

Internship Report
on
Operational Overview of Step Group of Industries Ltd.



الجامعة الإسلامية للتكنولوجيا
UNIVERSITE ISLAMIQUE DE TECHNOLOGIE
ISLAMIC UNIVERSITY OF TECHNOLOGY
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ORGANISATION OF ISLAMIC COOPERATION



Submitted to:

Islamic University of Technology
in partial fulfillment of the requirements for the degree of
BBA in Business and Technology Management (BTM)

Submitted by:

I understand that my final report will become part of the permanent collection of the Islamic University of Technology BBA in Business and Technology Management Program. My signature below authorizes release of my final report to any reader upon request.

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Letter of Transmittal

Date: April 22, 2022

Dr. Md. Abul Kalam Azad
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Subject: Submission of Internship Report

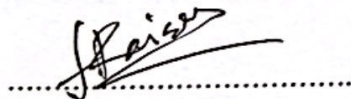
Respected Sir,

I hereby submit the Internship report titled "Operational Overview of Step Group of Industries Ltd." which is a mandatory part of the internship program. It was a great privilege for me to work under such guidance and supervision.

I have tried my best to portray the details of the company, my duties there as an intern, the scopes and possibility of the company etc. very precisely. This opportunity has enabled me to bridge the theories between my theoretical knowledge gathered throughout the past 4 years and real-life practices. I surely believe that the practical knowledge and experience I gathered from this study will definitely add value to my career and will also help to ace in the corporate culture in the future.

I hope my endeavor would succeed to satisfy your expectation. For any kind of further *clarification of this study, I will be available at any time convenient to you.*

Sincerely yours,



Fahima Hossain Raisa
Student, Department of Business and Technology Management (BTM)
Islamic University of Technology
Student ID: 170061008

Declaration

I, Fahima Hossain Raisa, a student of the Department of Business and Technology Management of Islamic University of Technology hereby confirming that the report I am submitting is an original article written completely by me under the supervision of Associate Professor, Dr. Md. Abul Kalam Azad. This report has not been submitted to any other University/ College/ Organization for any academic qualification and therefore, doesn't do any harm to the university rules and regulations in terms of collusion and plagiarism.

I further agree to hold the University harmless from any loss or damage resulting from my failure to comply with the preceding obligation.

Sincerely yours,



Fahima Hossain Raisa

Student, Department of Business and Technology Management (BTM)

Islamic University of Technology

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Acknowledgement

A bunch of people have made a significant contribution while preparing this report. Their suggestions, insights and advice have assisted me a lot. I am really grateful to all of them for providing me with the necessary guidance which has made this report possible.

To begin, I'd want to express my gratitude for the Almighty Allah's tremendous bounties and unfathomable kindness. He has blessed me with strength and good health and given me the ability to work under all circumstances and time constraints.

I would like to thank the authority of Step Group of Industries Ltd. for giving me the valued opportunity to do my internship in their prestigious organization.

I would like to express my sincere gratitude and thanks to my Academic Supervisor Dr. Md. Abul Kalam Azad, Associate Professor, for his continuous guidance and assistance to complete this report. My deepest gratitude to my company supervisor, Md. Raisul Amin, Assistant Manager of Digital Marketing Department of Step Footwear for his guidance and cooperation to prepare this report. He has provided me with a wealth of information, ideas and concepts for necessary improvement of the report.

My sincere gratitude to the people of Business and Technology Management Department including my respected faculties, my friends and other officials for their continuous support, assistance and guideline.

Last but not the least, I would like show my gratitude towards my family. Without their support, I would not be able to pass the whole period. I am also grateful to my co-workers who are so friendly and have provided me valuable suggestions, advice and inspiration throughout those 3 months of internship and afterward.

Executive Summary

This report is the summary of the 3 months internship program starting from 9th November, 2021 till 9th February, 2022 at Step Group of Industries Ltd. I was recruited as an intern at the Digital Marketing Department of Step Footwear at the corporate head office of Step group of Industries Ltd.

Step Group of Industries is an emerging business group providing industrial as well as consumer products. The company was previously recognized as Baly Group of Industries which was well known for Baly Keds' in the 90s. Now the company is providing Footwear, Adhesive, Plastic Shoe Last, Micropak PE Sheets and kids' wear. During my internship, I was assigned to one of their major sister concerns Step Footwear.

The report has been prepared based on my experience gathered during the tenure of my internship at Step Footwear. It is a reflection-based report which includes my learnings from day-to-day activity in this organization. The report mainly portrays my assigned duties, activities, learnings etc. by contrasting them to the theoretical learning from Business and Technology Management.

The first section of the report mainly discusses the overview of the company where a brief overview of the company along with its mission, vision is given. After that, detailed industry analysis has been done by the help of 3 different methods – Porter's 5 Forces Model, PESTLE Analysis and SWOT Analysis. Later, all the relevant content of my internship experience such as my assignments as an intern, analysis of my duties contrasting to my theoretical knowledge, work interaction with supervisors, learnings from industrial visits and finally the findings of this report are given precisely along with proper examples and explanation.

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Introduction

This report is an integral part of the course – Internship 4800 for the 8th semester. This report is written with an aim of sharing the experiences that I have gathered while working in a dynamic corporate company Step Group of Industries Ltd. As a final semester student of the Business and Technology Management Department, this 9-credit internship course is a must. Hence, it plays a significant role in fulfilling my graduation successfully. Under this requirement, I have completed a 3 months internship in the Digital Marketing department of Step Footwear which is a sister concern of Step Group of Industries Ltd.

In today's competitive market environment, it is critical for any firm to examine the performance of various marketing tactics in order to thrive in a turbulent market environment and to manage its operations efficiently and effectively in order to meet its objectives.

In Bangladesh, there are hundreds of branded footwear companies like Bata, Apex, Co-Walk, Bay etc. They are taking over the huge marketplace and using unique marketing strategies for being ahead of others. To compete with them, Step Footwear has also established its own marketing strategies. They are focusing on quality along with trendy designs. That's why the company is expanding so fast outside the country as well. But to stand out from the crowd, Step Footwear needs to build more unique promotional strategies.

One of the fundamental reasons of doing this analysis is to find out some factors that are not being implemented by the company yet. In this report, I have found out the lacking and suggested few strategies as well. I hope this report will be beneficial for the company to determine their current position in the market. At the same time, I have tried my best to incorporate my technological knowledge for showing the ways of being advanced compared to others in terms of promotional marketing.

Company Overview

History

Step Group of Industries is an emerging business group providing industrial as well as consumer products. The company was previously recognized as Baly Group of Industries which was well known for Baly Keds' in the 90's. Now the company is providing Footwear, Adhesive, Plastic Shoe Last, Micropak PE Sheets and kids' wear. Recently the company has expanded its business in Australia, the Philippines, China and Singapore.

Management of Step Group of Industries

- Chairman: Mr. Abdus Sattar
- Managing Director: Md. Shamim Kabir
- General Manager: Mr. Wahedur Rahman
- Chief Executive Officer: Md. Aminul Islam

Corporate Head Office Address

Baly Complex, 5th Floor, Plot #33, Uttara, Sector-3, Dhaka-1230.



Corporate Head Office

Phone : +880-2-896-0884, +880-2-896-1873

Fax : +880-2-895-3748

E-mail : stepgroup@gmail.com

Factory Address

57/3, Pubail Road, Joydebpur, Gazipur, Bangladesh.

Sister Concerns

- Step Shoe Last and Accessories Ltd.
- Step Footwear
- Step Luggage and Leather Goods Ltd. (Bangladesh)
- Great International (China)
- Ornate Luggage and Leather Goods Ltd. (USA)
- NanPao
- Grebond International
- Periwinkle
- Micro-pak



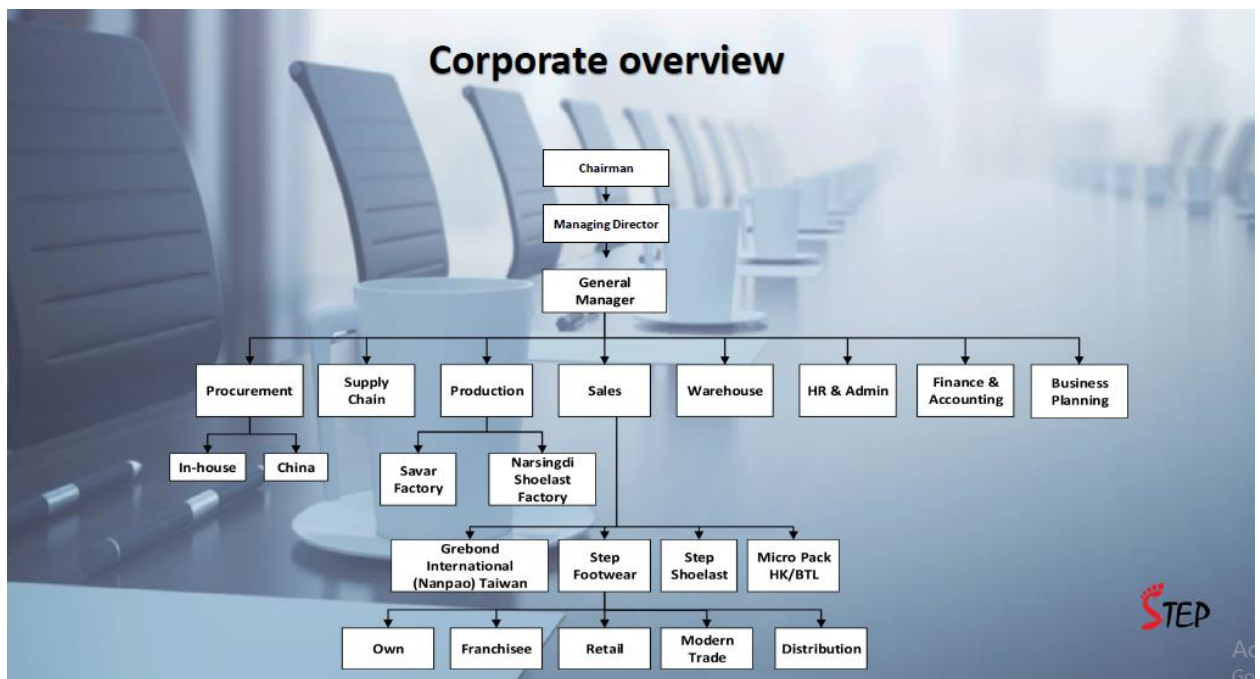
Mission

The mission of this company is becoming the market leader and provide the best service to their customers that will lead towards maintaining sustainability and position into the market.

Vision

Their vision is to achieve customer's satisfaction and build long term customer relationship.

Organogram



Divisions

The major divisions are:

1. Production Department
2. Merchandizing Department
3. Supply Chain Department
4. Sales & Marketing Department
5. Human Resource and Admin Department
6. Finance and Accounting Department
7. Warehouse Department

8. Logistic Department
9. IT Department

Step Footwear

Step Footwear started its journey on 26 September, 2014 with a view to provide comfortable and trendy Footwear for people, of all ages. All products are made maintaining international quality and durability to give your feet the proper comfort that you deserve.

Mission

The mission is to ensure that their customers can go to their nearest marketplace and pick up a pair of highly comfortable and stylish shoes without hesitating about the price.

Vision

Becoming the premier brand for comfortable and affordable footwear.

Number of Employees

- Management : 45
- Non-management : 95

Outlets Across the Country

- Own Retail Showroom : 31
- Franchise Showroom : 48
- Counters : 250+
- Distribution Channel : 16

Export Market

USA, Australia, Philippines and Singapore.



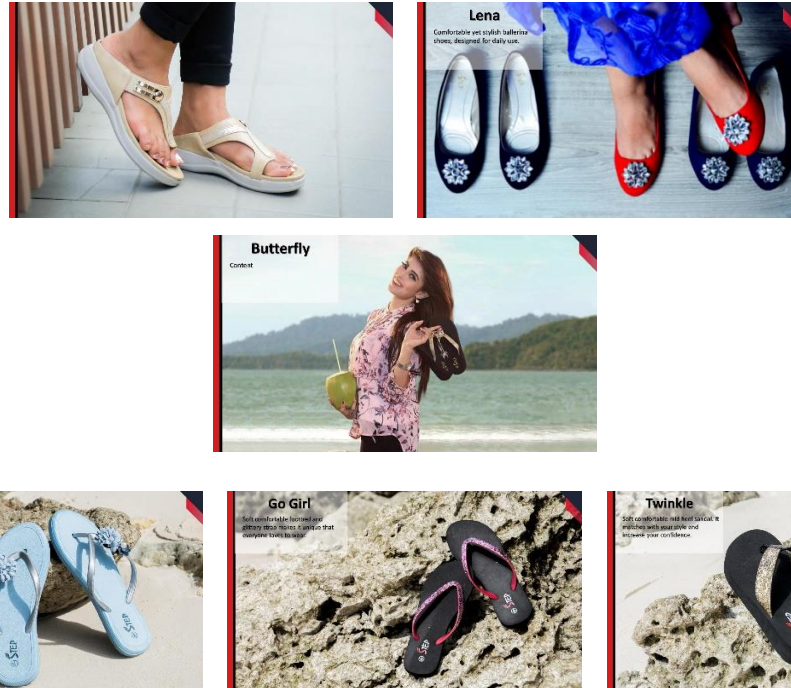
Few retail stores of Step Footwear

Product Line

Step Footwear has a diverse product line that includes:

Ladies shoes:

- Ladies mid-heel
- Ladies high-heel
- Ladies sports shoes
- Ladies Ballerina
- Ladies Half Shoe
- Ladies flipflop



Ladies Shoes

Men's shoes:

- Men's slide
- Men's slippers/sandals
- Men's casual shoes
- Men's sports shoes
- Men's sports sandal
- Men's knit shoe



Men's Shoes

Kids' shoes:

- Infants' shoes
- Kids' ballerina
- Kids' flipflop
- Kids' slides
- Kids' sandals
- Kids' sports sandals

Lucky Kiddo



Lucky Kiddo



Ryan



Gyarados



Kid's Shoes

Step Shoe Last & Accessories Co. Ltd.

Step Show Last and Accessories Co. Ltd. is a sister concern of BALY Group of Industries, started manufacturing plastic shoe last in 2011 for the first time in Bangladesh with a vision of changing, “Step” developed the structure of being advanced and now “Step” is making all kinds of premium quality plastic shoe last.

Factory Address

Kamartek, Joshor, Shibpur, Narsingdi.



Pictures from the factory of Step Shoe Last and Accessories Co. Ltd.

Step Shoe Last has recently met international standards. Currently, they are working with top of the line footwear companies of Bangladesh. Each pair of the shoe last accompanies 100 accuracy test and recyclability in order to achieve lowest manufacturing cost.

Clients



..... and more 70+

Step Luggage and Leather Goods Ltd.

Step Luggage and Leather Goods Ltd. was established in 2016. It is one of the sister concerns of Great Luggage Company of China. The production and shipment procedures are done in Bangladesh factory but the R&D center is situated in China. They are the largest manufacturer of Ornate luggage goods and official distributor of Pierre Cardin Luggage goods. Their luggage products are distributed in Western Europe, Middle East, South East Asia and America.



Bangladesh Factory



China Office

Products

Step Luggage and Leather Goods Ltd. offers premium quality luggage, bags etc.



Step Luggage and Leather Goods Ltd. has gained international recognition as well. Their products are found in I Love NY's showroom in USA.



Step's Luggage in I Love NY's Showroom

Micro-Pak

Step Group is the authorized distributor of Micro Pak products in Bangladesh. Micro Pak Ltd is the leading provider of antimicrobial packaging materials for the consumer goods sector. Micro Pak products are widely utilized by major companies, retailers, and wholesalers around the world, and are designed for both conveniences of use and low cost.

Products



Products of Micro-Pak

Clients

- Pandora Sweater
- Blue Ocean Footwear
- Pretty Sweater
- Arabi Fashion
- Young one

NanPao

Step Group is the official distributor of NanPao adhesive in Bangladesh. NanPao Group (Grebond International) is one of the Top 300 industries in Taiwan and is specialized in the manufacturing of adhesives, chemical resins and special chemical products.

Clients



Periwinkle

Periwinkle is another sister concern of Step Group of Industries that offers fashionable and unique cloths and accessories for teens and babies. The products are generally imported from different countries and the objective is to acquire a wide scope of collection consistently to stay up with the steadily changing fashion trend.

Showroom Address

Plot- 67/D, 2nd Floor, Block- E, Road- 11, Banani, Dhaka 1213, Bangladesh

Phone : +8801794-280887

E-mail : info.periwinklebd@gmail.com

Product Line

Periwinkle offers elegant products for kids that is suitable for every season or every festival. Their products are offered generally for infants (1-5 years), kids (6-12 years) and Teens (13-18 years).



Product of Periwinkle

Industry Analysis

Step Group of Industries is the rendition of a leading company Baly Group of Industries established back in 1979. Within a short span of time, this company grabbed the market and expanded its product line in multiple sectors. It became a pioneer in the footwear industry by manufacturing and selling baly Keds. Since then they tried to focus on industrial goods rather than consumer goods. Shoes, Synthetic Leather, Adhesive, Acrylic Yarn Dying etc. were a few of their major aspects. Later they expanded their business horizon outside the border of Bangladesh too and planted luggage manufacturing plants in China and Bangladesh intending to import luxury travel goods in Bangladesh. Now this company is known as Step Group of Industries which manufactures footwear, adhesive, plastic shoe last etc.

During my internship period, I've worked in one of their main ventures "Step Footwear". The industry analysis of Step Footwear is accomplished through the following models:

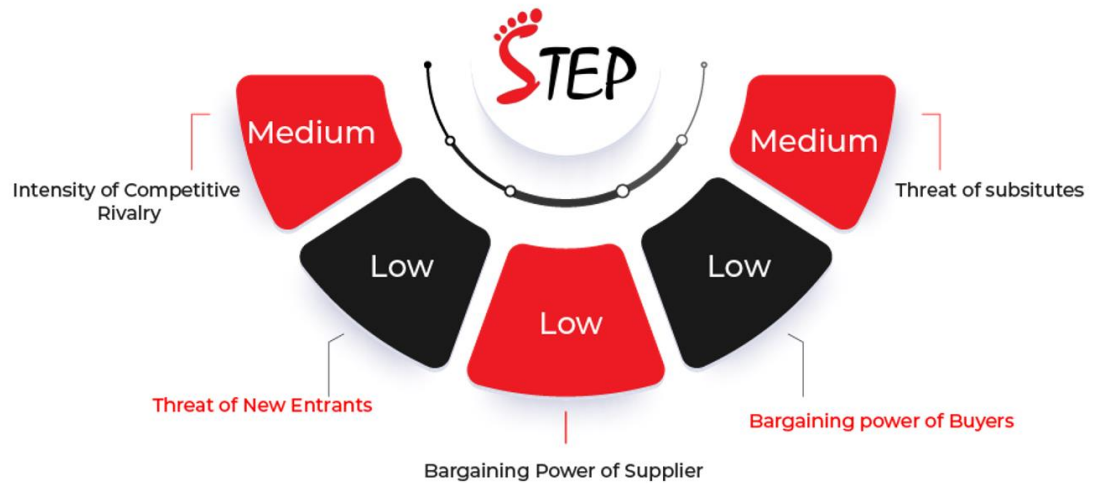
- Porter's Five Forces Model
- PESTLE Analysis
- SWOT Analysis

Industry Analysis of Step Footwear through Porter's Five Forces Model

This is the best model to determine the current structure of any industry and find out its strengths and weaknesses.

- **Intensity of competitive rivalry – MEDIUM:** The number of participants in the footwear industry is huge. Therefore, the competition is fierce. There are brands like Bata, Apex, Bay, Jennys, Co-Walkers, etc. who are also targeting to take over the market. Each of them has a diverse range of products. But Step Footwear is ahead of them in case of product quality and affordability. That's why no other competitor could take the place of Step Footwear in consumer psych. Customer loyalty has always been the strongest achievement of this company.
- **Threat of new entrants – LOW:** Establishing a completely new industry requires massive capital. Also, the trendiest models for shoes are patented already which makes it harder for

new entrants to grab the market with well-recognized designs. Moreover, the existing market leaders like Bata, Step, Apex have already gained the economies of scale and reached the pinnacle of success. For these reasons, the threat of entering new entrants in the market is very low.



Porter's Five Forces Model

- **Bargaining power of supplier – LOW:** Step Footwear produces a few of its raw materials (lasts) by themselves and the rest are imported from China. Therefore, the chances of competition among the suppliers are very low. Step imports the materials if they pass certain quality standards. That's why lower price offerings by various suppliers don't affect their decision of choosing the right supplier.
- **Bargaining power of buyers – LOW:** Step Footwear sells its products at a fixed price. Various types of offers and discounts are catered to the customers occasionally according to company policy. Since the control of price is in the company's hands and no negotiation is allowed in terms of price, the bargaining power of buyers is low.
- **Threat of substitutes – MEDIUM:** Though many brands are offering similar products, Step Footwear is unique in its product quality, comfortability and affordability. Substitution can be of two types: offering products that have the same price but better quality or offering products of the same quality at a lower price. Step Footwear is ruling in this case since they are selling the most comfortable shoes at the cheapest rate possible. They have set their

price points in such a manner so that people of all walks of life can afford comfort under their feet.

Industry Analysis of Step Footwear through PESTLE Analysis

PESTLE Analysis is a technique by which a company can evaluate external factors (such as Political, Economic, Social, Technological, Legal and Environmental) that affect the strategic management and performance of any business.

- **Political:** Political factors can impact the growth of an organization. In Bangladesh, almost all businesses face political barriers such as high-interest rates, unorganized tax agreements etc. Corruption is also a major obstacle in the context of Bangladesh. The overall political condition in this country is unstable. However, Step Footwear is creating a positive impact in Bangladesh's shoe industry by navigating through these barriers.
- **Economic:** The world is going through economic globalization upheld by globalization. The change in economic condition can affect the local footwear brand 'Step'. The production is basically dependent on low-cost labor. If any unexpected occurrence happens (strikes, walk-out), the company will be in great danger. That's why satisfying their rights and being in a good term with them is mandatory.
- **Social:** Step footwear produces its products for people of all social classes. This brand is highly recognized and acceptable by higher-income people as well as lower-income people for its plenty of collections at different price ranges.
- **Technology:** While visiting the manufacturing industry of Step Footwear, I witnessed how technologically advanced the manufacturing process is. Starting from cutting to roughening, every step includes highly functioning technological machines which definitely has reduced errors and increased productivity.



PESTLE Analysis

- **Legal:** Step Footwear has a separate legal department for managing factors like taxation policies, employment laws, industry regulations etc. Step Footwear has always been in a very good term with the government by paying taxes in time.
- **Environment:** Step Footwear's production is done concerning the environment. The manufacturing procedure is very environment friendly. Moreover, the rejected materials from the warehouse are used in some other ways by recycling. But it has to be admitted that like any other industrial factory, this factory is also responsible for aerial pollution to some extent.

Industry Analysis of Step Footwear through SWOT Analysis

SWOT Analysis is a framework for determining a company's strengths, weaknesses, opportunities and technology. Below I'm analyzing Step Footwear on the basis of these four factors:

Strengths:

- ✓ Step Footwear has grabbed the market for a very long time and therefore become one of the market leaders.
- ✓ Step Footwear has gained people's trust and earned loyal customers over several years.
- ✓ They have a diverse product line which is why the chances of failure is very low.
- ✓ No other footwear brand can offer the comfort that Step Footwear does.
- ✓ The products are very stylish as well as affordable.
- ✓ Step Footwear has been the proud sponsor of BPL (Bangladesh Premier League) and so many campaigns, events etc. for which it has been a highly recognizable brand.

Weaknesses:

- ✓ The focus on CSR (Corporate Social Responsibility) has not improved yet.
- ✓ Branding, Promotion, Public Relations, Media buying etc. are going at a slower pace right now.



Opportunities:

- ✓ Step Footwear can focus more on ladies' shoes because the trends of ongoing fashion for women are changing gradually. One day a design is new and the other day it becomes common or old. So, they can keep bringing creative designs to be ahead of time.
- ✓ They can expand their product line. For example, introducing socks, shoe polish, bags, shoe ornaments can boost their sale and promotion.

- Threats:
 - ✓ Brands like Apex, Bata etc. are obviously a threat to Step Footwear since they are also working on increasing their productivity and publicity.
 - ✓ Lack of branding and media buying is giving another brand the opportunity to grab the market and fill the gap. This can also be a huge threat to Step Footwear.

Description of Main Duties

In this chapter, I'll describe the major duties I carried out during the internship tenure. While accomplishing my tasks, I got the opportunity to explore myself and at the same time find out my areas of improvement.

Department and Position

Intern, Digital Marketing department.

Working Hour and Days

A typical weekday at Step starts at 9:30 am and ends at 5 pm. The working week is from Saturday to Thursday. Friday is considered as the weekend.

Location

During my internship period, I had to work in their head office which is situated at Uttara, Dhaka.

Address: Baly Complex, 5th Floor, Plot #33, Uttara, Sector-3, Dhaka-1230.

Meals and Refreshments

Free lunch, tea/coffee and snacks.

Major Responsibilities

At the beginning of my internship period, a working program was provided to me. Even though I was an intern in the digital marketing department, I was given the flexibility to work and communicate with multiple departments. The program was designed in such a manner so that I could explore myself and learn new things from various sectors. I had the privilege to work with the digital marketing department, branding department, business

development department, merchandising and supply chain department as well as the HR department.

My contribution and learnings from each of those departments are described below:

Digital Marketing Department

Here is the list of tasks I've done in the digital marketing department:

- First of all, I had a brief discussion with the team lead of digital marketing department Md. Raisul Amin on the current marketing strategies, their limitations, marketing channels etc.
- The most general task was handling customer inquiries and settling any dispute that arises.
- Confirming online orders after checking available stocks.
- Using 'CloudPos' (A software that permits to stock inventory and track sales statistics) to check available offline stocks.
- As I have expertise in Adobe Illustrator, I used to make graphical content for social media.
- Made reports on 'Current Audience Analysis' and 'Potential Audience Analysis' based on Facebook Analysis which showed that the official page of Step Footwear was visited by men more than women. This result made the company to focus more on men's products.
- Idea generation and content creation were part of my everyday job. I contributed to various content made for special occasions or campaigns like Black Friday Sale, New Year Sale, 16th December, Christmas etc.
- Assisted in generating ideas for the promotional photoshoot of shoes.
- Making stickers with accurate numbers and codes for labeling shoes.
- Contributed to experimental Chatbot creation for the faster reply to customers, supervised by Md. Shahrear Shawon, Junior Executive of Digital Marketing Department.

- There was a huge sale going on a few products from January 1st to 31st. During that period, I had to generate ideas for entitling the campaign and keep track of products that are running low in stock.

Business Development Department

Things I learned from the business development department are given below:

- Had a brief discussion with Ms. Mohsina Chowdhury, Business Development Executive, on their offline marketing strategies, 5 channels (Retail, Franchise, Counter, Modern Trade and Distribution), target sales in each channel and process of handling overall B2B business.
- Learned how to analyze the requisition form sent by the buyers to them and then send the document to CDC (Central Distribution Center) after evaluating the 'Ledger sheet' and checking the customer dues.
- Learned the process of determining the targeted pair of shoes to be sold by scrutinizing product inflow, product availability and targeted growth of 25%.
- Learned the process of handling and monitoring 250 counters all over the country from Shawon Ghosh, Executive of Business Development Department. He explained to me how they communicate with regional supervisors of counters and monitor their activities via PiHR (HR and Payroll Software).

Merchandising and Supply Chain Department

- The Deputy Manager of Merchandising, Rubel Sarder gave me a thorough briefing on the product line history, product category, target customers and general information of shoes. He also explained to me the criteria behind product development and when it is needed.



Structure of a Basic Shoe

These are the common parts of a basic shoe and its materials:

- ✓ Outsole (Harder) – EVA (ethylene vinyl acetate), TPR, PU (polyurethane), Phylon, Rubber
 - ✓ Midsole- EVA, PU
 - ✓ Insole (Softer) – PU + EVA
 - ✓ Upper – PU, PVC, Leather
 - ✓ Lining – PU, Fabric, EVA, Foam
 - ✓ Ornaments, flowers, stones, knit fabric for beautification.
-
- Gathered theoretical knowledge of various types of shoes, sizes, materials (EVA, TPR, PU, Rubber etc.), techniques of shoe engineering from a merchandizer's point of view.

Human Resources Department

I've done the following tasks in HR department:

- Sorting candidate files.
- Reviewing resumes and sorting on the basis of various criteria like the academic result, years of experience etc.

- Creating accounts in PiHR for sales executives who are working in the outlets of Step Footwear throughout Bangladesh. After creating accounts, I had to set a unique username and password for each of them.
- Updating the accounts with additional information like which showroom they are working in and the location of that showroom.
- Creating accounts for 125+ factory workers in PiHR and updating their relevant information like name, contact and then setting username and password for each of them.
- Contacting with Bangladesh Industrial Training Assistance Center (BITAC) to collect information regarding technical assistance.

Analysis

In this analysis section, first of all, I will try to relate my theoretical learning from Business and Technology Management to real-life practices. Later, I will elaborate on company-level analysis, market-level analysis and professional-level analysis.

Relating the Theories to Practice

As a student of Business and Technology Management with a major in Technology Management, I have gathered adequate knowledge about technologies that can be incorporated to any business. While working in the digital marketing department, I have noticed the usage of various techniques like CloudPos, Facebook Insight etc. I also found a gap that the company was not using digital marketing tools for media buying. I talked to my supervisor about those technologies and how they can increase productivity via those tools.

Company-Level Analysis

Step Footwear is still in the follower phase. It has not yet become the pioneer in the footwear industry. Each of the employees are working hard for the betterment of the company.

While working as an intern, I have noticed some potential sides that can bring a positive outcome if maintained:

- Time Management: Each of the employees attend to their respective duties on time.
- Work Interaction: The work interactions among the workers are very cordial.
- Daily Attendance via PiHR: Tracking daily attendance via PiHR is one of the most effective things that I noticed. This practice is strictly maintained in the factory as well as in the head office.

Market-Level Analysis

Step Footwear has already been an established organization in Bangladesh. At the same time, they have expanded their business in Australia, the Philippines, China, Singapore too. For this reason, it can be said that the company has expanded internationally and will bring greater outcomes to the company's value.

Professional-Level Analysis

I think, this 3-month internship program will have a positive impact on my career. As I had the opportunity to learn from a very prestigious industry, I hope the value I have added to myself is incomparable. This internship has helped me to nourish my interpersonal skills as well. Overcoming difficulties has made me a stronger person than before and made me more confident.

Findings of the Study

Advantages

- The digital marketing team always tries to give its best. I have seen their dedication to learning and improving themselves little by little every day.
- Whenever a new product or outlet launches, the whole marketing team works so hard for successful promotion.
- The work environment is pretty impressive and open. Anyone can express their opinion if it serves for the betterment of the company.

Limitations

- **Gap – 1:** Step Footwear mostly use the traditional marketing approach. Though the Digital Marketing department exists, all the technical marketing tools are not used properly. For instance, 'Facebook Insights' give real-time data of how the social media is running, how many viewers are there, among the viewers how many of them are male or female, which items are highly demanded by the customers etc. These data are so valuable that it can lead to perfect decision making about how many shoes of which category should be restocked by the merchandising department
- **Gap – 2:** There are various digital marketing tools like Google Ads Display, Google Ads Search, Google Ads Video, Google Ads Mobile Experience etc. These tools are basically used for advertisement purposes through media buying. But the digital marketing department at Step Footwear is not concerned about these tools.
- **Gap – 3:** Step Footwear was once the proud sponsor of so many events and campaigns. Few years back, they sponsored BPL too. Famous actresses like Mehjabeen Chowdhury, Anika Kabir Shokh were the brand ambassadors of the company and participated in their promotional photoshoot too. But unfortunately, these branding strategies has come to an end.

- **Gap – 4:** While replying to the customers on social media, they are preferring manual way. But today's world is so advanced. Using artificial intelligence like ChatBot for faster reply can be so effective than spending ample amount of time by giving manual replies.

Recommendations

Here are few recommendations that I thought would be beneficial for the company:

- **Working Hour:** The working hour is too long. At the same time, only one day of holiday is not sufficient. Huge work stress can decrease employee retention. For this, the working hour can be reduced a bit and at least 2 days per week should be considered as holidays.
- **Training:** Adequate training sessions can be arranged by the company for the betterment of itself. The employees need to be more tech-savvy nowadays and for that proper training is necessary.
- **Pay Ratio:** The pay ratio can be increased a little bit to increase employee retention and survive in the competitive market.
- **Branding and Promotion:** Step Footwear is now in a dire need of a brand Ambassador who can be the new face of the company and spreads publicity. Otherwise, some other footwear company will fill the gap within seconds.
- **Employment:** To run a huge industry like this, more educated and qualified employees are required. The HR department can focus on that part if they feel it necessary.
- **Social Responsiveness:** Step Footwear can involve itself in many social activities like societal welfare, fund collection for helping the poor, giving donations etc. This type of projects would definitely help to increase the brand image.
- **Transport Facilities for the Workers:** Most of the employees come to their everyday from distant places. As a result, attendance is not always up to the mark. If the company can provide transportation facilities, employees will be more encouraged to attend at the office.
- **Worker Dormitory:** Step Footwear can provide dormitory facility to all the workers for the betterment of the company.

Conclusion

Working as an intern for a company like Step Footwear, one of Bangladesh's fastest-growing footwear manufacturers, has been a great honor. Bangladesh's footwear business accounts for roughly 4-5% of the country's total exports, and it has been growing at a steady rate of 12-15% in recent years.

While working as an intern, I got the opportunity to witness all aspects of a manufacturing industry. Starting from the production procedure to the promotional strategies being followed, I have learned from each of the steps. I have also tried to find out the gaps that I noticed and recommended few suggestions from my point of view.

Working in such a broad environment has provided me with invaluable experiences that I will be able to utilize as my career progresses.

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