

Internship Report on Operations of Marketing:

A study of ACI Premio Plastics Products, Bangladesh Ltd.

An Internship report submitted to the Department of Business & Technology Management in Partial fulfilment of the requirements for the degree of BBA in Business & Technology Management(BTM)

Submitted by:

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ID: 190061145



Department of Business & Technology Management

Islamic University of Technology

May, 23

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A study of ACI Premio Plastics Products, Bangladesh Ltd.**

**Submitted to
Islamic University of Technology**



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I am aware that the program BBA in Business and Technology Management at the Islamic University of Technology will keep my final report s a part of its record. The dissemination of my final report to any reader upon request to authorized by my signature down below.

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May, 2023

Letter of Testimonial

19th May, 2024

Dr. Md Abul Kalam Azad

Professor & Head of the Department

Islamic University of Technology

Subject: Submission of Internship Report

Sir,

This is to inform you that, I would like to present you with the report from the internship course (BTM 4800) titled Internship Report on “Operations of Marketing: A study of ACI Premio Plastics Products, Bangladesh Ltd.” Where I discussed about ACI’s marketing operation, my daily duties and responsibilities during my internship there.

I created this report based on everything that I learned during my internship. The supportive atmosphere at ACI has made it easier for me to comprehend the circumstances and use my expertise where ever they were required. I also received insightful data and information from the other department heads, my team, and my supervisor, who helped me prepare the report. The report’s preparation made use of organization’s knowledge and insights into the sector.

I want to thank you from the bottom of my heart for all of your advice and support as I worked to finish the internship report from the beginning of my internship period. Kindly accept my report and help me with the suitable suggestions for further changes and oblige thereby.

Sincerely,

Md. Montasir Momin

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Department of Business & Technology Management,

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Declaration

I, Md. Montasir Momin, a student in the Department of Business & Technology Management at the Islamic University of Technology, hereby declare that I, on the basis of my daily tasks throughout the internship period, independently created and finished this report on Internship Report on “Operations of Marketing: A study of ACI Premio Plastics Products, Bangladesh Ltd.”. Dr. Abul Kalam Azad, Professor and Head of the Department of Business & Technology Management at the Islamic University of Technology, provided me with guidance and support. This work is original and hasn't been provided to any other organizations.

Md. Montasir Momin

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Acknowledgment

The support and guidance of many persons were used to complete the following report of internship. I would like to show my sincere appreciation to everyone that contributed to making this report happen.

I want to praise Almighty Allah, the Merciful, first and foremost. Without Allah's favor, this study would not be finished on time. Then, I would want to thank Professor Dr. Md. Abul Kalam Azad, my esteemed advisor, for guiding me through the entire process with his insightful advice and directions.

I would also like to thank Md. Forhad Ahmed, Marketing Manager, ACI Premio Plastics, and my marketing department team members for welcoming me in a pleasant work atmosphere. They taught me much about marketing operations, brand activation and helped me understand ACI's entire business process. I gained a lot of knowledge throughout my internship that I can apply in my professional career.

Finally, I would like to show my deepest gratitude to everyone who was involved in making this internship report. This internship report would not have been accomplished without the assistance of all of these wonderful people. Once again, thank you.

Executive Summary

One of the most well-known group of companies ACI, is the subject of this report's analysis of its marketing operational aspects. Along with my duties and responsibilities, it also provides a quickoverview of the organization, as well as the lessons I learned throughout my time working as an internat ACI.

I had to hold meetings with users from several departments as part of developing a marketing strategy for ACI, gathered user needs, built a GO-TO-MARKET strategy, implement marketing campaign, gathered pertinent data, and ultimately developed new product line. I obtained knowledge about potential career paths as well as workplace ethics, teamwork, communication, time management, and professional etiquette through this procedure. The internship program assisted mein fusing my academic knowledge with real-world experience by putting my analytical, critical, and problem-solving talents to use in tackling particular problems.

Through methodical process management and a fruitful organizational culture, ACI has established market leadership in Bangladesh. ACI's Marketing department is crucial to the organization's effective functioning and over time success, and the author's internship time there gave her many opportunities to build these skills. By providing, ACI continues to revolutionize the retail industry and aid in the economic growth of Bangladesh.

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Chapter: 01

Introduction

Introduction

This report is an integral part of the course – Internship 4800 for the 8th semester. This report is written to share the experiences that I have gathered while working in an E-commerce company ACI 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 3months internship in the marketing department of ACI Premiaflex Plastics. which is a business wing of ACI Limited, a national company and a manufacturing company. Internships are becoming more and more valuable for supplementing our education and preparing us for future employment opportunities. They offer valuable insights into the working world, help us understand how our chosen industry operates and what it takes to succeed, and demonstrate to potential employers that we are dedicated to becoming productive and successful employees. My three-month internship at ACI Ltd was a transformative experience that will stay with me for life. In this part, I will cover the purpose of this study and the scope of the work completed during the internship period. I will be analyzing and evaluating how my organization operates. This internship granted me exposure to the inner workings of the plastic industry. The internship gave me the opportunity to gain an insider's perspective on the specific knowledge and daily practices required for each position. I was able to observe experienced professionals performing tasks that I would have only read about otherwise and even had the chance to try out these tasks myself. The report will concentrate on the marketing department of the organization where I worked, my duties and responsibilities as an intern, and an analysis of the lessons learned throughout the process. In many ways, the program was beneficial to me. My introduction to the business world through the program laid the groundwork for my future learning and development. I will always use this experience as a stepping stone while entering the corporate sector. For my department mates who will follow me, I believe this will be a fantastic opportunity to learn practically and prepare for a career in the corporate world.

1.1 Background of the Report

Knowledge and learning are transformed into perfection when they are paired with theory and practice. The application of theoretical knowledge leads to the refinement of that knowledge in practice. As the parties involved, namely the academic institution and the organization, have reaped tremendous benefits from a program known as "Internship," the main goal of internship is to teach students and prepare them for the realities of the corporate world. This paper was done as part of my requirements for obtaining a Bachelor of Business Administration in Technology Management under the direct supervision of Prof. & Head of the department Dr. Aul Kalam Azad sir.

1.2 Origin of the Internship Report

This report is necessary for me to finish my internship program for my BBA in TM degree. I used all of the most up-to-date knowledge because I have been working for this firm as an intern in the marketing department for the previous three months. As part of my employment, I was in charge of obtaining information and keeping track of actions throughout the company's entire

marketing operations process. I was given the option to maintain track of the activities linked with this importation procedure study. Md Forhad Ahmed, my supervisor, guided and assisted me as I completed this report.

1.3 Main Purpose of the Internship Program:

The main goal of the internship program will be covered in this section. I outline the primary goals below:

- Acquire experience in a genuine business environment.
- The employment market should be exposed to students.
- Link theory to practice.
- Arrange the job description's specific details.
- Meeting program criteria for the BBA.

The report was created in accordance with the University's requirements for the Business and Technology Department during a three-month internship at ACI Ltd. It includes details about the business and its offerings as well as details about the sector in which the business works.

1.4 Objective of the Internship Report

Generic Objectives:

The major purpose of the three-month internship was to better understand how the company's marketing department operates and how they accomplish their goals. The course may be thought of as a corporate understudy experience for undergraduate students. My internship-related activities are included in this report. The purpose of this report is to demonstrate my comprehension of the work completed as well as the experience gained during the internship program. It is a comparison of activities and learning to determine my learning yield in the organization.

Specific Objectives:

- Outline my duties and responsibilities as an intern.
- To depict the company's overall condition and status in the domestic markets.
- Obtaining information about the overall marketing operational processes of the Plastic Industry.

1.5 Methodology Used and Data Source

In the process of writing this internship report, I gathered information and insights from various sources, including both primary and secondary sources.

Primary Sources:

A large portion of the report is devoted to describing the data gathered through primary research. The majority of the major components and insights reported were obtained through face-to-face

conversations with the company's employees and workers.

Information Sources:

Official employees of the company. The Diary and notes I maintained throughout the internship period.

Secondary Sources:

While primary research constitutes the majority of this report, a significant amount of the information presented in the report was gathered from secondary sources. Several sources were used as secondary sources of information for my report.

Main sources:

- Company Website.
- Google search engine.

1.6 Significance

This report provides an insightful and concise overview of the organization, the marketing department of ACI Premiaflex Plastics, and the industry in which the company operates. It primarily focuses on the employee perspective and provides specific statistics about the company's performance in the local markets. This report's objective is to enlighten readers on the marketing aspects of PI market. It is a crucial tool for BTM department students who want to broaden their knowledge and understand the possibilities of industrial experience. This paper acts as a roadmap for comprehending the potential and difficulties facing the sector.

1.7 Limitations

Despite a few limitations, I have done my best to make the most of this experience.

Limitations include:

- Three months was comparatively short for achieving all of the company's knowledge and insight.
- During the pandemic it was difficult to have physical communication opportunities.
- Due to agreement, lots of company data and facts could not be shared in this internship report.

Chapter 02

Company Overview

Overview:

Founded in 2008, Premiaflex Plastics Limited (a subsidiary of ACI Limited) is a growth-oriented private limited company with a focus on flexible packaging manufacturing. Premiaflex uses fully automated Rotogravure technology and cutting-edge machinery at its own factory in Gazipur to manufacture a wide range of flexible packaging materials in order to meet both domestic and international demand. Premiaflex Plastics has been able to produce high barrier edible oil and dairy-based products, provide 5 layer packaging with spot lamination, and provide the highest quality of packaging thanks to the introduction of a 5 layer film making machine, a Lamination extrusion machine, a 10 color printing machine, and a state-of-the-art quality control lab. Equipped with a cutting-edge quality control laboratory, for the first time in Bangladesh, we are able to guarantee the highest quality examined items for our clients thanks to our cutting edge, sophisticated equipment. Given that we have begun to add new technology extensions to their product line and expand alongside our commercial partners, the future of the company is bright.

Market Share

Premiaflex constantly upgrades its equipment and makes investments in both labor and machinery since it is a firm believer in continual improvement. These initiatives have made Premiaflex a recognizable brand in the marketplace. Premiaflex aims to acquire the trust of its esteemed clientele by offering the highest caliber packaging materials, hence attaining sustained business expansion. Serving both domestic and international clients, the company's clientele includes Unilever, GSK, Nestle, Reckitt Benckiser, Perfetti Van Melle, Bangladesh Edible Oil, Transcom, Marico, Godrej, Pepsico, Pran, Ceylon, City Group, HRC, Haque, Partex, Tibet, Olympic, Cocola, UniQlo (Japan), and many more.

Technology:

Premiaflex uses fully automated Rotogravure technology and cutting-edge machinery to make a wide range of flexible packaging materials at its own factory in Gazipur. This allows the company to meet both domestic and international demand for its products. Premiaflex Plastics has been able to produce high barrier edible oil and dairy-based products, provide 5 layer packaging with spot lamination, and provide the highest quality of packaging thanks to the introduction of a 5 layer film making machine, a Lamination extrusion machine, a 10 color printing machine, and a state-of-the-art quality control lab. For the first time in Bangladesh, we have a state-of-the-art quality control laboratory furnished with cutting-edge machinery, enabling us to guarantee the highest caliber inspected products for our clients. The future looks bright for the business as we have started to bring in new technological extension to their product line and grow with our business partners. Premiaflex Plastics is planning to expand technological innovation through Lami Tube production project, Alu-Alu foil for pharmaceutical packaging and also expanding the production capacity by adding a second line of expansion.

History of ACI:

A British multinational corporation called Imperial Chemical Industries opened a branch in East Pakistan in 1968. The corporation was established on January 24, 1973, as both ICI Bangladesh Manufacturers Limited and a Public Limited corporation, following Bangladesh's independence in 1971. ICI transferred ownership of its Bangladeshi investment to the management on May 5, 1992, when it rebranded as Advanced Chemical Industries (ACI) Limited. In 2015, the business sold SC Johnson & Son its brands for air care, toilet care, and insect control. During FY 2019–2020, the company paid taka 4,318 million in corporate tax, customs duty, and value-added tax to the national exchequer.

History of Premiaflex

These days, product packaging is an essential component of the finished product, and in the cutthroat world of business, a product's success or failure can be determined by its packing. A well-designed package can also be a useful tool for informing the target audience. In 2008, Bangladesh's packaging sector was still in its infancy, with plenty of opportunity for growth and innovation. ACI launched its packaging company in 2008 under the name Premiaflex Plastics Limited in an effort to spur innovation in the packaging sector and take advantage of enormous market potential.

Sister concerns

- ACI Formulations Limited
- ACI Salt Limited
- ACI Pure Flour Limited
- ACI Foods Limited
- ACI Agrolink Limited
- Creative Communication Limite
- Premiaflex Plastics Limited
- ACI Motors Limited (Yamaha)
- ACI Logistics Limited (Shwapno)
- ACI Edible Oils Limited
- ACI HealthCare Limited
- ACI Chemicals Limited
- INFOLYTX Bangladesh Limited
- ACI Biotech Limited
- ACI Marine and Riverine Technologies Limited

Chapter 3

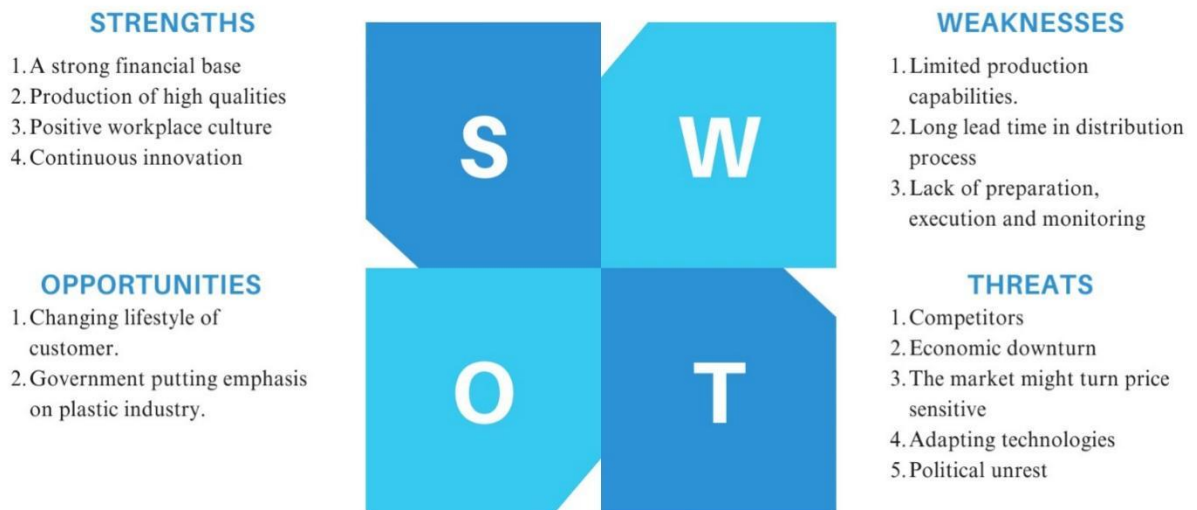
Industry Analysis

3. Industry Analysis

This entire part focuses on the industry's size and trends, its dangers, and its changing economic, technical, and other external variables. This section has carefully explained how ACI Premio Plastics is sustaining in the market.

3.1 ACI Premio Plastics SWOT Analysis

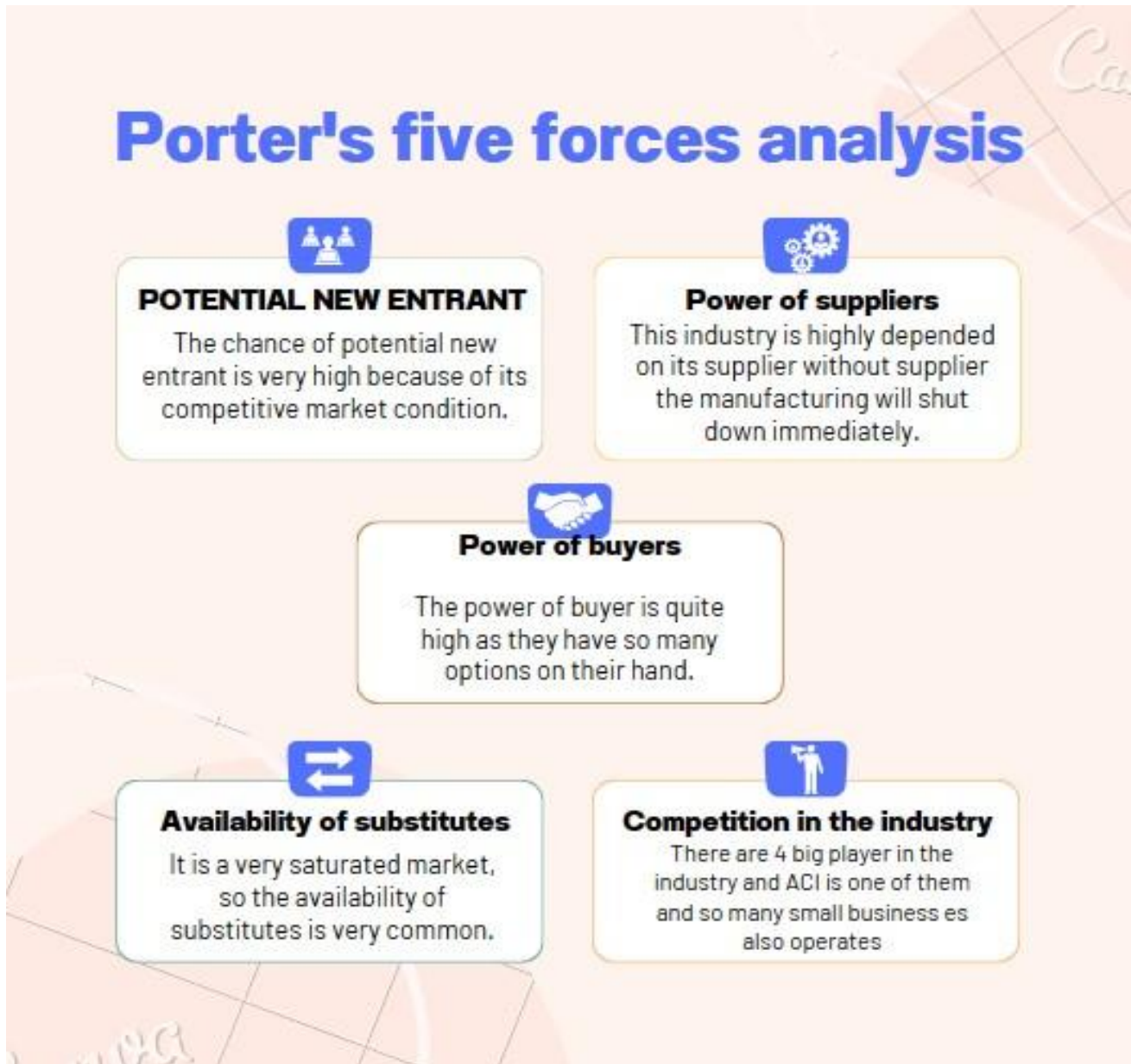
We will learn about Premio Plastics and the entire Bangladeshi plastics industry through the swot analysis of Premio Plastics. This part will include information on how Premio Plastics operates, how they generate, winning situations, how they build on its strength, keep its attention on the opportunities and business objectives, and how it may deal with risks.



3.2 Porter's 5 Forces Models of Premio Plastics

After fully comprehending each element of the industry research, we can assess the entire Plastic industry using the criteria outlined by Michael E. Porter. In order to assess the state and condition of the entire industry by measuring level of attributes, he developed a new theory.

Following is an illustration of the state of the entire industry based on all available data and the porters five forces model:



3.3 PESTEL Analysis on Premio Plastics

PESTEL analysis is a strategic management technique. It is often used to evaluate and analyze macro-environmental business issues. The acronym PESTEL stands for Political, Economic, Social, Technological, Environmental, and Legal Factors. It has a major influence on company operations and decision-making.

PESTEL ANALYSIS OF THE MARKET INFLUENCES					
POLITICS	ECONOMY	SOCIETY	TECHNOLOGY	ENVIRONMENT	LAW
P	E	S	T	E	L
Fiscal policy	GDP	Demographic variables	Technological access	Environmental policies	Wages
Government activity	Employment rate	Cultural factor	Infrastructure	Recycling	Rights
Conflicts / help	Exchange rate	Education level	Research	Consumption trends	Job security
Taxes	Inflation	Lifestyle	Technology trends	Production processes	Regulations
-	Income level	-	-	Natural risks	Controlled of Marketing

3.4 Competitive Analysis

Premio has a significant competitors in terms of the variety of products and sub-brands it offers. This occurs because no company in Bangladesh at the moment has very diversified product line. The most notable sort of opposition Premio Plastic face is from Pran RFL.

There are significant number of brands that basically are in market and create it very saturated. In terms of competitors Premio Plastics faces off against

1. Pran RFL
2. Bengal Group
3. Gazi Plastics
4. Partex Plastics
5. Akij Plastics



Chapter 4

Description of Main Duties

4. Description of Main Duties

4.1. Duties and Responsibilities

As an Intern my core responsibility was to working with product development team, marketing operation team and brand activation team.

4.1.1 Product Development team

Product development team generally focuses on enhancing the products luxury and make it more suitable for the consumers to use. It also works with market feedback what are the problems that market faces and the update it needs. I personally worked with this team during my internship and my contribution was-

- I developed four new foils design for the different SKUs.
- I made an extra addition of holes for the product called 'Kitchen Master'. Due to this extra addition the foods that used to been here keep safe and the problem of not having air flow also solved.
- I added an extra two pair of hooks with the product called 'Platinum Wardrobe'. Due to this addition the adjustability and functionality of this products increased.
- I also added music system with a product called name 'GOGO Walker'. Which boosts the sales of that particular SKU.

4.1.2. Market Operation

- I worked with the service team to solve the problems of market.
- As a team we used to collect the parts requisition from the sales team and make a report based on it, forward these to maintenance team after that the ensured that the sales team will get the required parts through the operation team.
- I also took a seminar how sales team can provide the valid information about the parts requisition process and make them more enlighten about the product details which will make them more capable as a sales man to sell the products.
- We used to have meetings among the service team, sales team, marketing team, maintenance team and operation team that how can we make the process more smooth. Before starting this project 6 tons of parts gets wasted after the inclusion of this project it reduces to 1.7 tons in three months, so it was an achievement and cost cutting for the company.

4.1.3. Brand Activation team

Brand activation teams works for brand to make it more available in public places. The main works of these team is to work for different campaigns, events and market visits.

- I participated and represented my company in 16th International Plastics and Packaging Fair in ICCB hall 4. Where we showcased our products with different companies.

- I also participated in ACI Central fair where I myself represented my business along with all the business of ACI ltd. Infront of foreign delegates for the investment purpose also I gave them a brief about how our products and how things function in our business.
- I also went on to ACI annual display program to represent my business.
- I myself went on to Islamic University of Technology as a gift sponsor of Beyond the Metrics 2024 where we provide an magazine advertisement and appointed ourselves as the gift sponsor of fest.

4.1.4. Tools

There are quiet of few tools that I was using during my internship journey oo make my work more efficient.

- Microsoft PowerPoint
- Microsoft Excel
- Microsoft Word
- Poer BI
- Canva



4.2. Workplace Environment

I was overwhelmed by my workplace environment. My team mates were so friendly when I initially start, they were very helpful and they all comforted me, gave me an office tour, make me introduce with everyone. The employee branding that ACI does is quiet per above. I also saw that they do not turnover employees. People in the company are very much happy with their work life balance. The benefits and remuneration that ACI provides is above industry standard. I also had a very good bond with not only with my teammates but also with other departments. ACI also hosts picnics, cricket & football tournaments, different types of games for its employees.

4.3. Challenges

My internship journey was smooth but there were challenges that I faced about collecting data. I was an intern that's why all the data were not exposed to me earlier, after some times I get the data about the sales team and all sales accounting. This is the only problem I faced regarding my internship journey.

4.4. Learnings

- I learned how to communicate professionally with proper corporate etiquettes, manners.

- My time management got better, I as a team player grew up more, coordination with different teams became easier for me.
- I learned to make sales report, how to analyze sales data and how to create dashboard out of it to represent it for proper assumption and decision making.
- I also get to know how important it is to consider market feedback into count, otherwise the innovation and user experience will not be smooth.
- I also learned how to take a session and how to take preparation of it.

4.5. Training and Market visit

I got several trainings over different topics to make my corporate life gets more easier also my skill development happens. ACI hosted these types of training program for employee development which will help the employee as well as the company because employees will use it for the purpose of company's growth. I got training over-

- Microsoft Excel
- Microsoft PowerPoint
- Power BI
- Corporate communication

I also made market visit two times in Uttara, Dokkhinkhan, Kaula, Kosaibazar, Rajshahi. I went on to different shops and dealer point to find-

- Find out brand image on the market.
- Understand market problems.
- To get customer feedback.

Chapter 5

Analysis

5. Analysis

This section will help to establish the connection between practical experience of my internship and the theoretical knowledge that I get from my BTM courses. My academic supervisor will get a brief summary of an entire experience and an understanding the abilities needed to succeed in professional life.

5.1 Company Level Analysis

Key features that ACI Premio has been following through out the years for more effective and efficient output are mentioned bellow-

- I. **Engagement:** The engagement ACI has between its employee and cross team collaboration it really helps to get the maximum output of any task or program. The communication between stakeholders and the management authority is also very good that's the reason it helps a lot in terms of decision making. Everyone is very much clear about the roles that they will play in the company. So, no confusion is happening. Engagement is one of the key factors of ACI success.
- II. **Communication:** An organization will be successful when its top to bottom and bottom to top authority will be aligned. The communication between the hirerachy will be swift. It also helps to reduce the lag time, makes the process smooth. The meeting procedures in ACI is also very effective. In a meeting session we go through focus group discussion, questionnaire. In this process employees fell that they are valuable to the company and their decision matters. They gave their input in discussion which actually helps also to get a better version of the team.
- III. **Innovation:** ACI Premio is very innovative in terms of their product line. They thrive for always new trends that market demands. They took customer feedback very seriously and work on it. How customers want to use the product and in what way they took care of it. They not only develop new product line they also make changes in the existing products. They keep update their products according to customer comfort. No only on the product line they also keep update their policy about the stakeholders and employees. They keep update employee policy for the betterment of employees and employee benefits.
- IV. **Work Culture:** The employee turnover rate in ACI Premio is very low. They are also very good at welcoming new people. The employees who left ACI Premio have a very good perspective about ACI Premio. If any employee struggle, they make sure that they are talking to them and trying to solve their problems by making them go through training and various skill development sessions. They provide provident funds to employees after their departure. All the employees of ACI Premio goes through different skill development sessions to keep themselves updated for their own benefit as well as company's benefit. All of these characteristics sum up the ethos of ACI Premio Plastics. These characteristics helps ACI Premio to excel in market.

5.2 Market level analysis

During my 3 months internship period I observed their processes and strategies at a market level and understood why ACI is known as the leading retail brand. Not only in Bangladesh, ACI is also famous worldwide which represents Bangladesh in global stages. A few points to describe their strategies at a market level are mentioned below-

1. Emphasis on empowering underprivileged human: Since its founding, ACI has emphasized mostly on rural areas, they help with their agriculture business that generate money and enable them to take charge of their life while improving the quality of it for the people around them.

2. Making a difference: ACI stands out from other development organisations due to the countrywide scope and impact of its innovative activities.

3. ACI's competitive business strategy: Competition analysing integrates all pertinent sources of competitor data into a cohesive structure to assist efficient and effective strategy creation, execution, tracking, and correction. ACI enjoys a competitive advantage over its competitors on almost all fronts. Few businesses have the funds to pursue an advantage like ACI.

4.E-commerce Launching: ACI's most recent endeavour to give people from everywhere accessibility to their products. That's why they launch the e-commerce site and home delivery facility.

5. Quality Control: ACI customers experience top-notch quality products for which although products are high in price, ACI has its own loyal customers.

5.3 Professional level analysis

My professional life has been significantly impacted by this internship at ACI. With every new environment at every organization, I became more adaptable. My personal growth was also aided by this internship because I was exposed to the actual application of business functions that I had just read about.

5.3.1. Affecting my future career choices

The internship program's obvious goals are career advancement and skill and knowledge development. In addition to helping me achieve my goals, this internship has given me new insights into potential career possibilities.

1. I could learn the formal and professional collaborative approaches and communication and know about the organizational behavior which affected my behavior approaches.

2. I could have the idea of a work process that will help me to choose my career path.

3. My critical thinking has evolved as a result of the practical experience, as has the way I approach problem-solving.

5.3.2. Connection to academic understanding

I was able to connect my university knowledge throughout my internship with all of the activities and managerial jobs. I have seen the practical application of my knowledge and abilities when working with ACI and marketing operation analysis, where I had to use my problem-solving, analytical, and critical thinking skills to address a specific issue. Here, I'll list a few things that were helpful to me in understanding work environments, cultures, and process management.

1. Business communication assisted in maintaining official channels of contact with the management of the company and supervisors, as well as the methods and procedures for conducting professional discussions of hypothetical situations and the business environment.
2. I was able to use the principles I learned about organizational behavior to better understand how to interact with my co-workers at work, how to best align my lifestyle with organizational goals, and how to be adaptable in a new context.
3. The outcomes from Business Ethics and Leadership were very beneficial for managing the team effectively and taking part in a collaborative task.
4. The principles of project management have been useful to me in organizing, planning, and putting into practice the techniques to improve project outcomes.
5. The fundamental understanding of Brand Management, Consumer behavior, Enterprise Resource Planning and Technology Management helped me become familiar with technology concepts, software systems, and improved user communication so that I could keep up with the advanced technology, my tasks, and the workplace.

Chapter 06

Conclusion & Recommendation

6.1 Conclusion

ACI Premio Plastics is heavily depending on the quality of their products. Their main unique selling proposition is the quality of their products. Though the price point of ACI Premio Plastics is high compare to their competitor brand. Though ACI as a whole company is a market leader in different aspects but ACI Premio Plastics is a new venture of ACI so they are trying to create a bit more market share. In the mean time the business health of ACI Premio is quiet good though it is a new venture started in 2018, it is already a profitable business with 3rd position in the market.

During my internship period I have noticed that ACI Premio uses aggressive marketing strategy. This business totally dominated by the marketing department even marketing department is also called the portfolio department of ACI. They run various marketing campaigns, they also use 360 marketing strategy along with beyond the line marketing strategy. They are also very sensitive about the market feedbacks that they get. I was very lucky that inspite of being an intern I was part of various campaigns and the exposure I get from that will be very much helpful in professional life.

In order to maintain a good market share and aspiring marketing leader ACI Premio needs to continue their aggressive marketing with upcoming trends. They need to buckle themselves up to sustain in this cluttered market.

6.2 Recommendations

- ACI Premio Plastics need to reduce their products price to penetrate the market.
- Product line needs to be updated with innovation.
- They should ensure the participation of all project related staff.
- If the office has a collaborative environment then the problem solving will be much easier task to do, that's why this type of environment should be encouraged.
- ACI should focus on paying more incentives to the employees.
- ACI needs to use more automated process to generate more efficiency in terms of working procedure.

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Appendices

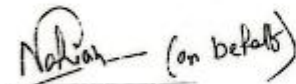
WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

Week: 1st week

Date: From 10th January to 18th January, 2024

List of activities with brief description:

1. Had a session with company supervisor on holistic marketing approach what ACI Premio Plastics follows.
2. The Coordination Executive gave me an office tour and make me introduce to everyone, I observed the office culture and get along with the environment.
3. Received insights about the marketing and sales department from colleagues, got to know about the hierarchy of them, also got a brief about distribution process.
4. Got an assignment from the company supervisor to generate product development ideas and make sales strategies.
5. Monitoring the social media of ACI Premio Plastics.
6. Started learning about product development.


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19/1/2023

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WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

Week: 2nd week

Date: From 21st January to 25th January, 2024

List of activities with brief description:

1. I have worked on the development of 'ACI Premio Product book'.
2. I got assigned to conduct 'ACI Product display' by my company supervisor, where I worked as one of the representatives of 'ACI Premio Plastic'.
3. I also supervise and manage the event stalls.
4. In the event, I was pitching our business to foreign delegates.
5. I also participated as a representative of the company in the '16th Bangladesh Int'l Plastics, Printing and Packaging Industry Fair'.



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WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

Week: 3rd week

Date: From 28th January to 1st February, 2024

List of activities with brief description:

1. I have worked on the development of 'ACI Premio Product book'.
2. I was collecting relevant layouts for the product book design.
3. I also reviewed the product book, if there is anything for addition or subtraction.
4. I was monitoring the trends of social media.
5. I started to work on a marketing campaign.



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WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

Week: 4th week

Date: From 4th February to 8th February, 2024

List of activities with brief description:

1. I started working on the development of merchandising project.
2. I visited the market place for gathering insight about customers, retailers and dealers.
3. I get to know about the problems that retailers and dealers are facing.
4. I tried to generate the solutions of those problems for a better marketplace environment for the company.



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WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

Week: 5th week

Date: From 11th February to 15th February, 2024

List of activities with brief description:

1. I started working on the foil design in this week.
2. I was collecting the references of foils from different sources.
3. I was working with the service team and tracking their problem's data.
4. I started working with the designer regarding new foil design.



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WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

Week: 6th week

Date: From 18th February to 22nd February, 2024

List of activities with brief description:

1. I was working with the service team.
2. I started working with the designer for product booklet.
3. I was engaged in the planning of yearly dealership program.



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WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

Week: 7th week

Date: From 25th February to 29th February, 2024

List of activities with brief description:

1. I started working on the goggle sheet to tract all the information regarding service team complains and forwarding all these information to service team for the solution.
2. I started learning data analysis on the excel.
3. I learned the process of making TVC and OVC.
4. I get to know how user generated campaigns run.



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WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

Week: 8th week

Date: From 3rd March to 7th March, 2024

List of activities with brief description:

1. I started collecting feedback from the market about products requisition.
2. Solving the damaged products related issues for the sales team.
3. I started doing research over social media regarding new marketing trends.



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WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

Week: 9th week

Date: From 10th March to 14th March, 2024

List of activities with brief description:

1. I was working with the service team to solve the sales team problem.
2. I started to learn how market operations happens and its functionality
3. I generate the idea of new marketing campaigns for the particular portfolio that I was assign



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WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

Week: 10th week

Date: From 17th March to 21st March, 2024

List of activities with brief description:

1. I was continuing working with the marketing operation team and making the process smooth of damaged parts requisition.
2. I submitted the task of possible trending marketing strategies in this era on digital platform.
3. I started to get training over advanced excel.



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WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

Week: 11th week

Date: From 24th March to 28th March, 2024

List of activities with brief description:

1. I worked with marketing team to make a report for call center to work on.
2. I learned some functions of excel and its real time execution.



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WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

Week: 12th week

Date: From 31th March to 4th April, 2024

List of activities with brief description:

1. I was working with the service team to solve the sales team problem.
2. I represent ACI Premiaflex Plastics in the exhibition where product showcase was going on ACI Center.
3. I gave a brief presentation on what are the trending social media marketing strategy that we can implement on our business.



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