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**Faculty of Business of Administration**

**AMERICAN INTERNATIONAL UNIVERSITY-BANGLADESH**

**(AIUB)**

**INTERNSHIP AFFILIATION REPORT ON**

**Brand practice in RFL**

An Internship Report Presented to the Faculty of Business Administration in

Partial Fulfilment of the Requirements for the Degree of Bachelor of Business Administration (BBA)

**Supervised By**

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**Submitted By**

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BBA- Marketing

 Date of Submission: (date)

**INTERNSHIP AFFILIATION REPORT ON**

**Brand Practice in RFL**

**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 brand practice in RFL**

Dear Sir

It is a great pleasure to hand in the internship report titled brand practice in RFL which was assigned to me as a partial requirement for the completion of the degree of Bachelor of Business Administration (BBA).

It is my honour 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 endeavour.

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

Sincerely yours

Mahathir Mohammad Anan

ID- 18-39026-3

BBA- Marketing

American International University-Bangladesh (AIUB)

**Letter of Endorsement**

The Internship affiliation report entitled brand practice in RFL has been submitted to the Office of Placement & Alumni, in partial fulfilment of the requirements for the degree of Bachelor of Business Administration (BBA), Major in Marketing, Faculty of Business Administration on April 28, 2021 by (Mahathir Mohammad Anan), ID- 18-39026-3. 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**

I'm outstandingly thankful to all-powerful for giving me the quality, strength, and ability to accomplish the temporary position program as well as the entry level position report in an arranged chance to finish it in spite of having various difficulties.

It is my pleasure to pass my appreciation on to my boss Md. Mehzabul Hoque Nahid Colleague Teacher Division of MIS

I need to thank my kindred associate who helped all through my temporary position and keeping in mind that composing this report while skewering his significant time. Without the help, it would have been extreme for me to make an entry level position report. I have given proposals and ideas that assisted me with finishing the temporary position report in an organized and useful cycle.

I additionally prefer to offer my thanks to the Representative Senior supervisor Brand Promoting of RFL, "Muhammad Rashed Ul Alam" Collaborator Senior supervisor Eshfaqul Islam' and Brand Chief Showcasing "Md. Shafikul Islam" they furnished me with the important data to finish this report. Likewise, they directed me during my temporary job.

**Executive Summary**

The report for the entry-level role depends on RFL. Due to the importance of the entry-level position program to the undergraduate curriculum, the temporary job report reflects my excursion, experience, and RFL knowledge.

At practice, corporate experience as a promotional intern in RFL will be interpreted in the report for an entry-level post. First, the organization's presentation and history are provided, followed by a description of RFL's product offerings and a SWOT analysis of the company

From that time forward, the operating obligations and business endeavor have been provided. Thirdly, the challenges encountered during the temporary work and the lack of education at the collegiate institution. In the end, a portion of the proposals made to the association and the College have been illustrated. The report provides a detailed account of the experience as a marketing intern at the RFL.

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**Formatting Instructions**

**(Please Delete this during your final Submission)**

Please format your report according to the report formatting guideline.

1. The Font Style for the Internship report must be Times New Roman

2. All Headers, Sub Headers and Sub Sub-Headers Must be in Bold

3. Headers, Sub Headers and Sub Sub-Headers cannot be Underlined & Italic

4. Each chapter name must be displayed in a different page at the beginning of the chapter

5.The chapter number must be in first line & the chapter name must be in second line. The font size should be 20

6. The sub header font size should be 14

7. The sub sub- header font size should be 12

8. Paragraph text font size should be 12

9. Line Spacing for the Internship report must be 1.5

10.Your text is not justified. Please Make sure all text must be justified.

11.Paper size must be A4 & Margins in Normal mode

# Chapter 1 Introduction

This report's purpose is to show the many actions of RFL's brand operations. Regarding the complete experience, operations, and brand positioning of the Pran- RFL Group in Bangladesh. The reader will also be aware of the progress I am responsible for at this company.

## 1.1 Objectives:

* Narrate an overview of my learning while working in Pran RFL Group.
* Describe the managerial functions of Pran RFL Group.
* Describe the overall activities of micro and macro activities through analysing them.
* Evaluation of the procedure of how a manager addresses organizational issues.
* Help me to develop written communication skills.

**Broad Objective**

The primary purpose of this report is to fulfil the requirements of the BBA program; per university policy, I was required to complete a three-month internship. It is a fantastic opportunity for me to work as an intern at RFL. This report will detail my work experience at RFL as well as the knowledge I gained during my internship. It will also demonstrate how I utilized my academic knowledge as an intern at RFL. Moreover this report is meant to enhance my written communication skills through learning. The objective of writing this report is not only to discuss about the activities of the organization but also to utilize my learning in order to propose future strategic recommendations.

**Specific Objective**

* Explain the background of the organization.
* Evaluate the work related activities along with the other activities within the organization.
* Analyze SWOT of the organization.
* Evaluate the constraints and challenges faced by Pran RFL Group.
* Preparing a set of recommendations for the betterment of the organization.

## 1.2 Background of the Organization:

PRAN-RFL Group is a multinational Bangladeshi consumer goods company headquartered in Dhaka. It is the largest manufacturer of agribusiness and plastic products in Bangladesh.

Currently, the company operates in 145 countries.

### 1.2.1 History:

RFL is a well-known manufacturer of plastic, PVC, and iron products in Bangladesh. RFL is the largest manufacturer of indoor and outdoor plastics products for the Bangladeshi and international markets.

RFL is a subsidiary of the PRAN-RFL group and was founded in 1981 by the late Mr. Amjad Khan Chowdhury. Then, in 2003, he adopts a new category and begins a plastic product line with a vision to produce every day household products and furniture made of plastics with attractive designs that are affordable for everyone.

Eleven times in a row, RFL has been ranked as the number one brand in Bangladesh, maintaining its unwavering position. Also it keep growing in inter

### 1.2.2 Business Units:

One of Bangladesh's most well-known conglomerates, PRAN RFL Group, has been operating since 1981. It first focused mostly on the foundry industry before progressively expanding into other industries such light engineering, PVC fittings, plastics, food and beverage, and agro-processing. As of now, it has a marketing and sales network in 145 nations.

### 1.2.3 Mission and Vision:

**Mission:** To generate employment and earn dignity & self-respect for our compatriots through profitable enterprises

**Vision:** Improving Livelihood

**1.2.4 Product Offerings**

Pran-RFL Group has more than 8,000 products and 100 brands. From that some of are given below:

|  |  |  |
| --- | --- | --- |
| 1. Agro Equipment
 | 9. Furniture & Home decor | 17. Toys  |
| 1. Automobile equipment
 | 10. Garments Accessories  |
| 1. Bikes
 | 11. Hardware |
| 1. Building Materials
 | 12. Medical OTC |
| 1. Chemical
 | 13. Mother & kids care |
| 1. Construction Service
 | 14. Paints |
| 1. Electrical & Electronics
 | 15. Safety & security  |
| 1. Footwear Fashion
 | 16. Stationery  |

**Brands**

PROPERTY, VISION, WINNER, SERA, SHINE, CLICK, SULOV, BIZLI,

DURANTO, BRIGHT, RAINBOW, VIGO, REGAL, JIM &amp; JOLLY, BRAVO, WALKAR,

ITALIANO, COMFY, DECENT, CAINO, DISPO, PDL, EASY BUILD, COSMIC,

FALCON, GETWELL, KLEEN, KOOKS, LAUREL, MAXIMA, PLAYTIME,

PROTECTOR, R&amp;R LOCK, SAFEMET, SAUDI, STICKY, SUPPORT, TEL PLASTICS,

TOPPERS, TRANSPA, TRENDY and XPART

**1.2.5 Different Micro/ Macro Analysis**

* **Micro analysis:** Micro analysis covered all elements near to the company that have a favourable or negative impact on its ability to create value for consumers and its relationship with them. The Microanalysis of Pran-RFLgroup consists of five elements. The first is the organization's internal environment, which consists of the various departments and management levels that influence the marketing management decision-making process. The second component consists of marketing channel enterprises that work together to produce value, including suppliers and marketing intermediaries (middlemen, physical distribution firms, marketing-service agencies, financial intermediaries). Consumer, producer, reseller, government, and international markets comprise the third component. The fourth component consists of the organization's competitors, such as ACME. The fifth component comprises of all the publics that have a real or potential impact on the organization's ability to fulfill its objectives, including the financial, media, government, citizen action, local, general, and internal publics. Therefore, the micro analysis of Pran-RFL Group is comprised of six forces that affect the company's ability to service its consumers.
* **Macro analysis:** The Company and all other actors operate within a bigger macro of forces that create opportunities and pose challenges to the organization. Typically, the macro analysis is segmented for analysis purposes. There are several major factors affecting the Pran-RFL group, such as "factory, raw materials, distribution channel, and retail chain." Each of these variables are essential Pran-RFL group components.

### 1.2.6 Organization Structure:

SALES-3 (Mr.

Mustahidul)

MKG-1-2 (Md

Shafikul Islam)

SALES-2 (Mr, Zia)

OP-2-1 (Mr. Johirul)

MKG-1-1 (

Ankan Saha)

SALES-1 (Mr, Shafiq)

OP-2 (Mr. Taposh Chandra)

OP-1 (Mr. Iftakhar)

R&D-1 (Mr

Proholad)

MKG-1 (Md

Esfaquel Hoque)

**SALES** (Shaha Alam)

**OPERATIONS**

(Toukirul Islam)

**R&D (Mr, Zahid**)

**MARKETING**

(Arunaghsu Ghosh)

**CEO (Ahsan Khan chowdhury)**

**Figure 1: Organogram**

## 1.2.7 SWOT Analysis

|  |  |  |
| --- | --- | --- |
|  | **Strength**1. Large product chain
2. Large company and organization
3. Experienced Human resource
4. Better control over sources and raw material
5. Financial support
6. Strong distribution channel
7. Good reputation
 | **Weakness**1. Short Product life cycle
2. A lot of distance and huge amount of transport cost
3. Internal promotion
4. price disadvantage
5. lowest per capita consumption
 |
|  | **OPPORTUNITIES**1. Demand in global market
2. Large demand in local market
3. Cheap labor
4. Ethnocentrism
5. Competitor weak distribution channel
 | **THREATS**1. Huge competition
2. Competition in market price
3. Changing choice of customers and market
4. Foreign competitor
5. Political unstable situation and covid 19 pandemic situation
 |
|  |  |  |

# Chapter 2: Activities undertaken

## 2.1 Work Related Activities:

2.1.1: Market Visit**:** The first assignment given to me during my internship is to create a report based on a market visit. They provided me with particular research topics. My boss instructed me to visit a retail chain store to learn about their branding, product promotion (sales, promotional offers), and employee conduct. In addition, they request that I gather information regarding employee benefits and retail chain stores. I frequent well-known retail chain stores such as unimart, best buy, Agora, bazar sharabela, Genius, KB square, shwapno, unimart, mina bazar, RFL Exclusive and happy mart.

During my tour, I gathered a great deal of knowledge. This entire insight expands my practical market understanding. I use numerous market-based data into my university studies. Additionally, I snap numerous photographs of their branding, advertising, and shop design.

2.1.2: Showroom inauguration (RFL Exclusive)**:** During my 3 months internship in RFL I had to go showroom inauguration in many place with my supervisor. When we go for RFL Exclusive showroom inauguration we checked the branding that we have worked and the event management work.

2.1.3: Support for Facebook Page development: I worked on the RFL Exclusive Facebook page for this endeavour. RFL Exclusive is a retail chain store and online store operated by RFL. For the purpose of enhancing their Facebook page, I needed information and inspiration from other e- commerce Facebook pages. I conducted research on the Facebook page before offering my ideas and suggestions for its enhancement.

As an example:

* Every promotional Facebook post should include a direct link to the product's page on the RFL Exclusive website. It will assist consumers in locating the product.
* Need to create a video lesson on how to create an account on the RFL Exclusive website and how to purchase a product from the site, then post the video to the RFL Exclusive Facebook page. I believe it will be beneficial for individuals who have never shopped online before.

2.1.4: Provide idea for Website Development**:** As the RFL Exclusive website is currently in development, my supervisor has requested that I identify any issues and provide suggestions for new features. Therefore, I studied more e-commerce websites to increase my knowledge about e-commerce websites and their features. I then shared my thoughts on new features and areas for revision. As an example-

* The option to change the picture slide on a website should be relocated to a more prominent location, such as the middle bottom of each image slide.
* There are a few products, such as wood furniture, for which many images are necessary. In this product category, consumers may have desired additional product images and details.
* Need to develop a voucher or coupon code generator. So that we can advertise our goods with voucher and coupon offers in the future. Therefore, consumers may quickly enter their voucher or coupon code on the RFL Exclusive website and purchase the product with the discount.
* If every product image contains the brand emblem, buyers will gain a deeper understanding of the brand. I believe that not just product consumers should be familiar with the brand.

2.2: Other Activities**:**

1. **Market Visit:** In market visit my task was to over look all the product category, colour, design, brand, company name and availability in showroom. Where I found a very new things which I haven’t notice before it.
2. **Make survey:** in survey I had to take various information from market visit. Such as, brand colour, product size, design, brand name and company name.
3. **Evaluation:** in evaluation part, I had to calculate the data which I collected from market by MS excel.
4. **Give Recommendation:** I had to recommend the market gap. Such as. where the company has to supply more, what type of product should be increase in market, how can we tackle our competitor.

# Chapter 3: Constraints/Challenges

## Observed in the Organization:

During my academic studies and internship in an organization, I've witnessed a number of issues. This type of issue is solvable, and its resolution will enhance both organization and intuition.

**3.1 Problem observed in the Organization/ workplace:**

**3.1.1 Slow internet connection:**

During my internship, I encountered internet connection issues. The Internet connection was inadequate for the required task. I've observed that my co-workers are experiencing great difficulty at work. I've performed numerous tasks that require internet access, such as market research, observing Facebook pages and e-commerce websites, sending emails, etc. I also receive all of my branding tasks via email, so a fast internet connection is necessary.

**3.1.2 Weak transportation facility:**

During my internship, I've observed that employees had transportation issues. A large number of employees at the PRAN-RFL headquarters struggle with transportation on occasion.

**3.1.3 Training system for internee:**

There is no adequate training for interns. I believe it is essential to organize training sessions for internees. If the company arranges training for interns as new hires, the interns will profit and gain additional knowledge. It might also be advantageous for the organization, as the intern will participate in every training session.

Due to the fact that I had a terrific supervisor who constantly tried to teach me in a professional manner, I didn't confront too many difficulties. I believe it would be beneficial for the organization to begin intern training.

**3.1.4 Not providing updated computer:**

During my internship, I've observed that the organization's equipment is outdated and not particularly sturdy. During the course of their work, employees struggle with a faulty computer. According to their job demand, the business wanted a modern, quick computer in order to begin intern training.

**3.2 Mismatches & Missing Knowledge and Skills in Academic Preparation:**

**3.2.1 Market visit from institution:**

Throughout my internship, I was required to visit the market frequently for observation purposes, but I never had the opportunity to do so during my academic studies, so I feel uncomfortable when I visit the market. If the university arranges a market visit tour or a market visit-related task, the student's corporate work would benefit greatly.

**3.2.2 Organizational tour:**

The student must participate on an organizational tour. This type of trip provides students with an understanding of an organization's working environment and culture. It will assist them in feeling at ease in that situation. Possibly due to the pandemic, the AIUB marketing department was unable to organize an organizational tour for the students. However, the institution should regularly organize organizational tours.

**3.2.3 Providing practical knowledge:**

The faculty provided adequate theoretical understanding in academic subjects, but no practical knowledge. Practical knowledge of product, promotion, and other marketing activities is crucial for marketing students. In addition to theoretical information, institutions should provide students with practical expertise, which will be useful when they enter the corporate world.

**3.2.4 Less idea on organizational behaviour:**

In academic studies, we've learned a great deal about our major, but we don't know nearly as much about organizational behaviour and culture. So, when I joined my organization as an intern, I was

Required to study its culture and norms. This would be of great benefit to students when they begin their careers in organizations. It will facilitate their adaptation to the culture.

# Chapter 4: Lessons Learned from the Internship Program

This section will describe the lesson I've gained from my organization and university. During my three-month internship, I learned a great deal.

4.1: Lessons learned from organization**:**

 I’ve learned various type of news things. Such as ‘time management’, ‘culture’, ‘following instructions carefully’, ‘working under pressure’, .which was a great learning for me through my internship.

4.1.1: Corporate Culture**:**

Organizational culture is one of the numerous concepts I have studied throughout my internship with RFL. Working in an organization was a whole new experience for me. As an intern at RFL,

 I acquired corporate professional culture, such as wearing formal attire, speaking in a business-like manner, and maintaining appropriate behaviour.

4.1.3 Transforming Skills

* **Enlarging the skills as a worker:** In this organization, I am interning in the area of brand promotion and product sales. As an intern, I am acquiring diverse skills and knowledge for professional development in this industry. Our organization believes that having a well-balanced workforce with the ability to innovate and compete for new business prospects is one of the benefits that effective employee development plans provide to a company.
* **Acquire skills in managing client:** RFL sells its products to both dealers and end consumers. Understanding how to interact with customers and different home dealers is crucial. In this method, I may build my talents for marketing our items by gaining practical product knowledge and understanding their significance. Our company's senior executives adequately advise us in the development of these talents.

## 4.1.4 Professionalism

In the corporate world, several types of labor are performed for a variety of business purposes; these tasks are managed in an intelligent manner, and the corporation faces numerous problems and obstacles with its innovative ideas. I have done my best during my internship to gather knowledge from these types of professional activities that I may employ in my future career for analysing various types of jobs.

I’ve learned various type of news things. Such as ‘time management’, ‘culture’, ‘following instructions carefully’, ‘working under pressure’, .which was a great learning for me through my internship.

* **Time management:** Time management is vital for a given activity. A worker must remember that he has a limited amount of time to complete and submit an assignment. I have been in a position where I was required to complete a task by a specified time. I believe I've increased my capacity to manage time at work as a result of taking numerous courses on reasonability. During my internship at RFL, I maintained an organized schedule, which I believe will be useful in the future.
* **Working under Pressure:** By working in RFL for three months, I think my ability to handle the work pressure has increased than the previous. i felt the pressure for first few weeks but then I have adopt the work pressure and the working environment**.**

## 4.2 Lessons learned from the University

* **Writing resume letter and application in proper way:**

In academic courses, we have studied how to properly compose a CV, email, and formal letter. These vital tools were taught to us exceptionally well in our business communication course by our instructors. During my internship in RFL, this lesson was invaluable, and it will also benefit my future profession.

**4.2.2 Basic knowledge in ms word, excel, PowerPoint**:

In our academic studies at AIUB, we have completed the computer fundamentals and CBA courses, in which we have learned Microsoft Word, Excel, and PowerPoint. In the computer fundamentals course, we learnt the basics, and in the CBA course, we learn advanced Microsoft excel. In academic studies, this software is commonly used for study purposes. These lectures are quite useful for my internship.

**4.2.3 Doing survey both online and offline:**

during my BBA program in AIUB I have done many surveys both offline and online. Our faculty taught us how to make questioners for survey based on the topic. We also learned how to use google form and proper way to do face to face survey. As I previously experienced in survey it helps me a lot during my internship.

**4.2.4 Following rules and instruction:**

At AIUB, students were required to adhere to stringent entrance requirements. We adhered to the dress code and carried identification cards. Attend 80% of class when wearing shoes, etc. Observing these regulations makes us more disciplined.

**4.2.5 Making report based on market research:**

In the Marketing Research course, we learned how to create reports. Our instructors instructed us in suitable report writing format. Throughout my academic career, we have produced numerous market research-based reports.

**4.3 Lessons Learnt which will help for my future career:**

During my RFL internship, I have gained so much knowledge. I am continually attempting to monitor the assistant manager, brand managers of my department, and other

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**4.3 Lessons Learnt which will help for my future career:**

During my RFL internship, I have gained so much knowledge. I am continually attempting to monitor the assistant manager, brand managers of my department, and other employees; as a consequence, I have gleaned countless lessons that will be useful for my future profession. Many tasks have been assigned to me during my internship, which I am attempting to do using my academic knowledge and hard work. This experience has taught me how the marketing department operates inside an organization and how to communicate in the business world. This internship has helped me develop a more disciplined lifestyle, which will benefit me for the remainder of my life. I believe that discipline is the secret to success. Therefore, these lessons will aid me in my future work endeavours.

# Chapter 5: Concluding Statements

## 5.1 Concluding Statements:

It is a fantastic opportunity for me to work with RFL, as this market-leading company consistently maintains its position. It was an enlightening voyage for me, allowing me to gain a thorough understanding of this organization. This organization has provided me with a wealth of knowledge that fulfils the requirements for my BBA program. During my internship at RFL, I get the opportunity to learn more about the business world. This report will demonstrate my work, the knowledge I've acquired, and the difficulty and problem I've encountered. I attempt to identify the issue and make suggestions for the organization and AIUB. As the leading gaming brand in the world, RFL is the most reputable name in the plastics industry. They have devoted countless hours and various resources to the market in order to provide their product to the majority of the nation's households.

## 5.2 Recommendation for Future Strategic Actions

### 5.2.1 Recommendation for the Organization:

During my internship, I encountered a problem in my organization that is fixable if they prioritize it as an example.

1. My organization's internet connection was too slow and unreliable for the work, thus they needed manage a faster internet service provider.
2. According to their employees, their transport facilities are insufficient, thus they should provide more buses.
3. They should organize a training session for the internee, as they currently have none.
4. They should replace employee's outdated computer with a new one.
5. Plan any type of entertainment weekly or monthly to alleviate workplace stress.

### Recommendation for AIUB:

###  Here is some recommendation for AIUB

1. The university should assign marketing students more tasks involving market visits.
2. AIUB should routinely offer organizational tours for students so that they become accustomed to their working environment.
3. Marketing practices should be taught in greater detail in university courses.
4. The university should provide students with greater information regarding corporate culture.
5. The university should encourage students to practice typing in Bangla.
6. The university should motivate student to involve in club or any creative activities.

# Chapter 6:Proposed Improvement Plan

## 6.1 How will you implement your recommendation?

### 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. Training system for internee
 | Set up a training session or clinic for the intern | Identify the intern's lacking skills | HR department to design training session with marketing department's senioremployee | Plan, Budget, Professional trainer and office supplies | Internees were trained and used |
| 1. Slow internet connection
 | Improve internet connectivity | Determine the cause of the slow internetconnection | MIS department must arrange better internetprovider | Budget, Internet Provider material | Employees are happy and the internet isFast. |
| 1. Weak transportation facility
 | Enhance the transport system | Determine the employee who is unable to access theTransport facility | Administration will supply new transportation | Budget, new buses, new driver. | Enough ways for employees to get to work. |
| 1. Not providing updated computer
 | Provide theindividual with a new computer | Identify those whoencountered device issues | MIS department to offer new computer | Budget, material | Employee happy with new device |

# References

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# APPENDICESAppendix A: Résumé

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**Appendix B: Joining Letter:**

