

Internship Report on Client Service Department at Roebuck Communications

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This report is submitted to the school of Business and Economics, United International University as a partial requirement for the degree fulfillment of Bachelor of Business Administration

Internship Report on Client Service Department at Roebuck Communications

Submitted to:

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Letter of Transmittal

Dr. Seyama Sultana
Designation, Department of Business Administration
School of Business & Economics
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Subject: Submission of Internship Report

Dear Ma'am,

I hope you are in good health and spirit. This letter is to notify you that I completed my internship as part of our regular academic curriculum, and that this internship report was written to satisfy the requirements of a Bachelor of Business Administration degree.

As a full-time intern, I am pursuing my internship at Roebuck Communications and have been assigned to the Client Service department. I've attempted to give you an overview of my internship experience in this report. Meanwhile, without your help, this internship report would not have progressed as far as it has. Despite my best attempts, please pardon my errors and inform me if you notice any flaws in the report so that I can write in accordance with the standard in any future initiatives.

I will never be able to express my gratitude enough for your assistance, and if you have any questions about the report, it will be my pleasure to answer them. Again, thank you for everything.

Sincerely,
Md. Nahid Hasan

Certification of similarity index

I, Md. Nahid Hasan, ID: 111153138, a regular United International University student, verify that I completed the "Internship Report on Roebuck Communications' Client Service Department" as assigned by United International University Instructor Dr. Seyama Sultana.

I further confirm that the work presented in this report is unique and contains no manipulated information intentionally for any reason.

A handwritten signature in black ink, appearing to read "Nahid", with a horizontal line underneath it.

Md. Nahid Hasan

ID: 111153138

Program: BBA Major in Marketing

United International University

Declaration of the student

I, Md. Nahid Hasan pursuing Bachelor of business administration (BBA) majoring in Marketing at United International University. I am completing my internship report under the supervision of Dr. Seyama Sultana, Associate Professor, School of Business and Economics at United International University.

I hereby declare that,

The content in this internship report is based on four months of actual experience in Roebuck Communications' Client Service Department. Every work of the report is genuine and is written by my real time experience as an intern. I did not construct the report in any unethical manner, and it is just for academic purposes.



Md. Nahid Hasan

ID: 111153138

Program: BBA Major in Marketing

United International University

Acknowledgement

First and foremost, I want to thank God for providing me the strength and good health to be able to go to work every day, despite occasional COVID spikes, and to compose this report under immense work pressure from the workplace. Then I'd want to express my gratitude to Mr. Tawfiqul Islam, my internship supervisor, for his unwavering support and advice; his education and instructions showed me how to produce this report according to the standard.

I owe a debt of gratitude to my workplace supervisors, Tawfiqul Islam for his precise instructions and support throughout the elapsed time period, and Isfandiar Ahmed for regularly monitoring my progress, sharing his knowledge, and always encouraging me to go above and beyond the call of duty to complete my tasks. Finally, I'd want to express my gratitude to all of the Roebuck Communications employees for their love and support, as well as my beloved batchmates for giving me with adequate knowledge, roundtable discussions, and recommendations as needed when I enrolled in this internship program.

Executive Summary

This internship report highlights the job experience I gained at Roebuck Communications' Client Service department throughout my internship. This report will inform readers about the fundamentals and principles of a marketing agency, as well as the overall activities, as seen through the eyes of a client service intern: their role in developing client relationships, their efforts to get deliverables to the client's end, the activities performed on a regular basis, the IT applications that are used to meet the overall objectives, and so on. Roebuck Communications is a one-stop agency for customers' marketing difficulties, with a particular emphasis on the digital side of marketing, as trends have evolved over time, and this study will assist you in gaining appropriate expertise in this area. In my report's conclusion, I provide some recommendations for how they might improve their business in the future. This report summarizes both my academic and professional backgrounds.

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CHAPTER I: INTRODUCTION

I.1 Background of the Report

I believe education is no longer restricted to books and classrooms. Education is a tool for understanding the actual world and using information for the improvement of society and business in today's world. Theoretical knowledge is received via education through courses of study, although this is only half of the topic matter. There is no substitute for practical knowledge. In order to bridge the gap between theory and practice in the current corporate environment, precise coordination between the two is critical. Marketing agencies or companies play a critical part in our nation's and the world's economic activities. Without the availability of appropriate marketing services, modern trade and commerce would be nearly impossible.

I.2 Objectives of the Report

The primary goal of this report is to meet the requirements of the BBA program. This report has multiple aims, which are listed below.

- To fulfill the internship report's requirements.
- To assess Roebuck Communications overall general activity.
- To gain knowledge about the agencies' various areas' activity.
- To make suggestions on how to strengthen market development activities.
- To learn how to operate under pressure and in a business environment.
- To obtain a better understanding of marketing concepts and to learn more about their customer service satisfaction.

- To have a better understanding of how other marketing agencies in our nation conducted business.

I.3 Motivation of the Report

Internship is a crucial component of the BBA curriculum. Internships are an excellent way for BBA students to prepare for real-world situations. During my internship, I will be able to create a corporate identity and compare my academic knowledge to real-life examples. This internship will also allow me to network with many individuals, which will aid in my career search.

Finding work in our nation is quite tough. It is quite difficult to find work if you do not have enough contacts or market knowledge. Another benefit of taking an internship is that I may use it as a reference while looking for work. If my performance in the company is satisfactory, the organization may offer me and hire me for a permanent position. As a result, internship is a significant element of your four-year BBA curriculum and a key motivator.

I.4 Scope and limitations of the Report

Roebucks Communication's activities are so vast that even a three-month study would not be enough to have a thorough knowledge of all the department performs. This is inadequate time to conduct a complete examination. Despite several restrictions, I made every effort to complete the report.

Due to the organization's privacy concerns and limitations, gathering comprehensive information was challenging.

CHAPTER II: COMPANY AND INDUSTRY PREVIEW

2.1 Company Analysis

2.1.1 Overview and history

Roebuck Communications set forth its footprint from 2016 till this day they achieved quite a lot throughout their short span into the marketing industry as we know the competition in this industry is surreal and most of the new comers fail to sustain in the industry. Roebuck Communications is a full-service creative firm that specializes in advertising, branding, conceptual design, content creation, IT services, event management and productions. They recently moved to a prominent workplace at Gulshan-1 which is considered as a major success. The employee head count as of this day would be around 30 or so on including the interns yet the numbers are increasing quickly. Despite being a late comer to the marketing sector, the agency already has a lot of clients ranging from top notch corporate giants to local brands. Suzuki Bangladesh, Amishee, Klubhaus, Anwar Sheet, Truefitt & Hill Bangladesh, Roots, JFC, Foodpanda, Panda Cloud Kitchens, Santacruz, Hotel Serina, British American Tobacco, PRAN-RFL, GETWELL, ACI, Sylhet Sixers, Burger King, Miniso, UCB, Islami Bank, Lattu, Bisk Club and many more are the clients of this creative agency. The managing directors are in their late 20's meanwhile all of the employees are very young with potentials just like the tagline of the agency "Simple yet Incredible".

In 2018 Roebuck Communications won the next Grand Prix winner of the 2nd Digital Marketing Award for creative communication in marketing and branding in the category of best use of mobile. The agency is ISO certified with incredible achievements & recognitions all over the country and internationally too as the agency is working with multinational clients with diversified products and services.

Vision

Our vision is to be Bangladesh's most creative advertising solution supplier. Our company's and employees' commitment to excellence exemplifies this.

Mission

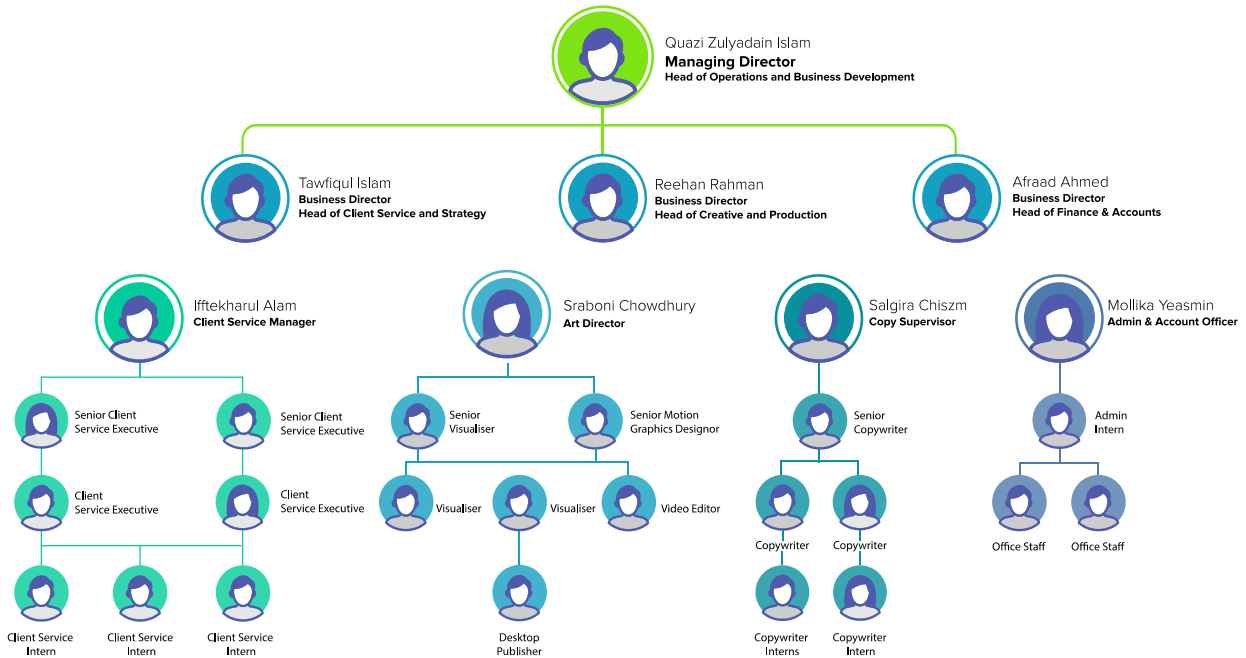
Our mission is to be the most effective agency, and to deliver the most creatively driven communications that effectively grow our clients' brands.

Roebuck's Client List



Here is the organizational organogram / hierarchy of Roebuck Communications.

Organization Structure



2.1.2 Trend and growth

As a consequence of large capital investment and other strong competitive advantages such as competent top tier managing directors, Roebuck Communications has achieved significant market share and positioned itself as one of the most prominent and challenging companies in the business with top tier brands as clients like Suzuki Bangladesh, Amishee, Anwar Sheet, Pran, etc . Furthermore, Roebuck has recently focused on the global market, implementing a series of initiatives to position its brand values in various countries in order to have a global footprint.

2.1.3 Customer mix

A brand's customer mix considers who the target consumer is. A marketing agency is a customer-focused business. The important part of every firm is defining appropriate clients. Roebuck uses data analysis to build crucial client segments. It is critical for

every company to have. Roebuck examines their previous offerings to see why previous schemes were more appealing to its target clients. After determining how they function, Roebuck focuses on the part of the market that their clients are most interested in. They develop a list of services based on that sector. Which they provide to consumers in bundles or individually based on their requirements. Roebuck always makes the best decision for its consumers. What should you do, where should you invest, and how much should you spend on marketing? When working with Roebuck, customers are never confused. Employees establish positive relationships with consumers and provide them with appropriate assistance.

Customers are frequently perplexed about when to spend in digital sites or when to promote certain content.

Customers are given suitable assistance by Roebuck workers in this scenario. Customers are happier doing business with Roebuck because of this counsel.

In the sphere of marketing, Roebuck emphasizes the latest features and things and provides their clients with the most effective tactics.

2.1.4 Product/service mix

Roebuck provides a variety of services, and they are described below briefly.

1. Brand Strategy – Creative strategies for diversified category of brands.
2. Advertising – Creative ads for brands that generate revenue.
3. Digital Marketing – 360 digital marketing services leading to higher profit margin.
4. ATL, BTL, TTL Marketing – Tv, Radio, Billboard, E-mail marketing, events all covered.
5. Production – Top notch Trailer, Teaser, TVC and OVC are produced by our production team.
6. Sponsorship – During events we find high profiled sponsors effortlessly for our clients.
7. Conceptual Design – To increase customer engagement with brands conceptual design is needed.
8. Media Investment and Management – We plan where and when to invest for our

clients.

9. Content Development – Brands need quality content to retain customers and Roebuck serves as such. 10. IT Services (Website and Application Development) – Creating website and apps for clients.

11. Digital and Print Media, etc. – Roebuck looks after both digital and print media for clients.

2.1.5 Operations

A usual day at Roebuck's office starts with a full In-House meeting where every single personnel of the agency is present regardless of the departments and then the daily task list is updated into the Microsoft Excel sheet over which all department have access to, and client executives discuss with the whole team about the deliverables and the requirements of the clients and then the daily work would start.

In order to get new clients onboard with us our planning & strategy team works hard and with successful pitching and presenting our big and creative ideas most of the time we successfully get work orders from the clients upon receiving work order the general management body asks the client service to establish communication with the clients and hence the daily task for the clients starts as described above. The creative department works closely with the client service department as they have to design/visualize content as per the specific needs and demands of the clients. The finance department actively bills and collects payments in checks from the clients. The cash/transactional cycle continues, and revenue is being generated time to time. The HR department keeps recruiting and evaluating employees as per the need of the agency. This is pretty much my understanding for the time being as an intern.

2.1.6 SWOT analysis

SWOT Analysis of Roebuck Communications

<p>Strength</p> <ul style="list-style-type: none">● Visualizing and developing brand identities from the ground up, as well as maintaining distinctive brand position in the marketplace.● A very strong team of experienced and veteran marketing and advertising professionals.● Understanding and showing empathy with customers, as well as exceeding their expectations.● Providing the most adequate solution for the client's needs according to their budget.	<p>Weakness</p> <ul style="list-style-type: none">● Due to an understaffed personnel serving to a huge customer base, the work pressure has ramped up.● Lack of proper database management hence all personnel has to go through repetitive tasks killing productive time.● Accounts receivables are frequently unresolved from the clients end and takes a while to get to our account.● Due to the agency's informal culture and work environment, the operational structure is inadequate.
<p>Opportunity</p> <ul style="list-style-type: none">● SME culture and e-commerce platforms are thriving, which means more clients can be reached.● As a result of the industrial move to cloud computing, standardized operations are changing	<p>Threats</p> <ul style="list-style-type: none">● Technology and software evolve at a quicker rate than the skillsets of employees.● Numerous digital marketing and 360-degree solution companies operate in the

<p>their mentality.</p> <ul style="list-style-type: none"> • New advancements in global technology, as well as evolving patterns, allow agencies to expand their expertise for local and international firms. • Recent advancements in the media sector have resulted in the creation of new positions and functions that need to be filled. 	<p>local market.</p> <ul style="list-style-type: none"> • Due to a saturation of third-party service providers, advertising and production expenses are rising. • A slightest of mistake can led to switching of the clients as many other companies are available in the industry.
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2.2 Industry analysis

2.2.1 Specification of the industry

Marketing agencies are a hazardous company since they only guarantee an above-average return.

Therefore, agencies always conduct their businesses using a cost-cutting financial plan. Although this is a great time in Asian marketing, as well as in our own country. Marketers are beginning to tap into the Asian market with considerable success, from car and telecommunications firms to banking, spirits, and consumer goods corporations. Advertising has also contributed significantly to this achievement. There are several successful advertising firms in this field. Advertising companies are growing their Asian networks in order to gain more accounts and clients as the market continues to grow.

2.2.2 Size, trend, and maturity of the industry

Agencies create segmented services based on consumer need, as well as marketing programs, advertisements, and other branding tools to capture customer attention.

In Bangladesh, there is still no appropriate means to follow marketing agencies.

In terms of media sources, Bangladesh has 150 registered agencies. The top fifteen agencies, however, control more than 70% of the proper market share. Adcomm, Bitopi,

Asiatic, Grey, Interspeed, Madona, Sun Communication, Media Com, Benchmark, Unitrend, Step media, Pink, Procharon, We are X, Inpace Management services Limited, Matra are the agencies in descending order of market share. Other agencies, on the other hand, hold just 30% of the market.

2.2.3 External economic factors

Our country has a rigorous process of amending and implementing rules and regulations in the society as a result these factors affects the business and their overall functioning. The government raises taxes and vats every now and then due to these factors business suffer from high expenditure figure in the face of not so healthy revenue figures resulting in lower profits and even shutdowns for some brands. In the past year due to the covid-19 lockdown we have seen many companies went bankrupt and had to stop their business, although this was a natural phenomenon and was not controllable followed by inflation, unemployment all these led to dangerous situations for business, but they come with opportunities too in those time those who had business related to medical industry supplies saw booming their business.

2.2.4 Technological factors

The technology keeps changing earlier we could only target our audience with genders and ages as in demographics with time now we can target our audience according to their behaviors and their activities as we know everything, we do on the internet leaves a footprint or a trail, so all these factors made business much more efficient but also has its down sides too as we are being tracked 24/7. But the things are business now a days has much more opportunity than before because everything can be customized, and services or products can be launched according to the demands and needs, or requirements of the end user and companies make their target as such leading to successful business sessions and greater profit percentages.

2.2.5 Barriers to entry

There are many barriers to entry in to the market as we know only 30% of the market is controlled and served by the small companies and the giants already captured 70% of the companies only the 15 giant agency is enjoying the profit of the market and the rest are struggling with small portion of the profit share so there are constraints to enter the market as the large firms will not be willing to conduct business with the small firms as a result the small agencies will always be struggling to get clients into the market.

2.2.6 Supplier Power

In the face of low many agencies, the supply is high in the market, and this is the only reason for price of the services being low and very cheap in our country. There are no such agreements and cost bindings that the companies will not work below a certain percentage for their services. Everybody wants a piece of cake for themselves and as a result brands/ clients enjoy a low budget for their marketing services and the agencies dwells and yearns to have more profit. In my opinion they should consider to be more like a monopoly into the market and so that everyone will be able to earn profit and the standards will be high too.

2.2.7 Buyer Power

In terms of the buyer there are a lot of industries in our market, and they are ready to spend their money with digital services to boost their business and to earn a little more of the profit by being and selling their products into the market. Despite of the buyer being more in the industry there are many service providers as a result they enjoy having the negotiating power as the agencies tends to offer low process in order to retain their customer and client base.

2.2.8 Threat of Substitutes

The marketing sector is exploding all over the world, and there are so many marketing companies in our country these days, both worldwide and domestic, that the

competition is insane. Companies must come up with new concepts, campaigns, tactics, and approaches for their clientele in order to succeed. To keep clients, their objectives must be minimized. The better the pitch, the better the odds of getting the job order. Due to having too many substitutes into the market the barrier to enter this market has become a major issue for the new entrants. The price variations matter a lot into this industry as you know a 1% change in the charges can make a client disappear, so they negotiate with the clients accordingly.

2.2.9 Industry rivalry

Roebuck Communications is an excellent agency in a competitive marketing business with many great competitors like as Grey, Asiatic, Magnito Digital, and others. Roebuck has been in the race for quite some time.

There are several barriers in the way of new entrants into the marketing sector. Only a few agencies are successful in this business since understanding the customer's needs takes time and management, whereas contemporary rivals are well aware of this and have developed with consumer loyalty through time. Roebuck has a minimal risk of new entrants since it has a solid reputation in the marketing business and operates under a well-known brand.

CHAPTER IV: INTERNSHIP EXPERIENCE

4.1 Position, duties, and responsibilities

Position, duties and responsibilities are briefly described in the table below

Client Service Intern	1. Updating Cloud Database frequently with new files as per instructions.
	2. Follow up on social media analytics and generating monthly report.
	3. Understanding Brief from my supervisor and communicating it to the Creative Department staffs as they envision and construct the desired

	visual.
	4. Clients' Social Media Account Queries E.g. – Facebook, Instagram, Twitter, Business Suite, Linked in, etc.
	5. Writing up Captions for posts and sometimes writing up campaign plans draft along with special day contents.
	6. Generating external links and preparing monthly content on cloud-based apps for better accessibility. E.g. – Monthly Content calendar on Excel Sheet.
	7. Effective communication and cooperation with everyone at the office. 8. Manipulate and ideation of our In-house reference files before they go to the creative department for editing.
	9. Creating monthly Social Media Account status report for the client. 10. Assisting seniors in their task as per instructions and so on. 11. Communication with clients and In-house departments on behalf of the supervisor, not often though.

4.2 Training

The first week of the internship program was spent learning how to think and plan like the other employees there, as well as getting to know the clients and their tone and brand identity. The following week, I learned how to create a monthly content schedule for a specific brand. The third week was particularly memorable since it was here that I learnt how to create social media account reports based on genuine insights obtained from the Facebook page insight option. This is a technical aspect of the job that necessitates close attention to detail since dealing with many data sets might result in

unsatisfactory results or fatal mistakes in the report. This rigorous training process kept going on and on and still to this day I am frequently going through training.

4.3 Contribution to departmental functions

Being in the client service department, the data we work with changes over time as clients' requirements change and new briefs come in with new data. Someone must maintain and update our mother hub (Data Repository), which is usually done by interns, so I stepped in and did what was required and instructed by the supervisor daily. Resolving client social media account problems is also my cup of tea, since I had to work two shifts each day to resolve the queries as well as react to customers from the brand's official accounts. I was responsible for understanding the supervisor's brief and ensuring that our designers/visualizers were designing in accordance with the specifications; I would occasionally sit beside the designer while they were producing dynamic and static material. I also had to speak with well-known social media celebrities and influencers in order to persuade them to collaborate with us on our brands within the budgetary constraints. During a campaign advertising activity from our brands, I actively maintained touch with a few clients and assessed quotations from several vendors.

4.4 Evaluation

Working as an intern at Roebuck Communications was a fantastic experience for me. As an intern, I am quite pleased with their hospitality. During my three months as an intern, I have grown as an employee. My communication abilities, persuasion skills, and computer skills have all improved. My assessment of Roebuck is as follows:

- The organization's personnel and officers are all good.
- The working environment is ideal, and all executives are engaged with consumers.
- Every digital or technical system is current.

- Masks were required for clients during Covid-19, however now that Covid-19 has been reduced, masks are still required for all customers accessing the agency for health benefits.
- To avoid being confused, each employee has structured duties to accomplish.
- This organization's top management is well-educated. They can effortlessly manage or handle any type of pressure.

4.5 Skills applied

I used my academic knowledge and talents to decipher several essential phrases related to roebuck activity. I match my academic knowledge with practical experience, like I was taught by my teachers from the university.

I utilized my typing abilities to provide entries and my communication abilities to attract consumers. I've worked hard and dressed immaculately all the time in order to get the attention of my top manager and increase my performance assessment score and much more.

4.6 New skills developed

Effective communication with consumers aids in the development of positive relationships. Building strong customer relationships is critical in the marketing industry. During my internship, I improved my communication abilities. Dealing with many clients, each with their own set of ethics and behaviors, allows me to develop a strong network that will be useful in the future. I am familiar with a variety of marketing approaches and strategies that are critical when starting a new business and then using my abilities to advertise it. I have connections with a variety of production companies, among others.

4.7 Application of academic knowledge

I learned a lot over my four years in the BBA program. During my internship, I put many of my academic lessons into practice. Which allows me to quickly grasp concepts for example.

Marketing Terms and conditions

I can work with Microsoft Office tools

I know words that are used in work e.g. – Retainer, Vendor, etc

I know many strategies and marketing concepts.

I know how to plan do campaigns and events.

CHAPTER V: CONCLUSIONS AND KEY FACTS

5.1 Recommendations for improving departmental operations

Client service has never been an easy undertaking; even a minor communication fault caused by a network outage might result in disastrous consequences so good network connectivity is essential. When delivery takes longer than expected, clients are less likely to wait and prefer to switch companies so fast paced delivery must be always considerate. There are concerns such as a lack of digital literacy among clients, who may not understand why their response is being delayed so educating our clients are a must. If a client finds a spelling mistake in the dynamic content, we are notified, and our CS team rushes to the creative room to the visualizer to correct the problem. It takes some time to edit and render the video again for the out, but the client keeps asking for it to be done quickly, which is extremely irritating. These are some of the most notable issues and concerns that I encountered throughout my internship and attempted to address as best I could with recommendations for each problem individually.

5.1 Key understanding

Roebuck Communications is a well-known agency in our nation and working there as an intern was a great experience for me. I received a lot of information and developed myself throughout my three-month internship period in order to compete in the practical world. I saw equal empowerment for women and men in Roebuck. To attain the aim, they collaborate hand in hand. Roebuck provides appropriate client amenities and treats customers with professionalism.

Roebuck provided me with a positive work atmosphere, which has inspired me to pursue a career as an agency player in the future. In comparison to any other business sector in our country, I may easily advance my career in marketing. I can openly share my opinions and can speak freely at Roebuck.

5.2 Conclusion

The entire internship program has been a very beneficial and worthwhile experience for me, as I had long desired to work in an advertising industry where I could combine ideation and client service because they are both related to my academics, not to mention the friendly and collaborative aspects of the agencies. It was a fantastic opportunity to be able to apply what I learned at university in the advertising industry while still having the touch and guidance of a techno geek managing director. Interning at Roebuck Communication assisted me in making a more informed decision about where I wanted to begin my career. I've decided that gaining experience at an advertising firm is the best option for me right now because they value people who are willing to share their knowledge and generate ideas in a timely manner. On top of that, I'm thriving in this field, and I believe home is where the heart is so I will stay in the company as full time employee.

Reference

- Roebuck Communications official website: <https://roebuckbd.com>
- Roebuck Communications Facebook page:
<https://www.facebook.com/ratherbeatroebuck>
- <https://www.thedailystar.net/toggle/news/beginners-guide-digital-marketing-2208696>

- <https://www.thedailystar.net/opinion/news/digital-marketing-two-thousand-crore-taka-market-1793365>
- <https://unb.com.bd/category/Bangladesh/digital-marketing-in-bangladesh/61680>
- <https://www.thedailystar.net/tags/digital-marketing>

Appendix

Some of the most creative content for Suzuki Bangladesh, Anwar Sheet and Truefitt & Hill Bangladesh during my internship phase are attached here.

