

Social Media as an Effective Tool for Business Promotion: Example from Bengal Plastic Limited

Submitted by

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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 fulfilment of Bachelor of Business Administration

Social Media as an Effective Tool for Business Promotion: Example from Bengal Plastic Limited



Submitted to

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Letter of transmittal

May 8, 2023

Dr. Md. Shariful Alam
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Subject: Submission of Internship Report.

Dear Sir,

I am pleased to present my internship report entitled "Social Media as an Effective Tool for Business Promotion - Example from Bengal Plastic Limited". This report is part of the requirements to complete my internship program.

During the internship program, I learned a lot about the benefits of using social networks as a business promotion tool. The report provides an in-depth analysis of Bengal Plastic Limited's use of social media and its impact on the company's business growth.

The report includes an executive summary, and four broad chapters namely the introduction, company and industry preview of Bengal Plastic Limited, internship experience, conclusions and key facts. It also includes annexes with relevant information and data. I am confident that the report will provide readers with valuable insight into the potential benefits of using social media as a business promotion tool, and I hope you find the report informative and useful.

Thank you for your support and guidance throughout the internship program.

Sincerely,

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Declaration of the student

I, Md. Hasibul Hasan, hereby declares that this study on "Social Media as an Effective Tool for Business Promotion: Example of Bengal Plastic Limited" is my own original work and has not been previously submitted for any title or examination at any other university or educational institution. All sources that have been used during the research for this study have been duly acknowledged and cited. In addition, I confirm that ethical considerations were taken into account during all stages of the studying process and that informed consent was obtained from all participants. Finally, I affirm that the study conforms to all the requirements and norms established by the university and the department.

Sincerely,

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Acknowledgement

First of all, I would like to express my deepest gratitude to the Almighty for giving me strength, guidance and blessings during my internship period, which enabled me to complete this report.

I would also like to extend my sincerest thanks to my parents, whose unwavering support, encouragement, and love have been the driving force behind my success. Your constant support and encouragement have helped me achieve my goals, and I cannot thank you enough for your sacrifices and love.

I would like to thank my internship supervisor, Dr Md. Shariful Alam, Professor, School of Business and Economics, United International University, for his invaluable guidance, constructive feedback, and mentorship throughout the internship period. His continued support and encouragement have been instrumental in shaping my career path and improving my skills.

I would like to express my thanks to all my colleagues at Bengal Plastic Limited who have been very supportive, helpful and helpful during my internship. Their assistance, guidance, and valuable insights have helped me gain hands-on experience and industry insights.

Finally, I would like to express my gratitude to all the people who have contributed to the preparation of this report.

Executive summary

The report titled "Social Media as an Effective Tool for Business Promotion: Example from Bengal Plastic Limited" presents an overview of the author's internship experiences at the company. The report comprises five chapters that cover different aspects of the study.

The first chapter provides an introduction to the study, outlining the objectives of the report, which includes illustrating the author's internship experiences, analyzing Bengal Plastic Limited's social media strategies, identifying the advantages and disadvantages of using social media for business promotion, and suggesting recommendations for improvement.

The second chapter presents an overview of Bengal Plastic Limited, including the industry in which it operates. The third chapter highlights the author's internship experience and the skills and knowledge acquired during the internship.

The fourth chapter discusses the social media strategies used by Bengal Plastic Limited for business promotion. The chapter covers the tools and platforms used, target customers, and strategies for content optimization and customer engagement.

The fifth chapter presents the conclusions and recommendations based on the analysis of the work. The report concludes that social media is an effective tool for business promotion, and Bengal Plastic Limited has made significant progress in its social media strategies. The report also provides suggestions for further improvements in the company's social media campaigns.

Overall, the internship experience at Bengal Plastic Limited provided the author with valuable skills and knowledge in digital marketing, market research, customer engagement, and social media management. It enabled the author to apply marketing principles and strategies to develop and execute successful campaigns and gain insights into the digital marketing industry.

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List of Abbreviation

ROI	Return on Investments
PVC	Polyvinyl Chloride
FBCCI	Federation of Bangladesh Chambers of Commerce and Industry
BPL	Bengal Plastic Limited
HDPE	High Density Polyethylene
BPGMEA	Bangladesh Plastic Products Manufacturers and Exporters Association
BPIDA	Bangladesh Plastic Industry Development Act

CHAPTER I: INTRODUCTION

I.1 Background of the Report

The rise of social media has revolutionized the way businesses interact with their customers and market their products and services. Social media platforms such as Facebook, Twitter, Instagram, and LinkedIn have become an integral part of modern-day life, and millions of people use them daily to connect with others, share information, and engage with brands (Russell, 2011).

The increasing use of social media platforms by consumers has made it a critical aspect of any business strategy (Bala & Verma, 2018). The effectiveness of social media as a marketing tool cannot be overemphasized, as it provides businesses with an avenue to reach a vast audience of potential customers quickly, effectively, and affordably.

Social media marketing enables businesses to build brand awareness, engage with customers, and drive traffic to their websites. Andreou et al, 2019 stated that Social media platforms allow businesses to create targeted campaigns and reach specific demographics based on factors such as location, age, interests, and behaviors. This level of targeting ensures that businesses reach the right audience, which translates to higher conversion rates and ROI (Pradiptarini, 2011).

In addition, social media platforms provide businesses with valuable customer insights, which can be used to refine marketing strategies and improve customer experience. Through social listening, businesses can monitor conversations about their brand and products, and use the feedback received to improve their offerings and customer service (Buhalis & Sinarta, 2019).

However, the aim of this internship report is to examine how social media can be used as an effective tool for promoting businesses, with a case study of Bengal Plastic Limited. The report analyzes the company's use of social media and its impact on its business growth.

I.2 Objectives of the Report

The objective of this report is to share my learning outcomes from the internship program and submit a final report. It focuses on "Social Media as an Effective Tool for Business Promotion: Example from Bengal Plastic Limited" and provides three pieces of information as primary objectives of the study.

- i. To illustrate my internship experiences,
- ii. To analyze Bengal Plastic Limited's social media strategies,
- iii. To identify the advantages and disadvantages of using social media for business promotion, and,
- iv. To suggest some suggestions regarding opportunities for improvement.

I.3 Motivation of the Report

The growing importance of social media in the business world was a highly important factor that inspires me to choose this topic. We know that social media platforms have become an integral part of modern life and are used by millions of people every day to connect with others, share information and interact with brands. Businesses, today, have also realized that social media offers an effective and affordable way to reach a wide audience of potential customers and promote their products and services.

Moreover, the effectiveness of social media as a marketing tool depends on how well companies understand and take advantage of these platforms. Many companies struggle to develop effective social media strategies that align with their overall business goals, and as a result, miss out on opportunities to engage with their customers and drive growth.

The motivation of the study, therefore, is to help companies understand the impact of social networks on their marketing and promotion strategies. By exploring best practices and strategies for the use of social media, this study can provide companies with

valuable insight into how they can effectively leverage social media to achieve their business goals.

Furthermore, this study can help companies stay competitive in the rapidly changing digital marketplace. As social media continues to gain prominence in the business world, companies that fail to leverage these platforms effectively may be left behind by their competitors.

Finally, the motivation of the study is to provide companies with the knowledge and tools they need to effectively use social media as a marketing tool and stay competitive in the digital marketplace. By understanding the impact of social media on their marketing strategies and developing effective social media strategies, businesses can engage with their customers, build brand awareness, and drive growth.

I.4 Scope and Limitations of the Report

1.4.1 Scope of the Study

The scope of the study is centered on investigating how social media affects businesses' marketing and promotional strategies. This study aims to provide an in-depth exploration of how businesses can utilize social media platforms to effectively reach their target audience and promote their products and services. By focusing on various social media platforms such as Facebook, Twitter, Instagram, LinkedIn, and others, the study aims to provide a comprehensive overview of the impact of social media on businesses' marketing and promotional strategies.

The study will explore how social media can be used to build brand awareness, engage with customers, and drive sales. It will also identify the best practices and strategies for businesses to use social media to achieve their business goals. For instance, the study may explore the use of social media influencers, paid advertising, and content marketing to reach target audiences and promote products and services.

The study will analyze data and insights from businesses that use social media and examine case studies of successful social media campaigns. By identifying trends and patterns in social media usage, the study can provide valuable insights into how businesses can effectively leverage social media to achieve their marketing goals.

Finally, the study's scope is focused on investigating how social media impacts businesses' marketing and promotional strategies and identifying the best practices and strategies for businesses to use social media to achieve their business goals. By exploring various social media platforms and analyzing data and insights from businesses, the study can provide valuable insights into the effectiveness of social media as a marketing tool.

1.4.2 Limitations of the Study

Despite its significant contributions, this study has some limitations that need to be taken into account. Firstly, the study is limited by the availability and quality of data, as some businesses may not be willing to disclose sensitive information about their marketing and promotional strategies. Secondly, the study may not be representative of all businesses, as the sample size may not be large enough to capture the diversity of businesses that use social media. Additionally, the study will not explore the impact of social media on businesses' financial performance, as this is beyond the scope of this study. Lastly, the study may not account for regional and cultural differences, as social media usage and marketing practices may vary across different regions and cultures.

Chapter II: Company and Industry Preview of Bengal Plastic Limited

2.1 Company Analysis

Bengal Plastic Limited is a leading player in the plastic manufacturing industry in Bangladesh. The industry is a crucial sector for the country's economy, employing a significant number of people and generating substantial revenues for the government.



Figure 1. Logo of Bengal Plastic Limited

The plastic industry in Bangladesh has experienced significant growth in recent years, driven by the increasing demand for plastic products in the domestic market and other countries. The growth of the industry can be attributed to factors such as population growth, rising consumer spending, and the expansion of the manufacturing sector.

Plastic products are widely used in various industries, including packaging, agriculture, construction, and consumer goods. As such, the plastic industry plays a vital role in supporting the growth of these sectors.

Bengal Plastic Limited's product range includes plastic bags, films, sheets, and related items. These products are used in various industries, including food and beverage, healthcare, and agriculture. The company's focus on modernization and sustainable development has enabled it to stay competitive in the market and meet the changing needs of its customers.

The plastic industry, like many other industries, is facing challenges related to environmental sustainability. Plastic pollution has become a significant concern globally, and the industry is under increasing pressure to reduce its environmental impact. Bengal Plastic Limited has recognized this challenge and has taken steps to promote sustainable practices and eco-friendly products. The company's investment in sustainable development initiatives and modernization is a reflection of its commitment to being a responsible corporate citizen.

Furthermore, financially, the company has shown a steady growth trend over the years, with increasing revenues and profits. However, the company's profitability has been affected by fluctuations in the prices of raw materials, which is a common problem in the plastics industry. The company has implemented cost control measures to mitigate the impact of such fluctuations. Bengal Plastics is the authorized manufacturer of Mainetti, the world's largest hanger manufacturing company with over 50 distribution centers in over 28 countries.

Bengal Plastic Limited has a strong presence in the Bangladeshi market and exports its products to various countries. The company has invested in modern machinery and equipment to increase its production capacity and improve the quality of its products.

In terms of corporate social responsibility, the company has undertaken various initiatives to promote sustainable development, including reducing its environmental impact, promoting employee well-being and contributing to community development.

Overall, the plastic industry in Bangladesh is a vital sector for the country's economy, and Bengal Plastic Limited is a leading player in this industry. The company's focus on modernization and sustainable development has enabled it to stay competitive and meet the changing needs of its customers. As the industry continues to evolve and adapt to changing market trends and environmental concerns, Bengal Plastic Limited's investment in sustainability and modernization is likely to position it well for future growth and success.

2.1.1 Overview and History

Bengal Plastic Limited is a plastic manufacturing company based in Bangladesh, specializing in the production and marketing of plastic bags, films, sheets, and related items. The company was established in 1969 and has since grown to become one of the leading plastic manufacturers in Bangladesh.

The company's manufacturing facilities are located in Dhaka, Bangladesh, and it has a strong presence in the domestic market as well as exports to other countries. Bengal Plastic Limited's product range includes HDPE and LDPE plastic bags, PVC films, polypropylene bags, and other packaging materials.

Over the years, Bengal Plastic Limited has invested heavily in modern technology and equipment to improve its production processes and product quality. The company's manufacturing facilities are equipped with state-of-the-art machinery and equipment that enables it to produce high-quality plastic products efficiently.

Bengal Plastic Limited has also been committed to corporate social responsibility, investing in sustainable development initiatives, including reducing its environmental impact, promoting employee welfare, and contributing to community development. The company has been recognized for its efforts and has won several awards and certifications, including the ISO 9001 certification for quality management.

In recent years, Bengal Plastic Limited has recognized the importance of digital marketing and has been leveraging social media to increase its brand awareness and engage with customers. The company's social media channels showcase its products, promotions, and events, and it has launched various promotional campaigns to increase customer engagement and loyalty.

Therefore, based on the above discussion, it can be easily said that Bengal Plastic Limited has a strong reputation in the plastic manufacturing industry in Bangladesh and has demonstrated a commitment to sustainable development and modernization.

2.1.2 Trend and Growth

Bengal Plastic Limited has shown a steady growth trend over the years, driven by the increasing demand for plastic products in Bangladesh and other countries. The company's focus on modernization and sustainable development has enabled it to stay competitive in a rapidly changing market.

In recent years, Bengal Plastic Limited has recognized the importance of social media as a medium of promotion tool and has been leveraging it to increase its brand awareness and engage with customers. The company has an active presence on various social media platforms, including Facebook, Twitter, and LinkedIn, where it shares updates about its products, promotions, and events.

By using social media as a promotion tool, Bengal Plastic Limited has been able to reach a wider audience beyond its traditional customer base and increase its brand visibility. The company's social media channels showcase its products and educate customers about their benefits, creating awareness and driving sales.

The company's social media strategy also includes creating engaging content such as videos, images, and info-graphics that resonate with its target audience. Bengal Plastic Limited has also launched various promotional campaigns, including contests and giveaways, which have helped to increase customer engagement and loyalty.

The trend and growth of Bengal Plastic Limited have been positive, and the company's use of social media as a promotion tool is a reflection of its willingness to adapt to changing market trends and stay competitive in a dynamic industry. As social media continues to play a significant role in marketing and advertising, Bengal Plastic Limited's investment in this area is likely to yield positive results in the future.

2.1.3 Customer mix

Bengal Plastic Limited's customer mix can be segmented into the following categories:

I. Wholesale and retail customers:

Bengal Plastic Limited's main customers are wholesalers and retailers who purchase plastic bags, films, foils and related items in bulk for resale to their customers. These customers typically come from industries such as food and beverage, healthcare, and agriculture.

II. Manufacturing companies:

The company also supplies its products to manufacturing companies that use plastic as a raw material in their production processes. These customers are typically from industries such as packaging, automotive, and electronics.

III. Government Organizations:

They also supply its products to government organizations such as the Department of Agriculture and the Food Safety Authority which use plastic products in their operations.

IV. Individuals and Small Businesses:

They also caters to individual and small business clients who require plastic bags for their daily use. These customers buy the company's products through retail stores and supermarkets.

V. Export clients:

Bengal Plastic Limited also exports its products to other countries, mainly in the Middle East and Asia. The company's products are in high demand in these regions, where there is a growing need for plastic products.

Therefore, Bengal Plastic Limited's customer mix includes wholesale and retail customers, manufacturing companies, government organizations, individuals and small businesses, and export customers. The company's diverse customer base allows it to serve a wide range of industries and markets, and its focus on product quality and

customer service has helped it build a strong reputation in the plastic manufacturing industry in Bangladesh and beyond.

2.1.4 Product/ service mix

Bengal Plastic Limited is a leading manufacturer of plastic products in Bangladesh. The company offers a wide range of **Garment Accessories**, furniture, pipes & fittings, and related items, which are used in various industries, including food and beverage, healthcare, agriculture, packaging, automotive, and electronics. Bengal Plastic Limited is a manufacturer of a wide range of plastic products. Some of their products include:

- i) **Garment Accessories:** Bengal Plastic Limited produces a variety of garment accessories such as buttons, zippers, and hangers.
- ii) **Furniture:** They manufacture plastic furniture such as chairs, tables, and cabinets, which are lightweight, durable, and cost-effective.
- iii) **Pipes & Fittings:** Bengal Plastic Limited produces a range of pipes and fittings, including PVC pipes, HDPE pipes, and fittings, for use in various industries.
- iv) **Adhesive & Chemical:** They produce adhesive and chemical products for various applications, such as PVC glue, contact adhesives, and industrial cleaners.
- v) **Crate & Pallet:** They manufacture plastic crates and pallets used for storage and transportation of goods.
- vi) **100% exports oriented Hanger:** Bengal Plastic Limited also produces hangers that are designed for the garment industry.
- vii) **PP Woven Bag & Polybag:** They produce woven bags and polybags used for packaging and transporting goods.
- viii) **MELAMINE:** Bengal Plastic Limited produces Melamine, a type of thermosetting plastic that is commonly used in kitchenware, tableware, and other household items.
- ix) **Household items:** They manufacture a range of plastic household items such as containers, buckets, and baskets.

Overall, Bengal Plastic Limited offers a diverse range of plastic products, catering to various industries and consumer needs.

2.1.5 Operations

Bengal Plastic Limited is a company that produces plastic products. Its operations can be described in the following way:

i) Organizational structure:

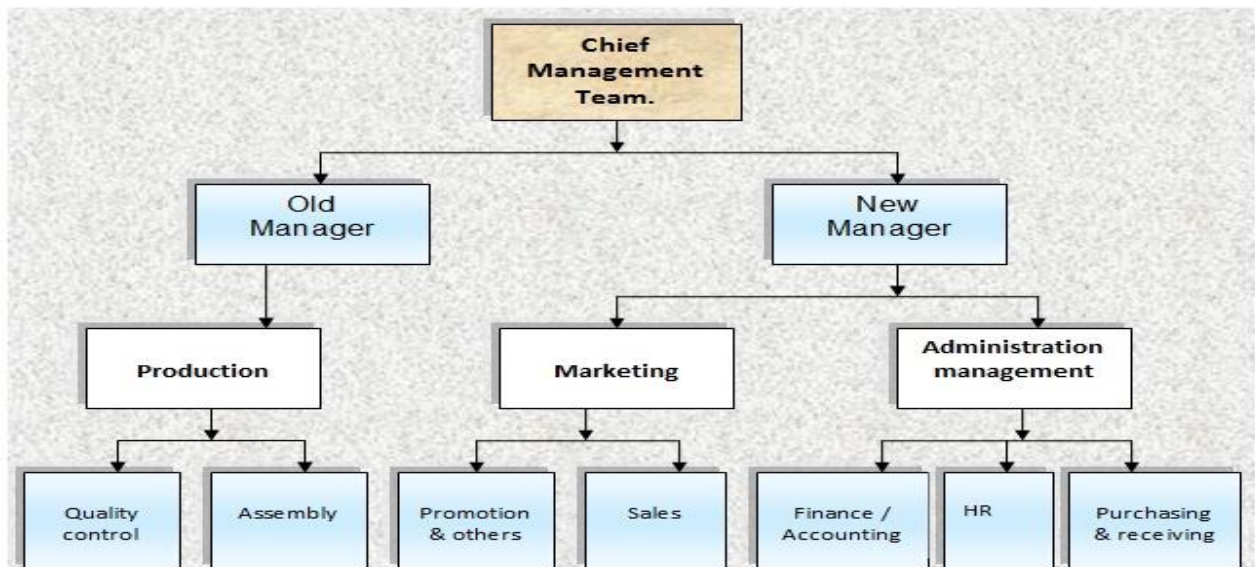


Figure 2. Organizational Hierarchy of Bengal Plastic Limited

Bengal Plastic Limited has a hierarchical organizational structure with different departments, such as production, marketing, finance, and human resources. The reporting structure is clear, and decision-making processes are well-defined.

ii) Production process:

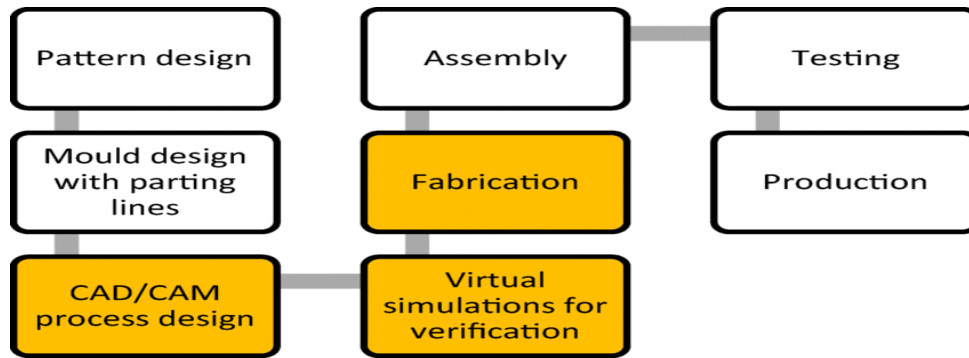


Figure 3. Production process of BPL

The Company uses various techniques to produce its plastic products. The production process involves different stages, such as designing, tooling, molding, finishing, and packaging. The production facilities are equipped with modern machines and equipment to ensure efficiency and high-quality products.

iii) Supply chain:

Bengal Plastic Limited sources its raw materials from different suppliers, both local and international. The company has a well-established supply chain that involves careful selection of suppliers, procurement of raw materials, and transportation to production facilities.

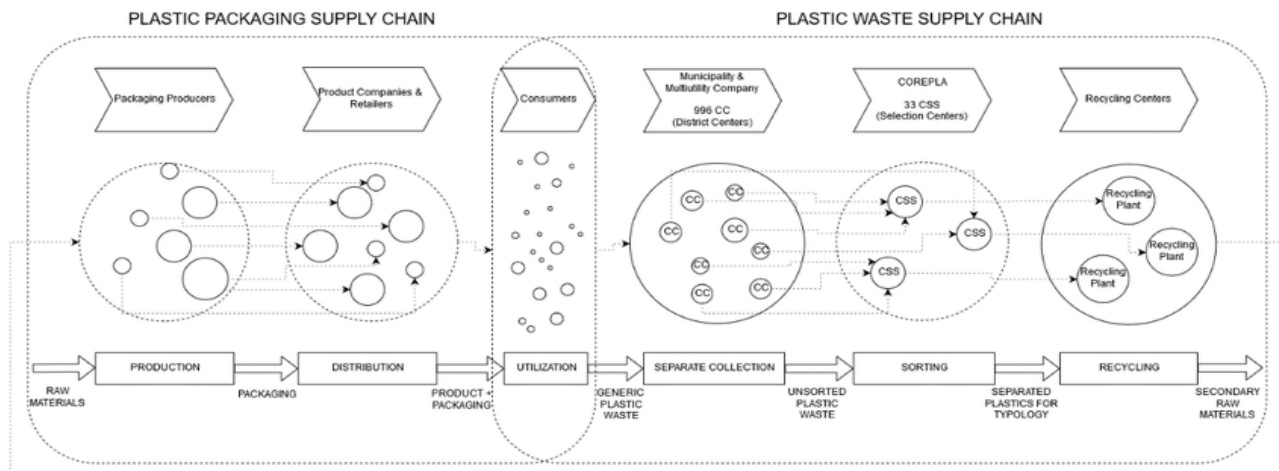


Figure 4. Supply Chain Management of BPL

The company faces challenges related to the availability of raw materials, fluctuations in prices, and delivery delays.

iv) Distribution channels:

The Company sells its plastic products through various channels, such as wholesalers, retailers, and online platforms. The company also has its own showrooms and sales teams to market its products directly to customers. The company's distribution channels are carefully managed to ensure timely delivery and customer satisfaction.

v) Customer service:

Bengal Plastic Limited has a customer-centric approach and places a high emphasis on customer service. The company has various feedback mechanisms in place, such as customer service hotlines, emails, and social media platforms. The company also has processes for handling complaints and resolving customer issues promptly.

2.1.6 SWOT analysis

A SWOT analysis (Strengths, Weaknesses, Opportunities, and Threats) can provide a comprehensive overview of an organization's internal and external factors that can affect its performance. Specifically, a SWOT analysis provides information about an organization's strengths and weaknesses, which are internal factors, and opportunities and threats, which are external factors.



Figure 5. SWOT Analysis

❖ **SWOT analysis of Bengal Plastic Limited:**

Strengths:

- i) **Established brand:** Bengal Plastic Limited is a subsidiary of Bengal Group and Industries, a well-known and respected brand in Bangladesh.
- ii) **Wide product range:** BPL produces a wide range of plastic products, including household items, packaging materials, and industrial products.
- iii) **Strong distribution network:** Bengal Plastic Limited has a strong distribution network that covers both urban and rural areas in Bangladesh.
- iv) **Experienced management:** BPL has a team of experienced and skilled managers who are capable of leading the company in a competitive market.

Weaknesses:

- i) **Dependence on raw materials:** The Company depends on the availability and price of raw materials, which can be affected by global market fluctuations.
- ii) **Limited international presence:** While the company has a strong presence in the domestic market, it has limited international exposure, which can limit growth opportunities.
- iii) **Environmental concerns:** Plastic production and disposal have negative impacts on the environment, and the company may face increased scrutiny and regulation in this area.

Opportunities:

- i) **Growing demand for plastic products:** Bangladesh has a large and growing population, which creates opportunities for increased demand for plastic products.
- ii) **Expansion into new markets:** BPL can explore new markets, such as other countries in South Asia, the Middle East, and Africa, to expand its customer base.
- iii) **Diversification:** BPL can diversify its product line to include environmentally-friendly products or products made from biodegradable materials.

Threats:

- i) **Competition:** The plastic industry in Bangladesh is highly competitive, and the company faces competition from local and international players.
- ii) **Political and economic instability:** Political instability, corruption, and economic uncertainty in Bangladesh can affect the company's operations and profitability.
- iii) **Changing consumer preferences:** Consumer preferences are changing, and there is a growing demand for environmentally friendly and sustainable products, which can affect the demand for plastic products.

2.2 Industry analysis

The plastic industry in Bangladesh is one of the major industrial sectors in the country. According to the Bangladesh Plastic Goods Manufacturers and Exporters Association (BPGMEA), the plastic industry contributes more than 3% of the country's GDP ("Bangladesh plastic industry", 2018). The industry is made up of more than 4,000 small, medium and large-scale manufacturing units that produce a variety of plastic products, ranging from packaging materials to construction materials and plastic furniture ("Bangladesh plastic industry", 2018).

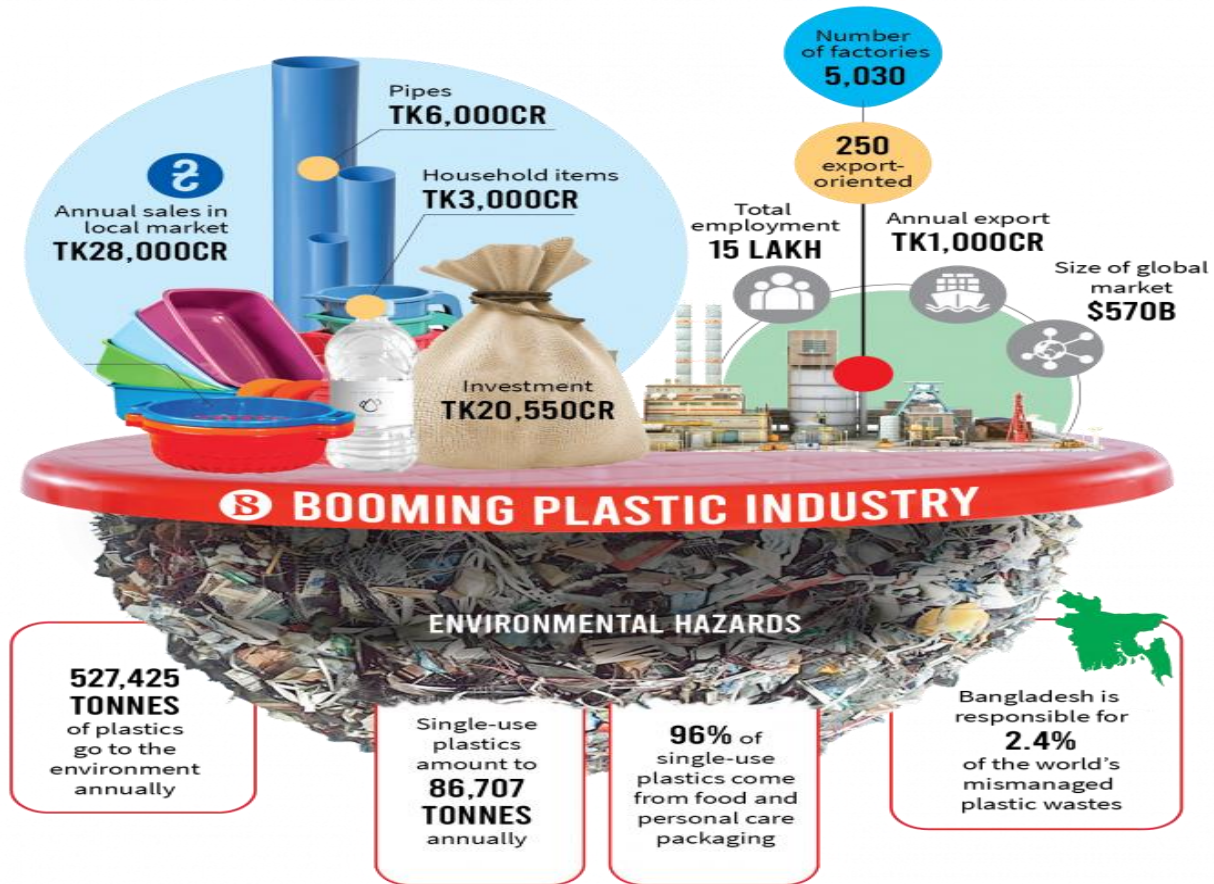


Figure 6. Growth of Bangladesh Plastic Industry

(Source: The Business Standard, 2023)

The plastic industry in Bangladesh is expected to grow significantly in the coming years. According to the Bangladesh Plastics Goods Manufacturers and Exporters Association (BPGMEA), the industry is expected to reach \$3.5 billion by 2021 (“Bangladesh plastic industry”, 2018). This growth is being driven by the rising demand for plastic packaging materials and other products, as well as the government’s efforts to promote the industry by providing incentives and reducing taxes (“Bangladesh plastic industry”, 2018).

However, the industry is facing several challenges, such as high production costs, lack of access to modern technology, and inadequate infrastructure (“Plastic Industry of Bangladesh”, 2017). In addition, there is an increasing concern about plastic waste management and its environmental impacts (“Plastic Industry of Bangladesh”, 2017).

In order to address these issues, the government is introducing several initiatives such as the “Plastic Waste Management Bill”, which is aimed at reducing plastic waste and promoting the sustainable use of plastic (“Plastic industry of Bangladesh”, 2017).

2.2.1 Specification of the Industry

According to an article published by the Bangladesh Plastic Products Manufacturers and Exporters Association (BPGMEA), “The plastics industry in Bangladesh has grown at a phenomenal rate since its inception in the late 1990s. It is one of the largest sub-sectors in the world. The country's industrial sector is estimated to be worth US\$ 2 billion. The sector consists of more than 2,000 units, employing more than 500,000 people directly and 1.5 million people indirectly. (BPGMEA, 2021).

The plastics industry in Bangladesh is divided into two main sectors: a large industry consisting of local and foreign companies and a small industry consisting mainly of local players. The industry is mainly concentrated in Dhaka, Chittagong and Narayanganj. The industry produces a wide range of products for both domestic and international markets. These products include packaging materials, films, bags, containers, boxes, tubing and medical disposables.

The industry has grown steadily over the past few years due to increasing demand in both domestic and international markets. In 2019, the industry exported goods and services worth \$1.3 billion, a 10.2% increase from 2018 (Bangladesh Bank, 2020). The industry has achieved a compound annual growth rate of 6.6% over the past five years.

The industry has a strong presence in the global market, with exports accounting for more than 40% of the industry's total production. The industry is also one of the largest employers in the country, employing over half a million people directly and 1.5 million indirectly (BPGMEA, 2021).

2.2.2 Size, trend, and Maturity of the Industry

a. Size



Figure 6. TOP Brands of Bangladesh Plastic Industry

(Source: Business Inspection, 2023)

According to a survey conducted by the Bangladesh Plastic Goods Manufacturers and Exporters Association, Bangladesh's plastic industry is one of the most rapidly growing industries, with an annual growth rate of 10-15 percent. The industry employs over 100,000 people and has an annual production value of around \$2.2 billion ("Bangladesh's plastic industry: Still growing", 2016).

b. Trend

The plastic industry in Bangladesh has been growing steadily in recent years due to an increase in demand, particularly from the export market. The industry has seen a steady increase in production, with the highest growth rate in the year 2021, when it reached 7.8%. The export of plastic products has also seen a steady increase in the past few years, with the highest growth rate in 2021, at 11.2%. ("Plastic Industry of Bangladesh: Ready for the Future", 2021).

In addition to that According to the president of the Federation of Bangladesh Chambers of Commerce and Industry (FBCCI), the plastics industry in Bangladesh is a significant contributor to the country's economy, employing approximately 1.2 to 1.5 million people and generating over \$1 billion in exports (Business Standard, 2022). With such a large workforce, the industry is considered a vital sector for the country's economic growth.

However, one of the primary challenges facing the plastics industry in Bangladesh is the lack of skilled manpower. Many workers lack the necessary training and expertise to work efficiently and effectively in the sector. To address this issue, the government of Bangladesh has taken steps to establish a training institute for the plastics industry to develop skilled human resources for the sector.

The establishment of the training institute is expected to be completed by early next year, and it is hoped that this initiative will help address the skilled manpower crisis in the plastics industry. This development is a significant step forward in improving the quality of the workforce and, in turn, the quality of the industry's output.

This effort to enhance the skill set of workers in the plastics industry is not unique to Bangladesh. Across the globe, countries are investing in initiatives to improve the quality of the workforce in the manufacturing sector. For example, China has implemented a program to promote the use of advanced manufacturing technologies, which includes providing training for workers (Bloom et al., 2019).

c. Maturity

The plastic industry in Bangladesh is still in its nascent stage, with a number of challenges facing the industry. The industry is highly fragmented, with a large number of small and medium-sized enterprises, which makes it difficult to achieve economies of scale. The industry is also facing challenges in terms of technology and machinery, with many companies still relying on outdated technology and machinery. In addition, the industry is facing a shortage of skilled workers and rising costs of raw materials. ("Plastic Industry of Bangladesh: Ready for the Future", 2021).

2.2.3 External economic factors

a. Government Policies: Government policies play an important role in the development of the plastic industry in Bangladesh. The government has adopted various measures to encourage investment in the sector. These include the introduction of the Bangladesh Plastic Industry Development Act (BPIDA) of 2019 and the Bangladesh Plastic Industry Development Board (BPIDB) of 2020. These policies provide incentives for investment, such as tax breaks, subsidies, and reduced import duties (Hasan, 2020).

b. Availability of Raw Materials: Raw materials are essential for the production of plastic products. Bangladesh has an abundance of polymers and other raw materials available for use in the industry. This has allowed the industry to expand and develop rapidly in recent years (Jahan et al., 2019).

c. Market Demand: The demand for plastic products in Bangladesh is increasing due to the rising population and the increasing purchasing power of the people. This has led to an increase in the demand for plastic products such as packaging materials, industrial items, and other consumer goods (Khan & Rahman, 2020).

2.2.4 Technological factors

a. Automation: Automation is being increasingly used in the production of plastic products in Bangladesh. Automated machines are used for injection moulding, extrusion, and other processes. This has allowed for greater efficiency and accuracy in production, resulting in higher-quality products and lower costs (Uddin et al., 2018).

b. 3D Printing: 3D printing technology is being used to produce plastic products more efficiently and effectively. This technology allows for faster production and allows for customized designs to be created quickly and cost-effectively (Mahmud, 2020).

c. Recycling: Recycling is an important aspect of the plastic industry in Bangladesh. Recycled plastic is being used to produce items such as packaging materials and consumer goods, resulting in environmental benefits (Islam et al., 2020).

2.2.5 Barriers to Entry

Barriers to entry in Bangladesh's plastic industry are relatively high due to the large amount of capital investment needed to produce plastic products. Furthermore, the local industry is dominated by a few large companies that possess the necessary resources and experience to compete with international firms. Additionally, the government has implemented restrictions on the import of plastic products, which helps to protect the local industry from foreign competition. Finally, the lack of research and development in the industry, as well as limited access to technology, also poses a barrier to entry for new companies (Dutta, 2018).

2.2.6 Supplier Power

The supplier power in Bangladesh's plastic industry is relatively low as the industry is dominated by a few large companies, which have the resources to negotiate with suppliers. Additionally, the cost of raw materials needed for plastic production, such as polypropylene and polyethylene, is relatively low, which gives buyers a degree of bargaining power (Haque, 2017).

2.2.7 Buyer Power

The buyer power in Bangladesh's plastic industry is relatively strong as the industry is dominated by a few large companies, which possess the resources to negotiate with buyers. Additionally, the industry is highly competitive, which gives buyers the ability to choose between multiple suppliers. Furthermore, due to the large number of companies in the industry, buyers have the opportunity to shop around for the best price and quality of plastic products (Haque, 2017).

2.2.8 Threat of Substitutes

The threat of substitutes in Bangladesh's plastic industry is relatively low as the industry is dominated by a few large companies, which possess the resources to produce high-quality plastic products at competitive prices. Additionally, the industry is highly

competitive, which limits the threat of substitutes from other materials such as wood or metal. Furthermore, the lack of research and development in the industry, as well as limited access to technology, also poses a barrier to the entry of potential substitutes (Dutta, 2018).

2.2.9 Industry rivalry

The industry rivalry in Bangladesh's plastic industry is relatively high due to the large number of companies operating in the industry. Additionally, the industry is highly competitive, with companies vying for market share by offering competitive prices and high-quality products. Furthermore, the industry is dominated by a few large companies, which have the resources to invest in research and development, as well as access to technology, which gives them an advantage over smaller companies (Haque, 2017).

Chapter II: Internship Experience

3.1 Position, duties, and Responsibilities

As a marketing intern at Bengal Plastic Limited, my primary duties included researching and developing strategies to use social media platforms for the purpose of business promotion. This included analyzing consumer trends and using the data to develop a comprehensive digital marketing plan. Furthermore, I worked closely with the marketing team to plan, create, and execute campaigns for social media platforms like Facebook and YouTube. I was also responsible for creating engaging content, managing customer inquiries, and developing relationships with influencers. In addition, I also had to research and recommend strategies to improve their use of social media. My duties included conducting market research, monitoring online activities of competitors, creating content and posting on social media platforms, managing the company's online presence and reputation, creating and managing campaigns on social media, responding to customer queries and developing a social media plan and calendar.

3.2 Training

During my internship, I was trained in using the latest social media tools and platforms, conducting market research, creating and executing campaigns, creating content and engaging customers online. I was also trained on the basics of SEO and how to use it to optimize content for social media.

3.3 Contribution to departmental functions

My contribution to the department included conducting market research to identify target customers, creating content for social media campaigns and managing the company's online presence and reputation. I also identified potential influencers and collaborated with them to promote the company's products and services. Additionally, I was involved in responding to customer queries and developing strategies for customer engagement.

3.4 Evaluation

My performance was evaluated by my supervisor on the basis of how well I was able to implement the strategies and plans I had created. I was also evaluated on the quality of content I had created, the number of followers I had been able to generate, the number of customer interactions and the overall success of the campaigns.

3.5 Skills applied

During my internship, I applied my knowledge of marketing principles, market research techniques, digital marketing strategies, SEO and content writing. I also applied my knowledge of social media platforms and tools, such as Hootsuite and Canva, to manage the company's online presence.

3.6 New skills developed

As part of my internship, I developed new skills in creating and managing campaigns on social media, developing strategies for customer engagement, and utilizing influencer marketing. I also developed skills in analytics, such as measuring the effectiveness of campaigns and analyzing customer data.

3.7 Application of academic knowledge

My academic knowledge of marketing principles and strategies was applied in my role as a marketing intern. I was able to apply my knowledge of market research, digital advertising, and customer segmentation to identify target customers, create content, and develop campaigns. Additionally, I used my knowledge of SEO to optimize content for social media.

CHAPTER IV: Social Media as tool of Business Promotion for Bengal Plastic Limited

4.1 Business Promotion of Bengal Plastic Limited

Bengal Plastic Limited has seen significant results from their use of social media for business promotion. They have been able to reach a wider audience, increase brand awareness, drive engagement, and generate sales. They have also seen an increase in website traffic and an improvement in customer loyalty.

It is also seen that Bengal Plastic actively promote its products on social media sites, especially on Facebook and YouTube platforms. On Facebook, the company generally post photos of their different products and conveys product information to the customers, while on YouTube, Bengal Plastic mostly uses video ads to promote its products.

4.2 Facebook Promotion

Bengal Plastic Limited Usually promote its products' through post as a photo on its Facebook Page.

Facebook Page Link: <https://www.facebook.com/BengalPlastics/>



Figure 7. Sample Facebook Promotion of BPL

Description of the promotion: This link is a Facebook post from a company called Bengal Plastics. The post is a promotion for their new line of kids' chairs. The post highlights how the chairs are beneficial for children, and they can be used during their playtime. The post also encourages audiences to share the post with their friends.

However, Bengal Plastic use the Bengali Language to offer its products to its target audiences. They also use varieties of Hashtags to attract the customers' attention and to find them directly who search on Facebook using those Hashtags.

In this particular post, we can see that about 153 people have liked and approximately 80 people have commented and the majority of them asked to know about the price.

4.3 YouTube Promotion

Bengal Plastic Limited does not have any separate YouTube channels. They mostly promote their products' posts as a video on other popular brands on YouTube.

Link of Youtube channel: <https://www.youtube.com/@rflplasticandtoys4128>



Figure 8. Sample YouTube Promotion of BPL

This YouTube video, created by RFL Plastic and Toys, is part of a series focusing on the Almirah, a free-standing cupboard or wardrobe. It is titled "Bengal plastic Almarhi review with price | Bengal plastic limited". The video is 2.33 minutes long and provides an overview of the Almirah's durability, use, and significance. It ends with an announcement of the showroom address and discounts for Bengal products. 728 viewers have watched the video and 20 people have liked it.

4.4 Advantages and Disadvantages of Social Media for Business Promotion

At Bengal Plastic Limited, we understand the power of social media for business promotion and believe it can be a great asset for our company. With its cost-effectiveness, ability to reach a large audience quickly, and capacity to interact with customers in a more personal way, we believe that it can be a great way to increase our brand visibility and generate leads. We understand there is a time investment involved in managing social media accounts, and that it can be difficult to stand out from the competition. However, we believe that the potential benefits outweigh the disadvantages and that social media can be a great tool for our business.

Chapter V: Conclusions and Recommendations

5.1 Recommendations for improving departmental operations

Based on my practical and academic experience, I can share some recommendations for the business promotion and marketing department of Bengal Plastic so that they can easily recover their lack and limitations in social media promotion.

- i. Bengal Plastic Limited should increase the use of analytics to measure the effectiveness of campaigns and identify opportunities for improvement.
- ii. The company should develop strategies to stand out from the competition on social media.
- iii. The company should utilize influencer marketing to increase brand visibility and generate leads.
- iv. The company should develop a comprehensive digital marketing plan and calendar to track progress and ensure consistency.
- v. The company should invest in tools and resources to simplify the process of managing social media accounts and campaigns.
- vi. The company should invest in training staff in the use of the latest social media tools and platforms.
- vii. The company should increase the use of SEO to optimize content for social media.
- viii. Bengal Plastic Limited should develop engaging content to capture customer attention and drive engagement.

5.2 Key understanding

My internship experience at Bengal Plastic Limited has provided me with a valuable understanding of how social media can be used for business promotion. I have learned about the importance of market research, creating content for campaigns, managing customer relationships, and optimizing content for social media. Additionally, I have developed skills in analytics, content writing, and influencer marketing.

5.3 Conclusion

My internship at Bengal Plastic Limited provided me with valuable experience and skills in the areas of digital marketing, market research, customer engagement, and social media management. It was a rewarding experience that enabled me to apply my knowledge of marketing principles and strategies to develop and execute successful campaigns. Through my research and analysis, I was able to identify target customers and develop strategies to engage them. I was also able to use the latest tools and platforms to optimize content for social media and drive engagement. My internship experience has enabled me to develop new skills, apply my knowledge in practical scenarios, and gain valuable insights into the digital marketing industry.

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