



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

**INTERNSHIP AFFILIATION REPORT ON
Business Development Processes in PAP International**

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

Md. Mehzabul Hoque Nahid
Assistant Professor

Department of Management Information Systems

Submitted By

Dilara Jahan Brishty

19-40533-1

Marketing

Date of Submission: 21 August 2022

**INTERNSHIP AFFILIATION REPORT ON
Business Development Processes in PAP International**

Letter of Transmittal

August 21, 2022

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

Subject: **Submission of the internship report on Business Development Processes in PAP International**

Dear Sir

It is a great pleasure to hand in the internship report titled Business Development Processes in PAP International, 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

Dilara Jahan Brishty
19-40533-1
Marketing
American International University-Bangladesh (AIUB)

Letter of Endorsement

The Internship affiliation report entitled Business Development Processes in PAP International 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 and HRM, Faculty of Business Administration on August 21, 2022 by Dilara Jahan Brishty, ID- 19-40533-1. 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

At first, all praises belong to the almighty Allah, the most merciful, the most beneficent to man and his actions.

The author wishes to express sincere gratitude to her supervisor, Md. Mehzabul Hoque Nahid (Faculty of Business Administration, AIUB), for his constant guidance, invaluable suggestions and advice, encouragement, sympathetic co-operation, generous help and strong support towards the successful completion of the study. Furthermore, she is also thankful to the Office of Placement & Alumni (OPA).

The author is grateful to PAP International for providing various resources required for this work. The author expresses her heartiest thanks to her fellow colleagues from PAP International for promoting valuable workable environment and enthusiastic encouragement during the whole study period. Last but not the least, the author pays deepest homage to her parents who they believe to be the cardinal source of inspiration for all of her achievements. Their constant moral support was phenomenal and exemplary throughout the course of the study.

Executive Summary

PAP (Project Archive Point) International is a Technology Development and Business solution provider that intends to cover all areas of the industry. The company is established in both Private and Public Sector of the country's ever-growing high tech application requirements and Innovation needs. PAP international has a very dynamic office environment comprises of highly innovative and skilled teams that are visionaries and creative at their own rights. The organization believes in its team and think that they are the greatest asset that is why in PAP constant team building and brain storming is a common behavioral observance to promote cooperation's and proper communications among every employee.

Because it is related to my future job, I feel the business development sector is vital for my BBA degree. I learnt a lot about the IT sector after getting the major talking point of Management Information Systems. I learned a lot about this subject, including how to run both domestic and international commerce.

I learned about business development, basic marketing approaches, Artificial Intelligence, business solutions, conducting Socio-economic researches during my internship. I learned about many important goals during my internship at PAP International Ltd. Our Socio-economic Research portal will benefit a large number of people. I learned about the procedure for performing these types of tasks. I learned how business development works, how the conduct Socio-economic researches, how researches evaluate business development, and many other important things that will help my career.

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Appendix A: Résumé

Chapter 1

Introduction

1.1 Rationale of the Study:

Completion of BBA degree does not only indicate finishing all the courses and acing the examination with good grades rather it also includes a very important final step. Which is gaining the real-life work experience or conducting a research through an internship or thesis (Knouse & Fontenot, 2008). The aim of an internship is to gain practical work experience in industries, where students can finally utilize their learnings from their academic life. To complete the BBA program of American International University- Bangladesh, students need to complete writing a report based on their experience and learnings from the organizations they have worked for throughout their internship period. The author of this report is completing her internship from a service-oriented company and has tried to include an in-detail description of her role in the company.

This report mainly aims towards providing an overview of daily activities of the Business Development team in PAP International. Throughout my internship period, I got to know how to maintain a fruitful relationship with all the clients. I got to know how the cross-departmental works are being delivered. And most importantly the services PAP International provides. While discussing the various aspects, priority has been given to the business development team on how the ideation process are being developed and executed. From the analysis of the report, a few recommendations were also made at the end.

During my internship period, I was assigned with the team to do market visits and communicate with the customers. There were both mismatch and relevance between my Academic and real Experiential knowledge

We had to sit for several client onboarding pitch meetings by showing our proposal on what are we offering them. I often faced difficult situations, sometimes we had to work overtime for the deliverables along with multiple tasks getting done in such a short period of time. Maintaining the daily KPI target was also a crucial part.

Although in the beginning of my internship, I was struggling with the fast-paced corporate culture, but later on with the help of my team members I was able to adapt from time to time. Despite all of this, I have learnt so many things which are added further in the report.

1.2 Objectives:

The predominant goal of this report is to describe how the business development team of PAP International works in both developing and marketing the company's products and services by aligning the strategies with the company's vision and mission.

1. To identify the core activities of the Business Development team under the Marketing department.
2. Determining the challenges faced by the team while completing the daily activities.
3. To understand the corporate culture and setting industry standards.
4. To evaluate the company's efficiency in terms of utilizing available resources.

1.3 Background of the Organization:

1.3.1 History:

PAP International is a new yet reputed organization in the country that develops technology and offers business solutions across all sectors of the economy. The firm's pivotal goal is to meet the rising demand for high-tech applications in different sectors and the nation's demands for innovation and digitalization in both the private and public sectors. PAP (Project Archive Point) was founded in the United Kingdom in 2010 and has been providing its service for the last ten years. As an extension of the parent company in the UK, the business is now fully established and running in Bangladesh. The company is affiliated with a number of reputed organizations in the country. PAP International holds a close working connection with the Bangladeshi government as well as with international and domestic non-governmental organizations (NGO's) situated in the country.

PAP International has a positive work atmosphere with teams that are highly competent, visionary, and creative at their fields of work. The company aims toward creating a better work environment for the employees as they would like to believe that their team is one of their biggest assets, thus at

PAP, they are constantly implementing collaboration and effective communication among all of the office staff members by holding brainstorming sessions and team building exercises. Additionally, PAP International has a talented workforce that is both international and local and has more than 20 years of industry-based expertise in a variety of technological and commercial fields.

1.3.2 Mission:

PAP International's mission is to pioneer and execute the country's information technology infrastructure and technical software solutions in different government departments and private enterprises. Through their services the company aims towards being the top provider of cutting-edge solutions throughout Bangladesh, with strong ties to worldwide IT business solutions and creating international business solution.

1.3.3 Vision:

The vision of PAP International is to achieve worldwide recognition in the field of IT technological solutions. The organization implements the utilization of industry-based standards and technology to furnish the valued customers with the most innovative and up-to-date best practices for their business growth and well-being.

1.3.4 Organization Structure:

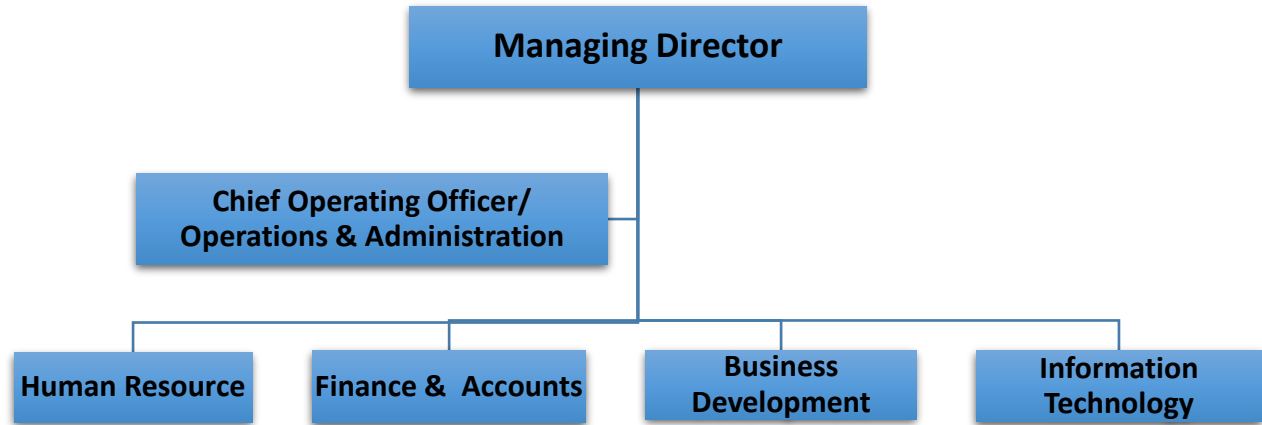


Figure1: Organogram of PAP International

Chapter 2

Activities undertaken

2.1 Work Related Activities:

Working at PAP international involved several tasks and continues process of learnings. Throughout my internship I have had some amazing guidance, where my supervisors and colleagues were friendly in nature and always showed interest to assist me with information. PAP International Ltd presented me with a friendly and inviting environment, which made working there a delightful experience. I do believe that I have had much opportunity to contribute significantly in such regimented surroundings with my constant efforts. My intention has always been to provide my best to help whenever I've been assigned a task and to fulfill my responsibilities to the best of my ability. I started my work by understanding the services provided by the company and opening a simple Peoples account on our Socio-economic research portal. I have assisted my coworkers in any capacity they required and tried to gain knowledge in the process. My daily responsibilities included making the clients understand our Socio-economic Research portal, explaining the terms to them; giving a proper brief about our

Premium Pass app, among other activities. I worked at a customer service desk and had the authority to talk with clients on call.

2.1.1: Client onboard pitch meetings

The company organizes several pitch meetings and other activities throughout the whole year. That is where the business development team take the lead on all the preparations starting from pitch, strategy and ideation to create engagements in the mass audience. I've been a part of several clients on boarding pitch since the beginning of my internship until now. Clients are always looking for a better solution and the company tries its best to gain their trust. In this, all the departments work collaboratively to present the perfect pitch. This includes delivering company strategies and delivering the best service.

2.1.2: Follow-up and monthly KPI meet

With all the activities that take place on a daily basis, every department maintains a follow-up meeting on the deliverables. Besides, we also have to communicate with the clients on the feedback and revision of the agreement and so on.

The BDM team meets three to four clients on each market visit and has a set target to meet at the end of the month. Through accomplishing the target, the monthly KPIs are met. Besides that, the teams are always trying to stay up-to-date to meet their target.

2.1.3: Collaborating with the IT Department team

As the company is still developing and new features are added through the development of the website and the mobile application, we had to sit with the IT department team on what they're trying to focus on the visuals or a message that needs to stand out. Mostly, my work incorporates with the marketing team since they take the initial lead on the marketing approaches along with the other activities. But apart from this, there also take places different kinds of meeting. Such as campaign briefings, client onboarding pitch meetings. Social media content plans etc. An important part is the quality check (QC). Whenever a new update is added, the teams are assigned to check if it is workable and ready to deliver the best service.

2.1.4: Collecting briefs from the Managing Director

The managing director of the company usually calls upon meetings with each team to discuss the activities and collect updates on the tasks. He briefs the teams depending on their progress and

helps them to gain new perspective. His guidance does allow the employees to think more effectively and complete their tasks. The teams usually move forward with his permission and assigned tasks are completed throughout the deadline.

2.2: Other Activities:

2.2.1: Brand Building

Brand communication, strategy implementation and execution are everything; this is a fact that can make or break any brand. Bringing together some of the professional minds in the industry with hands-on training and finding solutions that are ready to travel beyond digital space, the PAP International Ltd. provides any kind of communication any client needs. Their specialty caters to the unique objective and need of the clients to help increase brand values, sales, and top-of-mind exposure.

2.2.2: Research

It is kind of impossible to execute a solid decision or take an action without any sort of research. Research services include designing and implementing the study, analyzing collected data, and producing quality results that facilitate the client organizations to take action. The Know-how of making the right investigations in the required information fields helped brands make relevant decisions and consequently enhance their image and growth.

2.2.3: Community Engagement and PR

One of the big perks of this digital industry is that it is easier to listen to the audience. PAP International Ltd. provides Community Engagement services, figuring out the demands of client queries, observations and opinions. Community Engagement helps to know what the audience is thinking, how they are reacting to a particular offer and more.

After creating a successful brand strategy, the next step is to come up with ideas of sustaining it. Here at PAP International Ltd. it helps communicate credibly with audiences, as well as to maintain the client's tone, personality and reputation. PR is not only for external audiences, but also for internal ones as well. It can also help raise a brand's performance and reliability with them if leveraged fully.

Chapter 3

Constraints/Challenges

Observed in the Organization:

Internship aims to give students a first hand experience of what is waiting for them in the future and prepare them for the endless possibilities of growing their career path (D'Abate et al., 2009). Students might face some challenges in their journey of exploring the corporate world. These challenges are part of the experience that they can gain insights from (Narayanan et al., 2006). The constraints I have observed in PAP International are described below.

Ensuring interpersonal communication in the organization

In order to run a smooth business operation from the perspective of a service-oriented industry; everyone has to ensure a solid communication between the organization and the client. The reason for this would be, as the organization has to deal with the clients on a regular basis, they have to know what the briefs are. They have to know, what they're dealing with and what type of approaches the clients are asking for. Otherwise, it would not be possible to execute the plans.

Building better enterprises in the post-COVID work environment requires a sound learning and development plan that assists workers in becoming more skilled and this is the consensus of academic specialists that specialize in the establishment of human resource policies and

practices(Ahmed et al., 2020). My company has established a procedure via which personnel are educated on the functions and obligations of one another.

Adapting with company culture

What I've learned from my experience is, this is very fast paced industry, which sometimes get a bit difficult to adapt with. One has to hustle very hard to reach their expected goals and stick in the job market.

Lack of appropriate guidance

Even though I have received plenty of experience from the company, sometimes it was difficult to get the direct guidance from my supervisors. As the deputy director of marketing department had multiple responsibilities to follow, it was difficult for him to provide his supervision every day.

Gap in the work-environment

The company tries its best to maintain a proper work environment to gain hundred percent efficiency. I have noticed that there are still some gaps remaining in the work environment, which needs to be focused on. The mid-level management seem to be a little bit disorganized and can be fixed with clearer communication.

Distinction between academic knowledge and real-life experience

The internship program is an important part of every student's academic life. But the working sector is totally different from the academic knowledge. It is a major constraint for the freshers, who are new to the job experiences.

Chapter 4

Lessons Learned from the Internship Program

4.1: Lessons learned from the internship program:

This training during my internship period gave me insightful information about how to adapt up to a circumstance and the fast-paced industry. This upgraded my capacity to work along with time management and multitasking. I have achieved many practical learnings from the employees. I think this experience will make my future career path smoother and easier.

4.1.1: Corporate Culture:

Throughout my internship period at PAP International, I have gained insights about the corporate world and its culture. My experience in the company has been one of the major changes that have happened to me. It was one of my ambitions to expand my personal knowledge through gaining insights about the corporate life. The corporate experiences have helped me observe and understand the corporate environmental factors, communication, work ethnic behaviors and conceptual views of professionalism. The communication has played a major role in my experience as it significantly gave me the wonderful opportunities to be in contact with the marvelous corporate leaders. Gaining knowledge from the experienced leaders and working with them to gain hands on experience on various tasks has been a great opportunity for me (Graham et al., 2020). At the end of the day, I would like to convey my love and appreciation to them as they taught me how to thrive or groom myself in such environment.

4.1.2 Practical knowledge on various issues:

Before coming to the industry, I have only gained knowledge through reading course materials. The internship opportunity has given me a way to gain hands on learning. During my market visits with the team, I have learned how to approach the clients. Implementing the behavioral aspects to understand the consumer behavior (Ross & Elechi, 2002). Understanding the needs of the clients and providing them with the services they require and convincing to put their trust on what the company is offering was a difficult task but it still helped me gain the practical knowledge of implementing the marketing aspects. One of the most exciting part of the job was market visits with the team. With the deputy director of the company, I have got to do multiple market visits every week and learnt how to implement the strategies in real work field. The day-to-day activities

were difficult at times but also very exciting as I have got to acquire practical knowledge from the team and my surroundings. This opportunity has given me to communicate with clients and present my skills and utilize them in the field.

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

Being able to implement my interpersonal skills has enabled me to polish them for a better future. I have been able to take the lead in few of the tasks, where I was assigned to work with others. Taking the lead and coming out of my comfort zone has been challenging for me. Along with that, I have been able to enhance my communication skills. Before my internship I have learned how to maintain effective communication through my courses. Working with business development team under marketing department has helped me to master the communication skill. Knowing when to speak up and when to listen is very important for everyone. My critical thinking and problem-solving skills have also been improved through the constant ideation with the team. The interpersonal skills are difficult to improve if they are not implemented and practiced in work. Throughout my internship period I have tried my best to put my interpersonal skills into practice and improvise myself. As the industry is growing at a fast pace, it is important for us to keep up with the work environment and put our best foot forward. One of the most required interpersonal skill is the problem-solving ability and critical thinking. I have had the opportunity to execute my problem-solving ability through various situations. I have been able to prove myself through my ideas, where critical thinking was necessary. This has helped me to transform my skills and utilize them as my strength.

4.1.4 Professionalism

Professionalism is very important in any organization. I have tried to maintain professionalism through my work in the organization. I have learnt how to maintain good work ethic and efficient professionalism in the industry. Upholding professionalism is very important, which influences us to be in our best behavior (Evans, 2008). Starting from communicating with the clients to having proper connection with the employees helped me to implement professionalism in my day-to-day activities. Sometimes people might get confused between maintaining a friendly behavior and professional behavior. It is important to draw the line, especially for the freshers who are very new

to the professional world. As an intern at PAP International I have always worked and behaved in a professional manner. It has always been a part of me and knowing how to behave professionally was one of the most important learnings of my internship. Under the guidance of my mentors, I have learnt how to maintain professional work ethic both inside and outside of the organization.

4.1.5 Time Management

Time management is very much important in a professional organization. In PAP International each and every employee must be punctual. Whenever we had to go outside for market visit, we are asked to be present at the office by 10 AM in the morning. Following these rules have helped me to value the importance of time and plan my schedule accordingly. I have been able to master the skill of time management and learn to prioritize my day-to-day tasks accordingly. I have been able to finish each of my tasks on time and maintain proper balance. This habit of time management will help me for the better future.

Chapter 5

Concluding Statements

5.1 Concluding Statements:

Internship period helps a student to explore his/ her potentials and to go beyond with it. Organizations in the corporate sector of Bangladesh anticipate that the interns they hire will have characteristics such as the ability to engage in continuous learning, transferable skills, organizational skills, team - work, paying attention to detail, connectivity, extracurriculars, professional attitudes and actions, and academic achievements (Nahid & Farhana, 2021). To meet their expectations, I have developed these soft skills as a student, which have enabled me to overcome obstacles faced during my internship and to impress my employers. Due of my lack of job experience, extracurricular activities (ECAs) let me demonstrate abilities that are not immediately evident on my resumes. In addition, I routinely attended seminars on career

alternatives, job fairs, and a symposium on industry-academic cooperation, which gave me the necessary perspective on how to find the ideal job and overcome selection obstacles. Internship opportunity is a place where passion can turn into a profession. On the other hand, this hands-on-learning experiences eventually improves one's ability as well. This gives him the opportunity to finally experience the professional world with the knowledge he has received throughout his academic years. Being able to relate the learnings of academics with the work in an organization helps him to build confidence for his future career path. The road might seem a bit bumpy at the beginning with tons of ups and downs, but it does get easier with time and experience. According to researchers findings, my involvement in extracurricular activities led to the development of healthy, mutually beneficial connections with other people, and my success as a team player in both my academic and social responsibilities was important in my ability to flourish throughout my internship experience (Nahid & Farhana, 2021).

The significance of the service industry is very appreciable in the modern era. when it comes to the exposure of organization and people, that is where the PAP International shines brighter and comes up with groundbreaking innovations. The company works toward providing the best automation solution for corporations to make their businesses easily accessible to the customers. Besides, I have learned so much from this internship program. I'm grateful to be a part of one of the most leading IT Solution organizations in Bangladesh. It is a very new company who is targeting a niche industry but aims to flourish with their unique identity. They are making their way up through different strategies. I have tried my best to give a brief idea about the organization and my experience in it. Throughout the ups and downs I have learnt and gained knowledge. Despite the constraints I have faced and gaps that has been acknowledged, its potential helped me to build my self and prepare for the future career.

There are several initiatives that can be taken to improve the current scenario at the organization, which will result in the betterment of its future. They can increase employee productivity and client engagement by reducing the existing gaps. To overcome the communication challenge, the management has to figure out the issues talking with the internal employees. The departments along with their employees sit for meetings so that everyone stays on the same page. There is also a separate communication medium for the client-agency alignment as well to avoid any sort of miscommunication.

PAP International Ltd. really helped me to explore my potential very thoroughly. During my internship program, all of my colleagues helped me to communicate properly, helped me to understand the importance of interpersonal communications, how to adapt with a fast-paced corporate culture, working with proper teamwork. I am grateful to their kind guidance throughout my journey and hoping to implement my learnings for a better tomorrow with the aim of becoming a future leader.

Chapter 6

Proposed Improvement Plan

6.1 SWOT analysis of the organization:



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
Not being able to utilize the skilled teams	Bringing new strategy to implement team building	Identifying the key skills of each employee	Business development department and IT department	HR Department	A stronger team with increased performance
Lack of logistic support	Focusing on the key logistics that are required	Constructing a list depending on the requirements	Whole office	Budget for logistic support	Increased work efficiency and employee satisfaction
Insufficient Training	Designing more training program	Identifying the skill requirement	Employees from each department	Manager	Better KPI and skilled workforce
Communication Gap	Implementing effective	Determining the gaps	Cross departments	Manager	Effective communication

	communication method				among employees with improved client service
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APPENDICES

Appendix A: Résumé

Dilara Jahan Brishty

Contact

Address: Mirpur-14, Dhaka-1206, Bangladesh

Phone: +8801874056737

E-mail: brishtydilarajahan08@gmail.com

LinkedIn: <https://www.linkedin.com/in/brishty08/>



Career Objective

I am a business student with experience of being a student ambassador for one of the biggest MNCs in the country, **Unilever Bangladesh LTD** & a spokesperson for an E-learning app called **Porte Chai**. My purpose directs me to have an enthusiastic and positive attitude towards every challenge in life and working hard to become a strong individual. I am a creative and innovative marketing idea generator for both social media and offline platforms along with effective communication skills. My open-minded nature helps me to view challenges from a different perspective and bring out the best possible solution for it. I look forward to learning something new from every experience in life.

Work Experience

- **PAP International**
Business Development Intern (August 2022-Present)
- **Sparks Student Ambassador**
Unilever Bangladesh LTD (May 2020-May 2021)

- **Brand Promoter**
Porte Chai

(December 2019-December 2021)

Educational Background

- **American International University-Bangladesh** (2019- Present), FBA
 - 1st Major- Marketing, 2nd Major- HRM (CGPA: 3.95/ 4.00)
- **Adamjee Cantonment College, Dhaka** (2016-2018)
 - Higher Secondary School Certificate (HSC), Science (GPA: 4.67/5.00)
- **Shaheed Police Smrity College, Dhaka** (2014-2016)
 - Secondary School Certificate (SSC), Science (GPA: 5.00/5.00)

Achievements

- | | |
|---|---|
| <ul style="list-style-type: none"> • Clemon Clean Campus Green Campus, Inter University Case Competition 2021- Champion. • An Intra-AIUB & Inter College Business Case Competition, ABC Case Storm 2019 – First Runner Up • AIUB Marketing competition, Business Incubator 2019 – Champion • 19th AOC Public Speaking Competition, 2019- First Runner Up • Principles of Management Poster Competition 2019- First Runner Up • 11 Minutes with ABC- Champion | <ul style="list-style-type: none"> • Organizer- Flight to Future, 2022 • Organizer- Finance for Non-Finance Professionals in collaboration with bKash Ltd. • Organizer- Corporight, 2021 • Organizer- evolYOUtion, 2020 • Organizer- U-Life Campus Contest in collaboration with Unilever Bangladesh Ltd. • Organizer- Sparks in Social work • Organizer- Webinar on mental health, Minds Matter, 2020 • Organizer- Career Hacks 2.0 in collaboration with Unilever Bangladesh Ltd. |
|---|---|

Leadership & ECA

- | | |
|---|--|
| <ul style="list-style-type: none"> • Chief Communication Officer, AIUB Business Club (2020-2022) • Official Volunteer- AIUB Job Fair, 2019 • Official Volunteer- Biz Evo, 2019 • Hosted- Career Hacks 2.0 • Hosted- Industry 4.0, Prospect & Opportunities of Supply Chain • Hosted- Career hacks (A career development program organized by AIUB Business Club) • Hosted- The External Road show organized by HSBC IBA, 2019 | <ul style="list-style-type: none"> • Participant- 3rd PIM V-LED Program organized by Panyapiwat Institute of Management (PIM), Thailand • Participant- Entrepower, 2021 organized by AIESEC • Participant- HSBC IBA Business Case Competition, 2021 • Participant- PWK, an Inter University Presentation competition • Participant-A journey towards Socio-Political Historical and Economic Dynamics and Evolution of Bangladesh by department of Social Science AIUB |
|---|--|

Expertise

TECHNICAL SKILLS:

- MS PowerPoint, MS Word, MS Excel

LANGUAGE SKILLS:

- Bangla (Native)
- English (Fluent)

Hobbyist

- Standup Comedy
- Dancing

Reference

- **Dr. Khondaker Sazzadul Karim**
Associate Professor & Department Head
of Marketing
Faculty of Business Administration
American International University-
Bangladesh
❖ Contact No: +8801713061623
❖ Email: kskarim@aiub.edu
- **Emtiaz Hossain**
Territory Manager
Unilever Consumer Care Limited
❖ Contact No: +8801982121370
❖ Email: emtiazhossen.eh@gmail.com