



# **Internship Report**

**On**

## **Digital Marketing Practices**

**In**



**Prepared For**  
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**Prepared By**  
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**Submission Date**  
30<sup>th</sup> September, 2018

# **LETTER OF TRANSMITTAL**

30<sup>th</sup>September, 2018  
Sarker Rafij Ahmed Ratan  
Assistant Professor  
United International University

**Subject: Submission of Internship report.**

Dear Sir,

I am presenting you with this report on “Digital Marketing practices in Mbrella Ltd.”. This report has been prepared with the intent of completing the requirement of the internship stage in the BBA program.

I would like to express my gratitude towards my supervisor and all the people who helped me gather all the necessary information which was vital for this report. I hope the report will uphold the standards of a well-organized and informed report and properly convey the scenario of digital marketing and its effectiveness in the country based on my research and my internship experience at ‘Mbrella Ltd.’.

I would like to request you to accept my report for further evaluation.

Sincerely,

**Sadia Afrin**  
111-141-315  
United International University

**Digital Marketing Practices by  
‘Mbrella Limited’:  
‘A hands - on initiative for Online Business  
Development**

## **Acknowledgement**

This report has reached its completion due to the joint effort made by many individuals. As such, I have to express my gratitude to everyone involved. First of all I would like to thank my supervisor, Mr. Sarker Rafij Ahmed Ratan for the moral support from the onset and throughout and providing me with the necessary guidance and information needed to complete this report.

I am also very thankful to 'Mbrella Ltd'. for letting me do my internship at their organization. The learning and hands on experience I gained during my time they have allowed me to have newer and more refined perspectives about the knowledge I had received in my courses at 'United International University'.

Finally, I would like to thank my friends and colleagues who also supported me during the preparation of this report.

## **Executive Summary**

The following internship report is a reflection of my work at ‘Mbrella Ltd.’ and my understanding of the digital marketing operations and how it functions.

My internship had started on the 1<sup>st</sup> of July 2018 and ended on 30<sup>th</sup> September 2018. During these three months, I was rather treated as a full-time employee at my workplace and gathered experience that helped me grasp a basic idea on how a clothing brand operates its digital marketing function in Bangladesh.

The report initially contains a brief introduction of ‘Mbrella Ltd’ and the services it provides. Afterwards, the significance of the study is mentioned along with the services ‘Mbrella Ltd’ provides. The Effectiveness of Digital Marketing in a clothing brand in Bangladesh is then thoroughly discussed from the way Digital Marketing works to how Smartphones have been a dominating factor in the growth of Digital Marketing in Bangladesh. Some of the recent trends of Digital Marketing are then discussed followed by the digital presence of Telecom Industries in Bangladesh. The report has been integrated with a lot of data tables that verify the significance of digital marketing in our country in case of clothing brands. However, like every other clothing industry, digital marketing has some flaws as well, as a result, some recommendations have been provided as well.

The report has been made in a very short time and some of the data provided on the report may not be accurate by the time it is evaluated as we know digital analytics literally change every day. In spite of all that, I believe this report has enough elaborations about the digital marketing operations of ‘Mbrella Ltd.’

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# 1. Digital Marketing

Today we are spending a big chunk of our lives staring at our computer and mobile screens, soaking more information than probably our brain can process. In the example of the impact of this and our own tastes, was found to be satisfied with the fulfillment is brought about the great and, most of all in the industry of fashion.

This day we share what we are, and that is building up human identity and brands. If possible, a new source of ideas and inspiration to be changed; shall walk after the Lord with them, buy them.

Tech-savvy digital marketing and how to leverage their business to understand, know and especially the Internet marketing and social networking as a channel of distribution. Is using the digital marketing digital products or services of life, especially the Internet, but also includes a mobile phones, the display of the digital media advertising and other things. The power of the digital marketing includes: marketing search engine marketing was given him to cast off from the search engine marketing campaigns, social marketing to the middle of the to-morrow, marketing, advertising, email marketing the right way, and the way of display, with each other more general nature, the development of the digital very important.

Start and grow an online business is not easy using digital marketing tools. There is competition among the many brands of clothing. He accepted the sales and marketing.

## Tools

- 📌 Software as a service
- 📌 Web-based clothing retail
- 📌 Subscription and complaining boxes
- 📌 Online suggestions and quarries
- 📌 Drop/shipping businesses or delivery man



## **2. Report Structure**

The full report is divided into five chapters. The different aspects of the investigation of 'Mbrella Ltd.' are mentioned in this chapter of the report. Here begins with a basic aspect of the report is not the reputation, the things concerning the pursuit of high ideals and objectives. According to the head of the literature includes a review of the background of research which they refer. Referred to in the following methods are used to conduct the investigation. The fourth part deals with the real things done research and data analysis. Finally, while the conclusion of every fifth chapter. It indicates how the research was conducted, and what the results mean that some of the recommendations.



### **3. Introduction**

People have an emotional attachment to clothes. Clothes should be honored as they cover the part of our body that should be covered and helped reveal those part that are need to be revealed. Clothes can improve one's appearances by hiding the flaws of the body and highlighting the merits. One could easily guess one's profession, social status, tastes, characters and style sense by observing what he or she wear.

Clothes reflect how one's day is made of as they contain the vital information about a day's weather. Our everyday clothes and style is a representation of our values, lifestyles and ourselves.

If you want to follow the latest fashion trends and change your appearance, wearing fashion dresses is not enough. To get an elegant look, one must also choose the accessories that her dress and for that they must follow the latest trends in accessories.

The world of fashion is not limited to clothing. Includes the final number of items. There is a style for everyone, be it a child, a young person or a woman or an elderly person. You will find different products ranging from shoes to belts and one or more insurances that suit you. If you really want to create your own fashion style, you should consider buying the latest accessories available on the market.

That is what 'Mbrella Ltd.' is concern about. 'Mbrella Ltd.' introduces all kinds of fashion wear from kids to olds. It has different pattern of clothes for all ages of people. Beside this 'Mbrella Ltd.' has also introduced ornaments, abaya, lingerie and night wear and many more. 'Mbrella Ltd.' helps people to get attached with all the new designs and fashion style including clothes and accessories. That's why the tagline of 'Mbrella Ltd.' is "EMBRACE THE AMAGING".

'Mbrella Ltd.' dreams to be in the top position by serving their target customers. Its aim is to establish at least 100 outlets over Bangladesh within 2022 and further more. 'Mbrella Ltd.' introduced all range of products for all ages of people and also trying to add varieties to design and style each and every day.

# **Company Overview**

## **4.The Organization**

### **4.1 History:**

‘Mbrella Ltd.’ is a sister concern of ‘MONDOL GROUP’. Mondol Group is producing world class garments of men's, women's and kids. ‘Mbrella Ltd.’ stands to provide awning to its other related companies those are “Muad” and “Pinkish”. Now a days it takes two to tango and we are there for you anytime anywhere. Basically Mondol Group export and wholesale the clothes it produce. But ‘Mbrella Ltd.’ is a retail cloth brand.

‘Mbrella Ltd.’ has started its journey on 1<sup>st</sup> February of 2017. They have established their brand in a very short time and want to lead the fashion retail industry of Bangladesh. It has started from a wholesale brand of Mondol Group that is ‘Mu’ad Fabrication’. Then it has been separated from Mu’ad Fabrication in every sector from purchasing the raw materials to produce the final stock. By this it has created separate office, factories, design team, merchandising team, branding team, sales team and all other things that is needed to establish a retail clothing brand. They aspire to make sure their customers relish with the quality product and on time service.

They are cutting the mustard to cope with every upcoming fashion and trend. They are trying to highlight the dreams and choice of their valued customers through their modish designs of accessories that might create an amazing experience for them.

‘Mbrella Ltd.’ is focusing on the agile of the outlets and also establishing a virtual shop for its valued customers. It’s a one stop emporium that is perfect for a family to get their all desirable products under a single roof.

## 4.2 Mission and vision:

‘Mbrella Ltd.’ aims to obtain it’s position in the top brand list not only in Bangladesh but also internationally. Right now we are the pioneer in the market because of our online virtual shop. Not only that currently we have already 18 outlets across Bangladesh and we are planning to launch at least 100 outlets over Bangladesh.

‘Mbrella Ltd.’ has various collection of clothes as well as jewelry. Beside this ‘Mbrella Ltd.’ has boy’s wear, girl’s wear, men’s wear, women’s wear accessories and jewelry.

Bangladesh is one of the leading textile manufacturing countries in the world. To attract the target customer textile manufacturing industries are taking a lot of marketing strategies. Nowadays with the change of technological environment digital marketing takes place a very important role in the whole world. Here I am trying to emphasize why digital marketing is important in the growth of textile industries in Bangladesh.

The first discussion of some basic digital marketing. Marketing online digital marketing is the general term for all the effort for you. Leverage digital media business, such as Google search, social networks, email and websites to connect with your customers and current futures.

Some of the common digital marketing. All this conflict in B2B (Business to Business) and B2C (Business to Client). However, most of the business B2B textile industries of Bangladesh. And in this way it does not affect the B2B at all. But now, because of the nature of the fighting, the origin of the weapons of war, of him to pay, and the things that apply to them, in the manufacturing company.

## **5. Implementation of Digital Marketing at ‘Mbrella Ltd.’**

### **5.1 Search Engine Optimization (SEO):**

The process of optimizing our website to rank it higher in search engine result pages, therefore increasing the amount of free traffic that our website receives. By using these tactics ‘Mbrella Ltd.’ made an SEO friendly website which ranked it higher in the search engine and for this the website and Facebook page both are easily available to the respective client who search the ‘Mbrella Ltd.’ website in the search engine. Well optimize website not only give a rank but also helps to create a good impression to the customer.

### **5.2 Content Marketing:**

The creation and promotion of content assets for the purpose of generating brand awareness, traffic growth, and lead generation among the customers. By using these tactics ‘Mbrella Ltd.’ is creating some business-related content and publish them in their Facebook page and website. This is increasing good impression ratio and also generate some lead for their business.

### **5.3 Social Media Marketing:**

The practice of promoting this brand and their content on social media channels helps to increase brand awareness, drive traffic, and generate leads for their business. They are operating their marketing through Facebook. But they are trying to start their activities and present their brand in other social media like Twitter, LinkedIn, and YouTube. Among the all social media, in Bangladesh Facebook is the most popular media because almost all the youth and mid age people has an account on Facebook. This is useful for digital marketing platform because the brand get a wide range to customer to reach their brand. By targeting a

particular age group of people they can focus more. Even they can communicate with their customers individually and personally if they have any query about any product or need to know anything. 'Mbrella Ltd.' also arranged different quiz and contests to increase customer engagement. They also arrange different prizes for them who wins. It helps to grow a profitable business relationship with them and good impression. Beside this Facebook is the mostly used social network site & it contains a big database of people all over the world and all types of professions.

By using YouTube, 'Mbrella Ltd.' is getting popularity through some videos which are uploaded by the celebrities who were the guest of opening ceremonies of different outlets. It helps to generate good impression, curiosity and awareness about 'Mbrella Ltd.'. This strategy helps to increase sales volume of them also.

#### **5.4 Email Marketing:**

'Mbrella Ltd.' has a broad plan to use email marketing as a way of communicating with their clients and customers. As email is often used to promote content, discounts and events, as well as to direct people towards the business website but right now they are not following this.

This is the most important tactics of digital marketing in B2B setting. For any wholesale business purpose they mail to their regular clients if there is any new collection, offer or promotion starts. This works now by using email contact with respective buyer especially with the foreign buyer. But using traditional email process it is very complicated and time consuming process. There have some rules and regulation in this traditional email transportation. 'Mbrella Ltd.' does not use any traditional email process. Using email

marketing process is so easy and less time consuming as well as more effective than traditional email communication process.

### 5.5 SMS Marketing:

‘Mbrella Ltd.’ is using SMS marketing (short message service marketing) technique that uses permission-based text messaging to spread promotional messages. To receive text message specials, new product updates, promotional offers or more information. When ‘Mbrella Ltd.’ opens a branch in a district then they made a contract with the telecommunication so that customer of a specific operator might get notify about “‘Mbrella Ltd.’”.

All in all, in this digital world to cope up with the digital aspects and tactics “‘Mbrella Ltd.’” is trying its best to get the maximum coverage from the total number of the customers. ‘Mbrella Ltd.’ is including itself in many digital media to upgrade itself and its sales. If a company merge traditional marketing and digital marketing in their marketing strategy it will be more effective and ‘Mbrella Ltd.’ is doing the same as well to get the direct response from the customer face to face. When using SMS marketing ‘Mbrella Ltd.’. It reaches target customers and their customer also feels special because they receive personalized messages about promotions and discounts. This approach has a positive effect on the mind of those customers who increase their sales and support a good relationship with customers.

## 5.6 A nice functional website

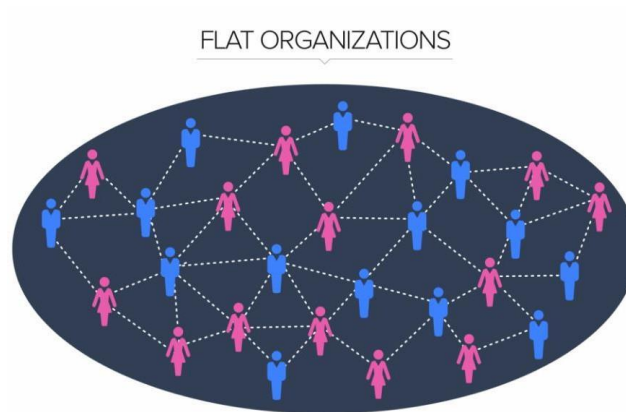
Before getting fruits from the digital world ‘Mbrella Ltd.’ is establishing its own website. From where the customers could reach by searching the web address. There all the information about the company, its products with details will be available to shop online. When customers will enter into the website there they will experience the best outlook and best functionality. It’s an effective, functional and communicative website is the first step to promote a company or its products to the world. The website address is in company’s own domain. Textile and apparel manufacturing companies mostly focused only on production. But ‘Mbrella Ltd.’ is not only doing so but also they are focusing on the customer reviews, complains and trying to eradicate those to make them satisfied. They are working deliberately to launch their website as early as possible. As they are a new clothing brand in Bangladesh so they have to be focus more and present their product in a unique manner. Photography, videography, content, and graphics are very important here. ‘Mbrella Ltd.’ is preparing its website with a particular team who will handle the website and communicate with customers on real time basis. Because a functional and communicative website should become the vehicle for all sorts of company communication whether it is internal or external. For achieving marketing goals ‘Mbrella Ltd.’ is working on and doing R&D for content writing and story writing to improve communication channels.



# Literature View

## 6. Organization Structure

'Mbrella Ltd.' has a flat structured organization, an organization with no middle management between employees and officials. 'Mbrella Ltd.' has approximately 103 employees in the office where I worked, who run the company. My supervisor, Mr. Mujibur Rahman is the senior media executive of 'Mbrella Ltd.'. And Mr. Shahan Ali Khan is the digital marketing line manager of the branding and digital marketing team of 'Mbrella Ltd.'.



This Organization includes eight departments.

- HR Department
- Marketing and Sales Department
- Branding Department
- Merchandising Department
- Producing Department
- Designing Department
- Logistics Department
- Procurement Department

## 7. Digital Marketing for ‘Mbrella Ltd.’

When someone will browse a shop the customer can easily get into the website and all the collections will be displayed on the screen with a segregate form. The person who entered can easily choose a section of dresses that they want to buy or see the details of a particular product that they want to buy. Even if the pictures that are showed in the wallpaper can be reached after one click. This is how a customer can experience the hassle free shopping through the website. People will sure do have the best shopping apparel, brands and a large variety of merchandise on the screen. However a customer’s joy doesn’t end there.

There’s a lot more to it. It’s not just about being online nor having a prominent e-commerce store. Today, there are lots of different stores showcasing their products. But ‘Mbrella Ltd.’ has a well-designed and user friendly website that wills hello the customers to have a great shopping experience and it’s also easy to distinguish your brand from the others.

Digital marketing is extensively improving the brand image of ‘Mbrella Ltd.’ and sales etc. It is easy to track a customer’s product and customer can reach to their product. ‘Mbrella Ltd.’ is currently working to build a perfect and correct strategy of fashion digital marketing will get its product in front of your prospective clients. As there is an influx of major brands that’s why ‘Mbrella Ltd.’ needs digital marketing to boost your product demand.

### ● **What is the role of digital marketing in ‘Mbrella Ltd.’ ?**

‘Mbrella Ltd.’ would want to be where its customers want to see this brand.

If a prospective client feels connected with this brand, chances are high that he will immediately buy it.

It’s all about interaction, building a personal touch and not just about sales. And ‘Mbrella Ltd.’ is doing so by attending customers query on time and through the SMS marketing.

## ● Benefits of digital marketing

It is easy to monitor the brand closely.

“Mbrella Ltd.’ can monitor other brands closely.

“Mbrella Ltd.’ can post a variety of ads at a cheaper rate and possible to reach the maximum customer. Its also easier to track ROI.

To create and maintain a good connection with their online audience “Mbrella Ltd.’ Ltd. Ltd’ is ideally having their presence on-

- ➔ Facebook
- ➔ YouTube
- ➔ Instagram

Let’s have a look as how these above mediums can prove beneficial to “Mbrella Ltd.’ Ltd. Ltd.’

### ➤ 7.1 Facebook

A product centric content game-plan is the best bet for Facebook. That’s why “Mbrella Ltd.’ Ltd. Ltd’ is focusing more on Facebook.

Facebook is an easy media for “Mbrella Ltd.’ to integrate it across other channels.

Posting consistently and interesting trivia are working as a great way for engaging posts and create enticing offers.

But at this era it is necessary to focus on individual demographic interests to reach specific targets. “Mbrella Ltd.’ is working on it.

## ➤ 7.2 Instagram

'Mbrella Ltd.' has an account on 'Instagram'. It is 'Mbrella Ltd.033'. Different types of posts of products, videos of products are uploaded there to engage fans and target audiences. It's more of a visual medium where information is communicated through photos. They create story telling strategies. Add well-thought out messaging and always use hash tags while complying with the best Instagram practices.

## ➤ 7.3 YouTube

This is another visual medium but the focus is more on videos.

It is a great way to push people towards the website.

'Mbrella Ltd.' use to upload its opening videos and all other season photo-shoots on YouTube.

Making and engaging videos is a task but very helpful from the SEO perspective and to gain views.

YouTube profile is also using for showcasing its events.

'Mbrella Ltd.' has a digital team which is super active in leveraging the potential of online medium and promoting the brand on a stupendous scale.

The brand has over 38000 followers on Facebook. Every video posted on their Facebook page has over 500 views.

## 7.4 Tools to capture maximum customer coverage:

Use of appropriate weapons and extremely beautiful creative themes is helping "Mbrella Ltd" to highlight product description and story.

This brand has a unique strategy for the story through a very modern gift.

In short, they use to take quick reviews that is the need for a good digital strategy of fashion brands.

They prepare their style stories and leaders to wear their products for visitors / customers.

They use to post different interesting facts about the latest fashion trends.

They build positions of competition and provide gift instructions for potential buyers so that they can encourage, participate, and buy them.

Contest a picture on different social channels where they will ask for the community to share and share the image of anything that they believe in their brand.

They are working to start a blog.

Digital marketing is a very easy and fun way to increase brand awareness and marketing for 'Mbrella Ltd', in the meantime process is not necessary to implement in a very strict attitude, which is a calculated approach towards their business. An excellent marketing process will run this way by the merchandisers.

## **8. Advantages of Digital Marketing**

### **8.1 Reaching Target Market:**

When advertisements are broadcast on the mainstream marketing platform, it does not guarantee access to specific target groups. For example, advertisements on television show advertisements for every year's product from audiences. In addition, the traditional form of marketing is in a way, communication users do not allow them to see what they want to see. It is that digital marketing comes with the difference. Now brands can be selected and can solve the factors like age, gender, location, to meet the right target group. With flexible and technical innovation from digital marketing, the brands are able to modify the content according to the target group and thus a better conversion rate is achieved. In addition, digital marketing is a user-friendly platform, so consumers just want to see things they want, so create faithful fans after branded approaches.

### **8.2 Cost Effective:**

The cost of putting digital marketing campaigns is relatively less than traditional marketing. For example, the Facebook business page can be increased to at least US \$ 5. This means that digital marketing allows businesses to reach up to 1000 people who will take the actual price up to 17 times for traditional marketing for digital campaigns. Small and medium enterprises do not generally have a large marketing budget, but the beauty of digital marketing is that it runs level and provides an equal opportunity to compete with everyone. If small enterprises are very creative, they can easily pick up large companies in making messages.

### **8.3 Expandability:**

Digital marketing is ideally the source of reaching the country's population, with 160 million people. This is such access because digital media is not limited by logical barriers with traditional forms of marketing. As we know, the 2G networks provided by telecommunications are the highest geographical location in the country and the network will be better with the appearance of 4G. As technology is developing over time, the brands will take advantage of such valuable factors associated with digital media.

## **9. The Job at a Glance**

Community management for the 'Mbrella Ltd.' was one of the regular tasks to respond to all types of questions received from the audience and their official Facebook page was monitored. With our continued support, we get "responsible for the message" that is a special business from Facebook, this badge is given on a particular Facebook page when the response rate is more than 70%. It's 15 minutes and the reaction time is 15 minutes. I met this seed for the first time with my other colleagues and we were able to catch it for a long time.

### **9.1 Task and Responsibilities**

During these 3 months of my internship, one of my main tasks was to prepare weekly reports on the social media activity of this organization. These reports included the overall performance the customer feedback, review, what they are searching for, and their problems and complains and so on.

⌘ I was also a part of many campaigns and photo shoots conducted by 'Mbrella Ltd.' I had to deal with the arrangement of the shoots, all models, and their costumes, sequence of the costumes, their problems and all other things. During this 3 month I was a part of these following photo-shoots.

⌘ Eid-UI-Adha Photo-shoot;

⌘ Durga Pooja Photo-shoot;

⌘ Fall season Photo-shoot;

⌘ I had to prepare different types of reports on Microsoft word and excel. The reports are based on the topic that my supervisor and line manager command me to do. Like discount offers of all retail brands whom with they are competing with in the market, fabric details that they launched, and product details of different product category and so on.

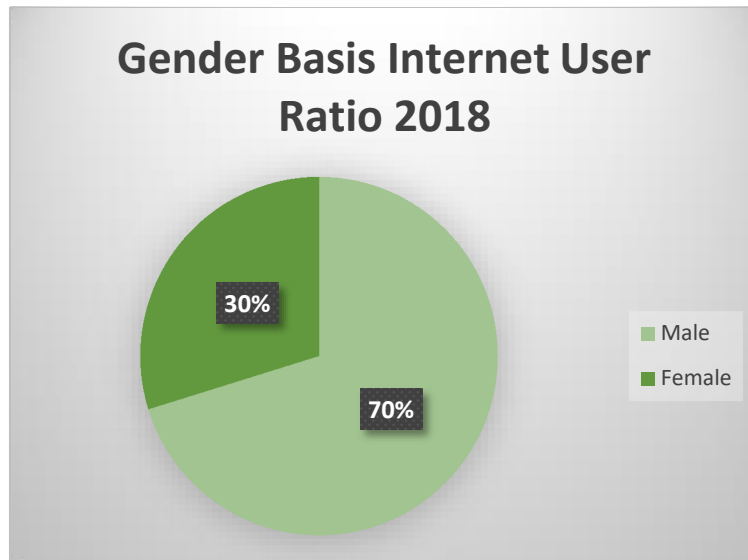


## **10. Data Analysis**

Data analysis is a process of effectively implementing, measuring, re-creating, and monitoring information system efficiently and efficiently. This is one of the main elements of paper research. I tried to collect both figures and calculation figures. Because of time prevention, Google Form was used to collect and analyze data on the online platform. They have a powerful database system and tools that can create charts and automatically analyze. The data was easy to analyze. The Google Form made my work a bit easier. These tools were appropriate in my research because it was an interpretation research. In addition, this works fine for exporting Google Form data for MS Files. I did not have input data again, it was done by Google Analysis Tool. After export, MS Excel was used because it is widely used and there are plenty of functions to sort, filter, remove duplicates; formulas for totals, percentages etc.

### **10.1 Findings and Impact Analysis**

The data obtained from basic research on this section will be discussed and the results of the data are related to the research objectives. By analyzing percentage analysis to determine the various social media user preferences by Microsoft Excel, the data obtained from different respondents has been analyzed. Percentage score shows the status of current social media on traditional media and it provides potential insights which are open to interpretation in various ways. In the following section, using various graphical tools like pie charts, bar charts, etc. to demonstrate the results of this research process. Survey results and analysis are described below with graphical reflection:

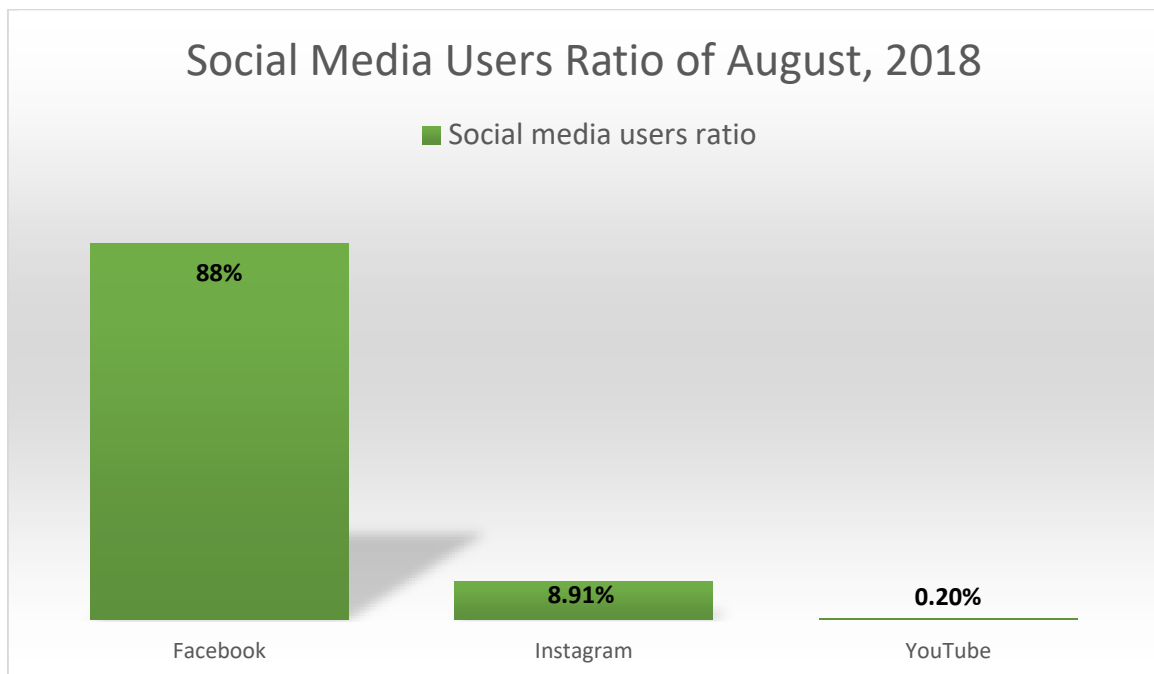


**Figure: 11.1**

The device's first question was, their gender. This question showed that in case of their gender, the sample size is being used in digital or social media. According to the study, it was found that 70.2% of men and 29.8 percent of female respondents showed in Figure 11.1.

The second question is, do they use social media on a daily basis. Interestingly, 100% of the sample size answered 'yes' in the answer. It provides an explanation that, the number of internet users in Bangladesh has increased, which affects the digital media correction. At the end of July 2018, Bangladesh had 88.687 million Internet users and according to the Bangladesh Telecommunication Regulatory Commission (BTRC) in March, 2016, the number of internet users was 61.288 crores, which means that the Internet user annual growth Bangladesh is 37%. Therefore, it can be said that with this huge growth rate, there is a huge opportunity in the digital market of Bangladesh, in which the use of various digital equipment can help in the process of traditional marketing. From this question it was found out which part of the sample size

interms of gender is us in digital or social media he most. From the study, it was found there was 70.2% male and 29.8% female respondents showed in Figure 11.1.

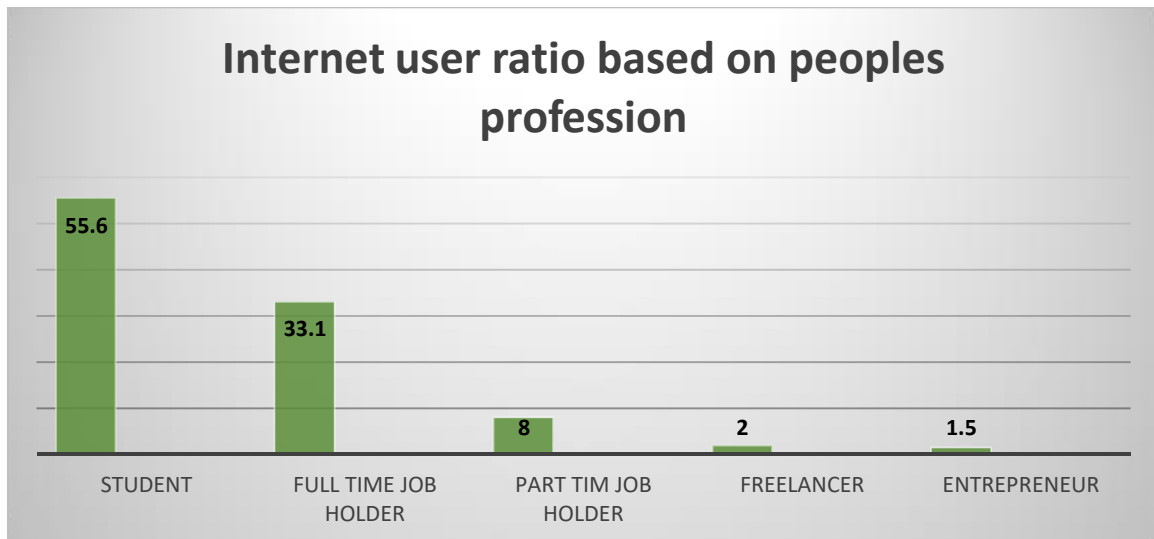


**Figure 11.2**

On the third question, the respondents were asked what social media they actually use. I realized that most of them are familiar with these three social media. They are Facebook, YouTube and Instagram. From figure 11.2, it was found that 87.88 percent of the samples use Facebook on a daily basis, the answer is in the second position was Instagram that is 8.91% and the third opinion in response to 0.20% response to YouTube.

As part of various newsletters, Ad Words has just posted in digital media sites that help different brands to effectively promote their products and services. When working internally at "Mbrella Ltd.". I saw that many ads for print media have been published in social media sites, especially those advertisers reviewing. According to Mr. Anik Modak, the best number for fast and fast products or services for Facebook and Bangladesh is the best number for the

survey and survey search, it can be said that the biggest user of Facebook With base, in Bangladesh, in case of digital media, Facebook brands should go.



**Figure 11.3**

The fourth question was about the respondents' profession. This question was asked that which professional groups are actually using digital media and how much. Targeted customers need to be identified. Statistics 11.3 shows that 55.6% of students are students, 33.1% are full-time jobs, 8% share jobs, 2% free and 1.5 percent of business persons. Here is a 55.6 percent use of students. Youth and students are now the world's largest target group of different products. Designing young-based products and services for this brand. Therefore, to integrate the traditional marketing process, brands get more importance on digital magazine-based marketing campaigns that are ultimately running for sale.

## **11. Lesson from the Internship Program**

Internship is an event which is born for the new graduate students as part of the graduation program for the purpose of development. As part of this development, I came in many things. I have developed myself in the last three months efficiently. I have become more and more professional now. In the last three months, the basic lesson from my experience, was the practical application of a learning-learning knowledge in 'United International University' and not only this, "Mbrella Ltd." now about me about the box. My line manager and other colleagues ready to think were very cooperative in sharing your knowledge and helped me in every aspect of my learning process. They helped me develop your skills that are definitely going to help me in my future life. The skills I've learned at working at "Mbrella Ltd." Limited, are as follows:

### **11.1 Ability to work under pressure:**

Sometimes when I had to handle many tasks at the same time under intense pressure, I used to work late in the office and on a hard dimension. He taught me how to prioritize his work and work effectively and efficiently.

### **11.2 Team skills:**

The team work that I did was based on the team's skills. It was preferred to talk to my team members often, to update the new works with new updates and to support other team members. Such experiences have increased the ability to function effectively in the team environment.

### **11.3 Technical skills:**

During my 3 months in 'Mbrella Ltd.' I used MIS software for stock management. The use of this software was a challenge for me for the first time. This software is also associated with sales and all points of the factory. In addition to the software, when I wanted to know

about the size of the product or product's size or the size of a product, I was able to get stock availability on different points of sale.

#### **11.4 Personal Development:**

During my intercourse period, I developed a sense of professional skill, as well as dressed beautifully to see smart and trust at this time. In addition to maintaining confidentiality and working responsibly, they helped learn a number of rules and regulations in the corporate world and how they fit there.

#### **11.5 People Skills:**

Working in the office environment for 3 consecutive months, I have come in a wide range of office views, which I have not experienced in my educational years. This interchange has improved its communication skills because I am able to communicate with my colleagues, surveillance, buyers and other officials outside the office. Internship also has improved its expertise as I have talked about various questions with different officials.

## **12. Key Findings**

Digital mass media has helped both ‘Mbrella Ltd.’ and its customers between communities of different aspects. The real data in digital marketing communication with humans and where there are not enough conventional media playing a role. Both are connected to each other, and the same was that which they have helped to get away from the beauty of the message to the people is a very important. The marketing department and communications departments that day. According to the results of the analysis and the results of a study are lower than in the first division of the enumerated some key;

People are the main users of digital media. From the above experience, in me, ‘Mbrella Ltd.’ on the Facebook to the home page, and the administration of Instagram, analyze the fan-base and they had the ability to trace them back to the fan base, the percentage of women is higher than men in the social networks. Due to non-disclosure of problems, not able to provide much information.

A user base, and now increased social media in Bangladesh. Cheap mobile phones and smartphones is key to increase this number. The young students once a generation is the number of users of Bangladesh media.

Now it is very important in economic development of online advertising.

Digital media traditional media help to be a healthy development.

Privacy matters are very important in digital marketing.

## **13. Conclusion**

Markets are becoming ever more competitive, and in many cases marketing budgets are becoming more restricted, so fashion houses and websites need to be more concern and goal centric to get a stable position in the market and customers mind also. An organization's operational efficiency, correlating advertising to sales, and measuring media buying effectiveness might help a lot to reach its desired position. Technology-centric objectives may help to focus on measurement, particularly of multi-channel attribution.

So, "Mbrella Ltd." needs to focus on customer acquisition before launching any new product. Beyond the need to communicate effectively, however, is the need to understand how specific trends will impact. To run an online shop marketing framework should be concentrated towards a market driven economy.



## **14. Recommendation**

Basically the websites use to sell all categories of products from local to international brand. But the online fashion houses use to sell their own brand's products. Sometimes these fashion houses includes international brand for their accessories, perfumes and jewelry. Many fashion houses also make deal with the websites to sell their products and to reach everyone.

‘‘Mbrella Ltd.’ already has so many products and many more are ongoing process. If it wants to deal with other websites to sell their products that might be a good approach as it's a new brand now. It needs more publicity to reach everywhere. Beside this ‘‘Mbrella Ltd.’ already has trendy and fashionable clothes and accessories that might create a great market place. It needs to have an active operation with online and cash on home delivery process need to get added. The tagline of a brand must be attractive so that it might grab the customer attention. The products feature and specifications must me written easily and clearly for better customer understanding.

The website of ‘Mbrella Ltd.’ need to be so friendly for the users and the order procedure must need to be easy so that customers might get their desirable products in one click. The product also needs to arrange by highlighting the product categories.

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