondary Certificate (S.S.C) from Monipur High School and college with a GPA of 4.65
- Currently studying Bachelor of Business Administration (majoring in marketing) in American International University- Bangladesh (AIUB) with a CGPA of 3.00

COMPUTER SKILLS:

- Robust thinking capacity with good understanding of marketing backed by academic preparation
- Expert in SEO and have decent skills in digital marketing with effectiveness in business communication
- Advanced fluency in some major tools related to business including MS Word, MS PowerPoint, MS Excel and WordPress
- Expert in Keyword Research

INTERPERSONAL SKILLS:

- Active listening skills
- Ability to think and analyze situations
- Ability to engage with others for solutions
- Creative at problem solving
- Good leadership skills
- Excellent communication skills with fluency in English

EXPERIENCES:

- Worked as a Class Representative (CR)
- Part time home tutor
- Worked as an Entrepreneur at The Mall event in 2017

AWARDS:

- Trained in Digital Marketing from Creative IT with advanced fluency and excellency

LANGUAGES:

- Bengali (native)
- English (fluent)

REFERENCES:

Mr. Hamidul Islam Senior

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Associate Professor Department of Marketing FBA, AIUB
Cell: 0171 229 4507
E-mail: sasarker@aiub.edu

Appendix B: Joining Letter:

Employment Offer Letter

Date: 12th July, 2021

Dear Ananna Jahan,

Good day!

Delightfully, we would like to offer the Brand Promoter position. Your joining will be effect from July 16th, 2021. You will be under probation period for 90 days and you cannot leave during working this period unless we see your performance is unsatisfactory. During this probation period you will be working for MSI under the guidance of UCC. In probationary period, you won't be on board as an official employee of MSI, after this period your performance will be reviewed by MSI. Your salary will be disbursed by UCC and you have to get training and working guideline as per MSI and UCCs policy.

We would like to confirm the terms of our offer as discussed during the interview:

Job Description	<ul style="list-style-type: none">- Promote MSI Notebook to end level customers in market.- Convince end level customers to purchase MSI Notebooks.- Gather market notebook information from various dealer houses.- Maintain good relationship with dealers and end customers.- Maintain strict punctuality, discipline and work ethics.- Strictly follow guidelines from UCC/MSI officials. - Work timing: As per assigned market schedule.
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	- Submit daily report and weekly plan periodically
Salary	\$200 USD + Sales Incentive (Provided later)
Leave	- Weekly leave will be based on Market Holiday - Annual leave will be discussed after probation

Confirm your acceptance of this position by signing this letter. Please note that by signing this letter, you are confirming your ability to perform the job as per the job description.

We are very glad to welcome you for this position. Thank you!

Regards,

Offer Accepted By

Fardeen Hossain

Marketing Specialist

MSI NB- Bangladesh

Name:

Date:

Appendix C: Account opening form