

# **Social Media Management and Customer Support Services**



Kalanjali Sharees

**Faria Alam Dia**

**This report is submitted to the School of Business and Economics, United International University as a partial requirement for the degree fulfilment of the Bachelor of Business Administration.**

# **Social Media Management and Customer Support Services**

## **Submitted to:**

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## Letter of transmittal

June 15, 2025

Dr.Sarker Rafij Ahmed Ratan

Associate Professor

School of Business and Economics

United International University

**Subject:** Submission of Internship report on “Social Media Management and Customer Support Services.”

Dear Sir,

It is with great pride and gratitude that I present my internship report titled “Social Media Management and Customer Support Services.” I recently completed my internship at Kalanjali Sarees in the Digital Media and Customer Support Services department, under the guidance of the HR admin and the customer service team.

Throughout the internship, I worked with dedication and made every effort to follow the instructions provided by my supervisors. This experience has given me valuable hands-on insights into external communication strategies and allowed me to put my academic knowledge into real-world practice.

I’m sincerely thankful to the HR and customer service teams at Kalanjali Sarees for their constant support and mentorship. Working with them has been a truly memorable and enriching chapter of my professional journey.

I’m also genuinely appreciative of your guidance and ongoing support throughout this internship. I welcome any feedback or suggestions you may have regarding this report, and thank you once again for your encouragement and assistance.

Sincerely

Faria Alam Dia

ID: 111203005

## Declaration of the student

I, Faria Alam Dia (ID: 111203005), a student of Bachelor of Business Administration majoring in Marketing at United International University, am pleased to share that I have successfully completed a four-month internship at Kalanjali Sarees. My internship ran from January 1st to April 30th, during which I had the chance to work closely with both the Social Media and Customer Service teams. I was fortunate to be involved in various new networking projects and initiatives that allowed me to contribute meaningfully to the company's ongoing efforts.

I'm sincerely thankful to the entire team at Kalanjali Sarees for welcoming me and offering such a valuable, enriching learning experience—one that I'll carry with me throughout my professional journey.

I confirm that all the details shared above are true and accurate to the best of my knowledge.

Sincerely,

Faria Alam Dia

## Acknowledgement

First and foremost, I would like to express my heartfelt gratitude to Almighty Allah for His endless blessings and protection throughout my life. I am deeply thankful to my parents and siblings for their unwavering love and support. Their encouragement and guidance have been the backbone of my academic journey, and I truly believe I wouldn't have come this far without them. Their sacrifices and support are beyond words, and I know I can never fully repay their kindness.

I am especially grateful to Dr. Sarker Rafij Ahmed Ratan, my internship supervisor. He has been incredibly supportive, always available to help and patiently explain things whenever I had doubts. I also had the privilege of taking a course under his guidance during my undergraduate studies, and his mentorship has had a lasting impact on me. I sincerely thank him for his continuous encouragement.

My deep appreciation also goes to Dr. Md. Shariful Sir, whose inspiring teaching and insightful articles helped me understand the value of Marketing as a major—especially at a time when I was unsure about my academic path. His guidance helped me gain clarity and confidence in my decision.

Starting my internship at Kalanjali Sarees was both exciting and intimidating, as it was my first experience working in a professional environment. I was nervous, especially being the only female intern/employee, and I didn't know what to expect. However, Mr. Ashraf Islam, the HR Admin, made me feel right at home. He treated me like a younger sister and supported me through every step, which helped me grow more comfortable and confident.

I would also like to thank Mr. Billal Hossain, the Sales Executive, for warmly welcoming me and introducing me to the Customer Service and Sales teams. They made sure I was involved in team discussions, problem-solving, and strategy development. Their inclusive approach taught me the importance of strong teamwork and collaboration for a company's success.

Overall, this internship has been a powerful learning experience. It gave me real-world insights, boosted my confidence, and allowed me to apply my academic knowledge in a practical setting. It has truly been the stepping stone to my professional journey.

## Executive summary

The saree industry in Bangladesh is really taking off, with growing and diverse demand from customers. This report is all about Kalanjali Sarees, a well-known retailer that started back in 2005 with a simple but powerful goal: to bring authentic Bangladeshi sarees to everyone. Built on values like putting customers first, creativity, quality craftsmanship, and honesty, Kalanjali Sarees is working hard to be seen as a modern, accessible brand that offers a huge variety of sarees both in traditional and modern that come in many styles and fabrics to suit different tastes. One important part of this report looks at how Kalanjali Sarees is leading the way in shaping the future of saree fashion.

During my internship there, working with the Social Media and Customer Relations teams, I learned a ton about marketing and got some hands-on experience that really helped me grow. This report is part of my Marketing degree at United International University, and the first section talks about the company's goals and the big ideas behind their success, especially around their smart use of digital media.

Next, I explore Kalanjali Sarees' background and how the company has grown over time. Their range of products and loyal, diverse customer base show just how far they've come.

Then, I dive into the bigger picture of Bangladesh's saree market. Based on the data, Kalanjali Sarees holds around 22% of the market, Aarong leads with about 44%, and Jamdani Weaves has about 31%. This part also looks at how the market is changing, with more people shopping online and a stronger focus on ethical and sustainable production.

In the section about my internship experience, I share how I contributed by helping promote products online, engaging with customers about deals and new trends, and assisting with press releases and PR campaigns that match the company's values. This experience gave me a chance to sharpen my skills and see how marketing works in real life.

Finally, I wrap up the report with my thoughts and suggestions on how Kalanjali Sarees can keep growing and stay ahead in Bangladesh's exciting saree market.

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## CHAPTER I: INTRODUCTION

### I.1 Background of the Report

Kalanjali Sarees is one of the leading names in Bangladesh when it comes to sarees, offering a beautiful range that blends traditional craftsmanship with modern fashion. Over the years, it has become a trusted brand by staying true to Bangladesh's rich cultural roots while also keeping up with what today's women want in terms of style and variety.

Recently, they've expanded their collection, adding everything from handwoven silk sarees to the latest trendy designs. Alongside sarees, they also offer fashion accessories to give customers a complete, stylish shopping experience. Embracing technology, Kalanjali Sarees launched an online store that lets people shop their entire collection right from home, making it more convenient than ever.

Like many fashion brands, Kalanjali Sarees faces the challenge of standing out in a crowded market and clearly sharing what makes them special. The competition in Bangladesh's fashion retail scene is fierce, with lots of brands working hard to catch customers' eyes.

Looking ahead, Kalanjali Sarees wants to be more than just a saree shop—they aim to be a brand known for blending tradition with innovation. They're focusing on boosting their digital presence, creating smooth experiences whether customers shop online or in-store, and growing their customer base through smart marketing strategies.

A big part of their digital journey is their online store and mobile app, which make shopping easy and personalized. Customers can browse the full range, get style suggestions, and buy quickly. To connect with saree lovers on a deeper level, they also launched "Fusional Fashion," a Facebook group where people can get tips on styling, caring for sarees, and stay updated on trends.

The Digital Media, Customer Relations, and Marketing teams play a big role in shaping how the brand shares its story. They work with influencers, media folks, and fashion experts to get the word out and build excitement. To tackle challenges around customer awareness, they've run campaigns highlighting things like their online store, Fusional Fashion, and exclusive saree collections.

By constantly listening to customers and researching market trends, the team keeps the brand relevant and fresh. This approach has helped Kalanjali Sarees stay respected and lead the way in both classic and contemporary saree fashion across Bangladesh.

This report aims to share insights on how digital media and customer relations come together in fashion retail, especially through the lens of a brand like Kalanjali Sarees that beautifully balances heritage with modern style.

## 1.2 Objectives of the Report

- **Explore Social Media Strategies to Enhance Kalanjali Sarees's Online Presence**

Analyze and explore the existing digital media strategies at Sharee Centre, focusing on how these strategies showcase their diverse product portfolio and engage with a modern, tech-savvy customer base.

- **Provide Insights into the Fashion Retail Industry in Bangladesh**

Examine the current landscape of the fashion retail industry in Bangladesh, highlighting the role of digital transformation in driving customer engagement and increasing brand loyalty.

- **Analyze Kalanjali Saree's Social Media Approach to Customer Engagement**

Investigate the digital tools and platforms Kalanjali Sarees is using to enhance customer relationships, including social media, email marketing, and e-commerce solutions, with an emphasis on personalization and customer experience.

- **Evaluate the Development and Execution of Social Media Campaigns**

Study the process of idea generation, development, and execution of Kalanjali Saree's digital media campaigns, focusing on the integration of content marketing, influencer collaborations, and e-commerce initiatives.

- **Identify Key Success Factors in Kalanjali Saree's Customer Relationship Management**

Pinpoint the key factors contributing to Kalanjali Saree's success in building strong, long-lasting relationships with their customers, including personalized communication, loyalty programs, and customer feedback loops.

- **My Personal Learning and Experience from the Internship**

Reflect on my experience and key takeaways from working on digital media strategies during the internship, with insights into how academic knowledge was applied in real-world scenarios.

- **Highlight the Integration of Academic Courses with Practical Experience**  
Review how the theoretical concepts from academic courses, such as Digital Marketing, Strategic Management, E- business, and Consumer Behaviour, were implemented and integrated into Kalanjali Sarees's digital strategies and Customer relationships.
- **Provide Recommendations for Enhancing Kalanjali Saree's Digital Customer Relationship**  
Offer practical recommendations to improve Kalanjali Sarees customer relationship management through the use of emerging digital tools, customer data analytics, and innovative content strategies, ultimately driving better engagement and loyalty.

### I.3 Motivation of the Report

My internship journey with Kalanjali Sarees began with a deep curiosity about how digital media strategies and customer relations can shape up a brand's identity and create meaningful connections with its customers. This internship is also a critical step toward my graduation in BBA marketing. The motivation of this report:

- How Kalanjali Sarees Leads through Social Media and Marketing: Understanding the model of Kalanjali Saree's Marketing & Communications Teams in leveraging digital media to enhance customer engagement.
- Fashion Retail Industry in Bangladesh—An Overview: Overview of Bangladesh's retail landscape, saree, and fashion sectors with an increasing footprint in digital commerce.
- Development of Recommendations for Other Retailers: Providing valuable advice on what to do and not to do for other fashion retailers who want to develop or improve their digital media strategies, so they can better advertise their products.
- Evaluate Public Relations and Social Media Management with Key Stakeholders: Checking Kalanjali Saree's partnerships with influencers, customers, and media to improve their PR and digital campaigns.
- Lessons Shared on Kalanjali Saree's Social Media Management: Upon reflection of the main takeaways and highlights from my internship, it was largely derived in terms of how Kalanjali Sarees handled their digital media as well as customer relationships to target a wider community.
- A BBA (Marketing) Doing Justice with the requirements of my undergraduate degree: Doing this report as one of the academic purposes that I have to pass with my undergraduate degree, relating what I have done in marketing methodology to real-life situations at Kalanjali Sarees.

I think this report may come in handy for anyone who wants to know more about a fashion retail store's social media management and customer service support. I have also been inspired to write this report because Kalanjali Sarees is rooted with

our country's culture, saree is one of the main traditional wear in our country. It is a tradition-centric storytelling for creativity and fashion, which can be applied in any business as well, regardless of size or industry.

Finally, I need this report to graduate university and the cautions I draw from this report will be instructive for future work.

#### **I.4 Scope and Limitations of the Report**

In my internship journey with Kalanjali Sarees, I faced both valuable learnings and a few constraints, in the process of preparing this report. But the scopes are most and there were fewer constraints.

The scopes were:

- Understanding the digital landscape: Insights into developing and executing a sound digital media strategy in order to promote Kalanjali Saree's products through Facebook, Instagram & WhatsApp.
- Customer engagement: How they interacts with their customers via social media channels and other online platforms to foster relationships with existing and new customers.
- Content creation and marketing: I was responsible for designing guidelines on the type of engaging content that brings out cultural and aesthetic values in its sarees.
- Monitoring customer sentiments and activity: Using digital tools to understand what customers are saying about their services, how they feel about the products/services on offer, as well as pinpointing emerging consumer preferences.
- Influencer collaboration: Learning how to collaborate with fashion influencers for saree promotion and brand visibility in the digital world.
- Customer retention via personalized marketing: Exploring how Kalanjali Sarees uses custom digital marketing, based on email campaigns and loyalty programs, for customer retention.

The limitations were:

- Data availability restricted: Since some customer-sensitive data and proprietary digital strategies were inaccessible, the analysis could not be performed fully due to privacy constraints.
- Time constraints: The short tenure of involvement made it impossible to go beyond simple digital media strategies and see long-term results play out.
- Lack of control: Kalanjali Sarees depended heavily on external platforms like FB or WhatsApp, and changes to their algorithms automatically affected customer reach, making results hard to manage or predict.
- Budget constraint for digital marketing: Financial limitations affected the range of digital media activities and limited experimentation with premium marketing options.
- Participation in internal meetings: Senior management was engaged in long-term marketing planning and strategic discussions, which were confidential, limiting access.

Though problematic, this offered a unique learning experience in social media strategies and customer service in fashion retail at Kalanjali Sarees.

## **I.5 Definition of Key Terms**

KS: Kalanjali Sarees

PR: Public Relations

FB: Facebook

## **CHAPTER II: COMPANY AND INDUSTRY PREVIEW**

### **2.1 Company Analysis**

#### **2.1.1 Overview and History**

Kalanjali Sarees is now one of the most popular places in Bangladesh for saree lovers, offering both traditional and modern designs. But it didn't start big it grew step by step over the years.

##### **1996 – The Beginning in Sylhet**

The journey began in 1996 with just two small shops in Sylhet. The idea was simple: bring traditional, high-quality sarees to people living outside the major cities.

##### **1997 – A New Partnership**

A year later, Kalanjali formed a partnership with Indian and Bangladeshi investors. This helped the brand grow and reach more areas with their sarees.

##### **1998 – Moving to Dhaka**

In 1998, Kalanjali added more variety to its saree collection and introduced a service called GSM (Great Saree Market), which helped attract more customers. Later that year, they made a big move from Sylhet to Dhaka, opening doors to bigger opportunities.

##### **2005 – Expanding in Dhaka**

By 2005, Kalanjali opened shops in two major shopping centers: Eastern Plaza and the famous Bashundhara City Mall. They quickly built a strong reputation, especially after securing nine shops in Bashundhara City a big achievement, as many other retailers still try to get in there.

##### **2008 – Going Wholesale with a New Name**

In 2008, the Eastern Plaza branch was rebranded as “Sharee World,” marking the start of Kalanjali's wholesale business. They began importing sarees from India and selling them to retailers all across Bangladesh, making high-quality sarees easier to find nationwide.



### 2.1.2 Trend and Growth

Kalanjali Sarees has come a long way and it's not just about selling sarees, it's about keeping tradition alive while embracing modern style. Over the years, the brand has seen steady and impressive growth, driven by its loyal customers and the timeless appeal of sarees in Bangladeshi culture.

Weddings, Eid, Puja, and so many other celebrations bring people together and sarees are always at the heart of those moments. During these seasons, Kalanjali becomes a go-to destination for women looking to feel both elegant and confident. And it's not just the classics that draw people in. Kalanjali is known for regularly introducing new collections with bold, beautiful designs that blend traditional craftsmanship with modern flair.

What really stands out is how well Kalanjali understands its audience. They use high-quality fabrics, pay close attention to details, and cater to a wide range of styles from timeless weaves to trendy patterns. This has helped them build a strong connection with modern women who want their heritage to be part of their fashion.

Their online presence has also played a big part in this success. With smart marketing and an easy shopping experience, Kalanjali has reached people far beyond its physical stores serving customers across the country and even attracting interest from overseas.

Today, Kalanjali Sarees isn't just a store it's a growing brand that represents culture, confidence, and creativity. Their story is proof that when tradition meets innovation, beautiful things happen.

### **2.1.3 Customer Mix**

At Kalanjali Sarees, it's not just about selling sarees it's about truly understanding what customers want and need. That's why their approach to marketing, customer service, and online engagement feels so personal and effective. Whether it's through in-store service or their active presence on Facebook, Kalanjali has found a way to connect with different types of customers in a meaningful way.

Here's how they cater to each group:

#### **Wedding Shoppers-**

Brides, bridesmaids, and wedding guests all want to look their best on such special days. Kalanjali offers a wide selection of sarees that mix elegance with tradition perfect for weddings. Whether it's something grand for the bride or something classy for a guest, their wedding collections are designed to leave a lasting impression.

#### **Every day and Casual Customers-**

Not everyone's shopping for a big occasion. Many customers are just looking for sarees that are stylish, comfortable, and easy to wear for work, daily outings, or get-togethers. Kalanjali has a beautiful collection of casual and semi-formal sarees that blend comfort with fashion, making them ideal for regular wear.

#### **Festive Buyers-**

During Eid, Puja, and other cultural festivals, people love to dress up in vibrant, ethnic attire. Kalanjali understands this festive energy and creates special collections filled with color, tradition, and celebration. These pieces help customers feel more connected to their culture and make their festivities even more joyful.

## Facebook Followers and Online Shoppers-

Kalanjali is very active online, especially on Facebook, where they regularly post updates, launch new collections, and interact with customers directly. From festive greetings to exclusive offers, their online presence helps keep their audience engaged and informed. Whether someone prefers shopping in-store or online, Kalanjali makes the experience easy and enjoyable for everyone.

### 2.1.4 Product/Service Mix

[Wedding Collection]

(20%)

[Festive Collection]

(15%)

[Casual & Semi-Formal]

(15%)

[Indian Imported]

(15%)

[Digital Media / Facebook]

(15%)

[Silk & Muslin]

(10%)

[Jamdani Sarees]

(10%)

Kalanjali Sarees offers a beautiful mix of tradition and style through a variety of collections tailored for every occasion.

At the heart of it all is the brand's deep connection with its customers. From luxurious wedding sarees to everyday casual wear, festive styles, and classic Jamdani and silk

collections Kalanjali has something for everyone. Their strong online presence, especially on Facebook, helps them stay connected and accessible. This balanced mix reflects how Kalanjali blends culture, fashion, and customer care into everything they do.

At Kalanjali Sarees, making sure your favorite saree reaches you safely and quickly is just as important as the saree itself. That's why they've built a delivery system that's both reliable and customer-friendly.

Whether you're ordering from within Dhaka or anywhere else in Bangladesh, Kalanjali offers doorstep delivery through trusted courier partners. They carefully pack each order to ensure your saree arrives in perfect condition just like you saw it online or in-store.

They also keep things simple. Once your order is placed, you'll get updates so you can track its journey. Most deliveries are completed within a few days, and their team is always ready to help if you have any questions.

For online shoppers, this smooth delivery system means you can enjoy the Kalanjali experience from the comfort of your home with no stress, no hassle.

## **2.1.5 Operations**

At Kalanjali Sarees, it's not just about selling clothes it's about making people feel at home. From the moment someone walks into the store or visits online, the goal is simple: make them feel valued, offer beautiful sarees at a fair price, and keep them coming back for more.

### **1. Welcoming New Customers-**

To keep things exciting, Kalanjali keeps expanding its collection. They bring in beautiful styles from different parts of India each with its own story and tradition. From classic Banarasi to trendy Bengal handloom fusion styles, there's something for everyone.

They're also adding fusion sarees that blend modern and traditional touches perfect for younger shoppers looking for something fresh. During big festivals like Eid or Durga Puja, customers expect amazing offers, special collections, and time-limited deals that make it hard to resist.

### **2. Taking Care of Regular Customers-**

Kalanjali believes in making loyal customers feel special. They're working on:

Loyalty programs with rewards, discounts, and early access to new arrivals.

Personal shopping support, where staff recommend sarees based on your past favorites.

After-sales services like easy exchanges and quick delivery, making shopping hassle-free.

### **3. Bringing Sarees from India-**

To offer more variety and authenticity, Kalanjali works closely with Indian artisans and manufacturers. This means you'll find sarees that are not only stunning but also unique and crafted with care. A solid quality check ensures everything meets the high standards customers have come to expect.

### **4. Staying Connected with Customers-**

Kalanjali is very active online especially on Facebook and Instagram. They post regular updates, share behind-the-scenes content, customer photos, and new arrivals. Whether it's a festive promo, a styling tip, or a live Q&A, they love keeping the conversation going.

They also listen your feedback helps them improve, tweak collections, and offer better service.

### **5. Making Every Festival Special-**

Festivals are a big deal at Kalanjali. Special collections are launched around events like Eid, Diwali, and Puja, featuring styles that reflect the spirit of the season. They also offer memberships where regulars get first looks at new collections, exclusive discounts, and even personalized saree customization.

### **6. Smart and Stylish Marketing-**

Kalanjali uses digital tools smartly. From influencer collabs to festive photoshoots and real customer stories, their social media presence is vibrant and fashion-forward.

And through email campaigns, they stay in touch with regular customers sharing new drops, special offers, and handpicked suggestions.

### **7.The Big Picture-**

Kalanjali Sarees is more than a saree shop it's a brand built on trust, quality, and culture. By understanding what people want and going the extra mile to make every experience feel personal, they're not just attracting customers they're building a community.

## 2.1.6 SWOT Analysis

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>• Wide variety of sarees sourced from diverse Indian regions</li> <li>• Exclusive fusion designs catering to modern tastes</li> <li>• Strong focus on quality at competitive prices</li> <li>• Personalized and customer-friendly service experience</li> </ul>	<ul style="list-style-type: none"> <li>• Low brand visibility beyond the local region</li> <li>• Reliance on third-party suppliers for imported stock</li> <li>• Smaller digital footprint compared to major competitors</li> <li>• Complexity in managing inventory due to product variety</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>• . Expand digital marketing to attract wider customer base</li> <li>• Tap into rising demand for fusion and personalized fashion</li> <li>• Leverage festivals with targeted promotions and collections</li> <li>• Partner with influencers to boost brand awareness and reach</li> </ul>	<ul style="list-style-type: none"> <li>• . High competition from both local and online saree sellers</li> <li>• Unstable import costs and potential supply chain issues</li> <li>• Rapidly shifting fashion trends may impact product relevance</li> <li>• Economic slowdowns could reduce overall consumer spending</li> </ul>

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This table outlines the internal strengths and weaknesses, along with the external opportunities and threats, providing a clear picture of where Kalanjali Sarees stands and what strategies can be prioritized.

### **Strengths**

**Wide Variety of Sarees:** Sourced from various regions across India, offering authentic and regionally rich styles like Banarasi, Kanjeevaram, and Chanderi.

**Exclusive Fusion Designs:** Unique blends of traditional and modern styles that appeal to fashion-forward, younger customers.

**Focus on Quality & Affordability:** Consistent quality at competitive prices, making products accessible without compromising standards.

**Personalized Service:** Warm, homely customer experience both in-store and online, helping build trust and loyalty.

### **Weaknesses**

**Limited Brand Visibility:** Recognition is largely local, restricting wider market reach.

**Dependence on Suppliers:** Heavy reliance on external sources for imported sarees, posing risks in quality and supply.

**Smaller Digital Presence:** Competing brands have a stronger online footprint, limiting exposure and online sales potential.

**Inventory Challenges:** Managing a diverse product range increases complexity in stock control and availability.

## **Opportunities**

Digital Marketing Expansion: Using platforms like Facebook, Instagram, and Google Ads to grow awareness and reach new markets.

Growing Demand for Custom/Fusion Fashion: Capitalizing on trends by offering customizable and modernized saree options.

Festival Promotions: Leveraging cultural festivals with exclusive launches, themed collections, and limited-time offers.

Influencer Collaborations: Partnering with fashion influencers to boost visibility, especially on social media platforms.

## **Threats**

Rising Competition: Both local shops and large e-commerce platforms are targeting the same market.

Supply Chain Instability: Fluctuating import costs and logistical issues can disrupt operations and pricing.

Shifting Fashion Trends: Changes in consumer taste may reduce interest in certain saree styles if not updated regularly.

Economic Uncertainty: Economic downturns could lead to lower consumer spending on non-essential items like sarees.

## **2.2 Industry analysis**

### **2.2.1 Specification of the industry**

The saree and ethnic wear industry plays a vital role in the larger fashion and apparel landscape, especially in South Asia where these garments are woven into the cultural and emotional fabric of everyday life. Sarees, in particular, are more than just attire they're symbols of tradition, identity, and celebration. Whether it's a

wedding, a festival, or a family gathering, wearing a saree often carries personal and cultural meaning.

Over the years, this industry has grown far beyond its traditional roots. Today, ethnic wear isn't reserved only for special occasions. More and more people are embracing sarees, kurtas, and fusion ethnic styles as part of their everyday wardrobe blending heritage with modern fashion. This shift is especially noticeable among younger generations who want to stay connected to their culture while also expressing their individuality. The global spread of South Asian communities has also played a big part in this evolution. As diasporas have settled in different parts of the world, they've carried their cultural attire with them leading to a wider appreciation and demand for ethnic fashion internationally. From New York to London, and from Dubai to Melbourne, traditional South Asian clothing is now celebrated in global fashion circles, fashion shows, and even mainstream retail.

In short, the saree and ethnic wear market is not only thriving it's evolving, expanding, and becoming a global expression of style and identity.

### **2.2.2 Size, trend, and maturity of the industry**

#### **Global Ethnic Wear Market:**

The ethnic wear industry worldwide has been growing steadily, driven by a rising appreciation for traditional clothing. This trend is not only strong in countries like India, Bangladesh, and other South Asian nations but is also gaining momentum among diaspora communities in the U.S., UK, Canada, and the Middle East. Sarees make up a large part of this market, contributing significantly to an industry worth billions each year.

#### **Bangladesh Saree Market:**

In Bangladesh, sarees remain one of the most widely worn and culturally significant garments. The local market is both large and highly competitive, with demand peaking during major festivals like Eid, Pohela Boishakh, and Durga Puja, as well as throughout the wedding season. Continued growth in this market is fueled by rising incomes, increasing fashion awareness, and a broadening range of available styles.



## 2.2.3 Key Trends in the Industry

### 1. Rising Demand for Fusion and Modern Styles

Today's younger shoppers are leaning toward sarees that blend the charm of tradition with a modern twist. They're looking for designs that reflect their individuality something stylish, unique, and urban. This shift presents a great opportunity for Kalanjali Sarees to grow its line of fusion sarees, offering fresh, contemporary styles that still honor tradition.

### 2. The Move Toward Online Shopping

Customers now prefer browsing collections online, comparing styles, reading reviews, and enjoying the convenience of home delivery. Platforms like e-commerce websites, social media shops, and fashion marketplaces have become key to the saree industry. By boosting its digital presence, Kalanjali can connect with a wider customer base and create a smooth, engaging online shopping experience.

### 3. Growing Interest in Sustainable and Ethical Fashion

Today's consumers care about how and where their clothes are made. They're choosing brands that use eco-friendly materials and support ethical practices, like working with local artisans. By introducing sustainable sarees or partnering with traditional weavers, Kalanjali can appeal to conscious consumers and position itself as a brand that values both style and social responsibility.

### 4. Renewed Love for Regional & Authentic Designs

There's a strong comeback of interest in traditional weaves like Banarasi, Kanjeevaram, Jamdani, and Chanderi. People are looking for authentic, handcrafted sarees that tell a story. Kalanjali's current focus on sourcing sarees from different parts of India fits perfectly with this trend. By expanding its regional collections, the brand can further establish itself as a go-to destination for genuine ethnic fashion.

## 2.2.4 Competitive Landscape

### 1. Local Saree Retailers

The saree market in Bangladesh is bustling with long-established stores and new-age boutiques, all offering a wide variety from luxury designer sarees to affordable daily wear. These retailers cater to different customer segments, especially those looking for stylish, trend-driven outfits. For Kalanjali Sarees to stand out, it needs to focus on its strengths offering creative fusion sarees, delivering personalized service, and launching collections that feel exclusive and thoughtfully curated.

### 2. Online Saree Platforms

Online shopping has transformed how people buy sarees. Customers now prefer the ease of browsing from home, comparing prices, and having their purchases delivered quickly. Many online stores also allow for customization, giving customers more control over their final look. To stay competitive in this space, Kalanjali Sarees needs to strengthen its online presence, invest in digital marketing, and ensure a smooth, user-friendly shopping experience across its platforms.

### 3. Artisanal and Boutique Saree Brands

There's a growing niche for handcrafted, artisan-made sarees. These are often priced higher, but shoppers are willing to pay for the uniqueness, quality, and heritage behind each piece. These sarees carry cultural value and often support local weaving communities. Kalanjali Sarees has an opportunity to collaborate with skilled artisans, creating limited-edition collections that appeal to customers seeking authenticity, craftsmanship, and a meaningful story behind what they wear.

## 2.2.5 Customer Demographics and Preferences

### Target Audience & Customer Preferences

#### 1. Who Kalanjali Sarees Serves

**Age Group:** The brand primarily caters to women aged 18 to 55. Younger customers (18–35) are drawn to modern, fusion styles that reflect current fashion trends, while older shoppers (35+) often prefer timeless, traditional designs with cultural significance.

**Location:** Kalanjali's customer base is mainly in urban and semi-urban areas of Bangladesh, but there's also a growing interest from the South Asian diaspora abroad who seek authentic ethnic wear with a modern touch.

**Income Level:** Most customers fall within the middle to upper-middle-income range. Thanks to a flexible pricing strategy, Kalanjali is able to serve both value-conscious shoppers and those willing to spend more on premium designs.

## 2. What Customers Value

**Comfort & Quality:** Comfort is key especially when sarees are worn for long hours during weddings, festivals, or formal events. Shoppers prioritize high-quality fabrics, good stitching, and durability that ensures they can wear the saree multiple times without worry.

**Style & Versatility:** Today's saree buyers look for unique, eye-catching designs in vibrant colors and detailed patterns. There's also a growing preference for versatile styles that can be worn at different types of events from casual get-togethers to more formal occasions.

**Customization Options:** Many customers love having the option to personalize their sarees whether it's choosing the fabric, picking a specific pattern, or adding embellishments. Offering this level of customization not only enhances customer satisfaction but also builds a deeper brand connection.

### 2.2.6. Growth Opportunities

#### 1. Expanding the Product Range

To offer customers a more complete shopping experience, Kalanjali Sarees can go beyond just sarees. Adding matching blouses, petticoats, and accessories like traditional jewelry would make it easier for shoppers to get everything they need in one place.

Additionally, hosting saree draping tutorials or styling workshops, either in-store or online, could boost engagement and build a stronger bond with customers. These value-added services also position the brand as a trusted fashion guide, not just a retailer.

## 2. Strengthening E-Commerce and Digital Presence

In today's digital age, having a robust online store is essential. Kalanjali can invest in a user-friendly e-commerce platform that includes modern features like virtual try-ons, customer reviews, and a smooth checkout experience to make online shopping enjoyable and convenient.

To attract more traffic, digital marketing campaigns including influencer partnerships, festive promotions, and interactive content like contests can help drive awareness and convert online followers into loyal customers.

## 3. Reaching International Markets

There's a growing demand for traditional and fusion sarees among the South Asian diaspora in regions like the U.S., UK, Canada, and the Middle East. By enabling international shipping and tailoring promotions to these audiences, Kalanjali can tap into this valuable market.

Further, collaborating with local ethnic wear stores abroad or participating in international trade shows and exhibitions can boost brand recognition and open doors to retail partnerships in new countries.

### 2.2.7 Supplier Power

Kalanjali Sarees collaborates with a broad network of suppliers including fabric producers, wholesalers, and importers to maintain its wide and diverse product range. Thanks to the large number of available suppliers in Bangladesh's garment industry, no single supplier holds too much power. If needed, Kalanjali can easily switch partners without significant cost or disruption. Some suppliers particularly those offering exclusive designs or high-demand items like Banarasi silk sarees may have a bit more leverage. However, this can be balanced out by diversifying the supplier base and not relying too heavily on any one source.

Another advantage for Kalanjali is the option for backward integration for example, working directly with weavers or small artisan groups. This not only reduces dependency on middlemen but can also improve quality control and profit margins.

Overall, since most of their suppliers are small to mid-sized businesses, their bargaining power remains relatively low, giving Kalanjali Sarees the flexibility and control to manage sourcing on its own terms.

### 2.2.8 Buyer Power

Kalanjali Sarees caters to a wide mix of customers from brides looking for statement pieces to everyday shoppers searching for affordable, stylish options. This diverse customer base helps balance the business, as no single group has too much control over pricing or product choices. However, the market especially in the mid-to-low price segments is highly price-sensitive. Many customers compare prices before buying, whether in-store or online, which increases their power in influencing purchasing decisions. Because switching costs are low, shoppers can easily move to another retailer if they find a better price or more variety. Online platforms also add to buyer power by offering price transparency and customer reviews, helping buyers make informed decisions and pushing retailers to stay competitive. That said, product uniqueness and strong brand loyalty can help reduce this influence. When customers love the designs, trust the quality, and feel a personal connection with the

brand, they're more likely to stay loyal even if prices fluctuate. In the premium segment, where sarees are often purchased in bulk for weddings or major events, buyers do expect special attention, customization, and some price negotiation. Still, these high-value customers also value exclusivity and service, giving Kalanjali room to build long-term relationships rather than just focusing on price.

### **2.2.9 Threat of Substitutes**

Kalanjali Sarees faces a moderate to high risk from a range of substitute products that appeal to different customer preferences especially those prioritizing convenience, affordability, or a modern twist on tradition.

#### **1. Alternative Ethnic Wear**

Beyond sarees and lehengas, outfits like salwar kameez, kurtis, and ethnic gowns are popular choices for everyday wear, festivals, and even weddings. These options are often easier to wear and manage, making them strong substitutes, especially for casual shoppers.

#### **2. Growing Popularity of Western Clothing**

Younger generations in Bangladesh are increasingly drawn to Western fashion, such as jeans, dresses, and tops. These outfits offer more flexibility, comfort, and ease of movement making them appealing for both everyday and semi-formal occasions, and slowly shifting the focus away from traditional wear.

#### **3. Ready-to-Wear Sarees & Lehengas**

The demand for pre-stitched or ready-made sarees and lehengas is on the rise, particularly among time-conscious buyers. These items save customers the hassle of tailoring or draping, offering a modern and convenient twist on traditional outfits.

#### **4. Fusion Fashion**

There's also a strong trend toward fusion wear, which blends ethnic elements with Western silhouettes like saree gowns or kurti tops with jeans. These outfits offer the

cultural aesthetic without compromising comfort, making them a stylish and practical alternative.

### **5. E-commerce Convenience**

Online shopping platforms give customers instant access to a variety of styles ethnic, Western, and fusion—all at the click of a button. Competitive pricing, frequent discounts, and easy delivery options make online stores a compelling alternative for many.

### **6. Local Boutiques & Tailors Smaller**

Local boutiques offering custom-designed outfits at affordable prices also pose a substitute threat. Many shoppers enjoy the ability to personalize their garments choosing fabrics, styles, and fits that reflect their own tastes.

While Kalanjali Sarees has a strong brand identity, it operates in a market where customers have many attractive alternatives ranging from ethnic and fusion wear to Western fashion and tailored outfits. To stay ahead, the brand must continue to innovate, personalize, and adapt balancing tradition with the evolving needs of a modern customer.

### 2.2.10 Industry Rivalry

Kalanjali Sarees operates in a highly competitive market where both legacy brands and new players are making strong moves. To stay relevant and thrive, the brand must adapt to changing consumer preferences while building on its strengths.

#### **Monerekho Sharees**

As one of the most iconic and long-standing saree retailers, Monerekho has a deeply rooted customer base built on years of trust and tradition. Competing with such a heritage brand isn't easy, as customers are drawn to its legacy and emotional connection. For Kalanjali Sarees, the key to competing lies in standing out with exclusive collections, personalized service, and distinctive design offerings that bring something new to the table.

#### **Nibir Sharees**

A fresh name in the industry, Nibir has quickly gained visibility by using social media to its full advantage. Their strong presence on social platforms and aggressive promotions help them connect with younger, tech-savvy shoppers. To counter this, Kalanjali must invest more in digital marketing, creating engaging content through influencer collaborations, storytelling, video campaigns, and interactive social media strategies to build a strong, youthful digital identity.

#### **Gulshan Sharee Museum**

Though relatively new, this brand has carved out a niche in the premium saree segment, attracting customers who are looking for curated, high-end collections. Competing here will require Kalanjali to elevate its luxury appeal not just through high-quality sarees but also through a refined shopping experience, both in-store and online. Attention to ambiance, packaging, customer service, and storytelling will be key.

#### **Adi Mohan Kanjilal**

Known for its focus on design and craftsmanship, Adi Mohan Kanjilal has become a strong contender by offering unique, fashion-forward sarees. To stay competitive, Kalanjali Sarees should consider working closely with designers, investing in exclusive, limited-edition collections, and placing a spotlight on the artistry and heritage behind each piece in its marketing efforts.

Kalanjali Sarees faces strong competition on multiple fronts:

Legacy & Loyalty from Monerekho Sharees

Digital Disruption by Nibir Sharees

Premium Positioning from Gulshan Sharee Museum

Design Excellence by Adi Mohan Kanjilal

To maintain and grow its market presence, Kalanjali must innovate, modernize its brand communication, and offer a well-rounded experience that speaks to both tradition and modern-day fashion sensibilities.

## CHAPTER IV: INTERNSHIP EXPERIENCE

### 4.1 Position, duties, and responsibilities

Managing Director: Foysal Alam

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CEO: Shabana Hossain

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HR Admin: Ashraful Islam

Sales Executive: Billal Hossain

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Intern: Faria Alam Dia

Internship Experience – Social Media Management & Customer Support | Kalanjali Sarees

During my internship at Kalanjali Sarees, I had the opportunity to gain hands-on experience in two key areas: social media management and customer support service, both of which are integral to maintaining a strong online presence and customer relationship in today's digital marketplace.

#### Social Media Management

- 1) Content Creation: I assisted in crafting engaging, platform-specific content for Facebook, Instagram, and Twitter, aligning posts with the brand's tone and the interests of our target audience.

- 2) Platform Management: I managed day-to-day activities on our social media pages, ensuring a consistent posting schedule and actively interacting with followers to build community and enhance visibility.
- 3) Campaign Support: I contributed to the planning and execution of various digital marketing initiatives, including promotional campaigns, paid ads, and email newsletters.
- 4) Trend Research: I kept an eye on emerging digital trends and tools, sharing insights and ideas that helped the team improve engagement strategies.
- 5) Content Scheduling: I used tools like Hootsuite and Buffer to plan and schedule content, ensuring a steady and timely flow across platforms.
- 6) Graphic Design: Using Canva and similar tools, I created visually appealing graphics and promotional materials to support our social media efforts.

#### Customer Support Service

- 1) Digital Customer Interaction: I handled customer queries and comments across digital platforms, ensuring timely, helpful, and brand-aligned responses to enhance the customer experience.
- 2) Feedback Gathering: I collected and reported customer feedback through social media polls and surveys, providing insights to help the team improve services and offerings.
- 3) Customer Database Management: I helped organize and maintain records of customer interactions, allowing us to track preferences and tailor our communication more effectively.
- 4) Loyalty Program Assistance: I supported the management of loyalty initiatives and exclusive offers aimed at retaining customers and boosting repeat purchases.
- 5) Personalized Marketing Support: By leveraging customer data, I helped create more targeted and personalized marketing messages to better connect with various customer segments.
- 6) Issue Resolution: I addressed basic customer concerns via online platforms and coordinated with relevant teams to escalate more complex issues promptly.

- 7) Customer Engagement Activities: I took part in the planning and execution of interactive initiatives such as online contests and virtual events, aimed at strengthening customer relationships and community involvement.

This internship has been a valuable learning experience, allowing me to deepen my understanding of digital marketing and customer relationship management while developing practical skills in content creation, social media strategy, and real-time customer support.

## 4.2 Training

My initial training at Kalanjali Sarees was far from a routine onboarding process—it felt more like a warm welcome into a collaborative learning environment.

From day one, the atmosphere was flexible and informal. Rather than jumping straight into tasks, the team took the time to get to know me my aspirations, my existing knowledge of digital media, and my understanding of consumer behavior. This personal approach made the experience feel both fun and homely, giving me the confidence to ask for help whenever needed.

Under the guidance of Mr. Ashraf Islam, the HR Administrator, I received comprehensive training in core digital marketing concepts, including:

Search Engine Optimization (SEO)

Search Engine Marketing (SEM)

Pay-Per-Click (PPC) Advertising

Content Marketing & Social Media Marketing

## Email Marketing Strategies

He made sure every concept was explained clearly and took time to ensure I fully understood each topic. I was also trained on how to create engaging and audience-specific content for blogs, social media posts, and websites.

Beyond theory, the training was highly practical. I worked with tools like Hootsuite, Buffer, and Sprout Social to schedule content, analyze performance metrics, and engage with followers. I also learned:

Keyword research and on-page optimization

Backlink strategies for boosting organic traffic

Google Analytics for tracking website traffic and user behavior

Setting up and monitoring Google Ads campaigns

Crafting email campaigns, segmenting mailing lists, and analyzing open and click-through rates to optimize performance

On the customer support side, Mr. Billal Hossain, a sales executive with a deep understanding of customer service, mentored me in:

Customer segmentation based on demographics, purchase behavior, and preferences

Developing strong communication skills for handling inquiries, resolving issues, and providing clear product or service information

Gathering customer feedback using surveys, feedback forms, and social media polls

Building customer retention strategies through loyalty programs, personalized offers, and consistent engagement across digital platforms

Thanks to this well-rounded and hands-on training, I've built a solid foundation in attracting and retaining customers through a blend of creative storytelling and data-

driven decision-making. More importantly, the experience has equipped me with the practical tools and confidence needed for a successful career in social media management and digital customer support.

### **4.3 Contribution to departmental functions:**

At Kalanjali Sarees, the Social Media Management and Customer Support Service departments play a vital role in shaping the brand's digital presence and fostering meaningful customer relationships.

#### **Social Media Management Department**

This department focuses on enhancing Kalanjali Sarees' visibility across digital platforms, ensuring that the brand remains relevant and engaging in the eyes of its target audience. Responsibilities include creating and curating content for platforms like Facebook and Instagram, running digital campaigns, and implementing strategies that reflect current trends and consumer behavior. The team also leverages tools like SEO, content marketing, and analytics to continuously improve performance and align messaging with the brand's mission and values.

#### **Customer Support Service Department**

The Customer Support Service team is dedicated to delivering exceptional customer experiences. Their work involves handling inquiries, resolving issues, collecting feedback, and ensuring that every interaction contributes to a stronger, more positive relationship with the customer. This department places a strong emphasis on understanding customer needs, offering personalized support, and implementing strategies like loyalty programs and feedback loops to increase customer satisfaction and retention.

#### **My Role and Contribution**

As an intern working across both the Social Media Management and Customer Support Service departments, I was actively involved in initiatives that aimed to strengthen the organization's online presence while improving customer interaction.

#### Social Media Management:

I supported the planning and execution of digital marketing strategies, managed content calendars, and created engaging posts tailored to our audience. I also helped monitor campaign performance and utilized tools like Buffer and Hootsuite to schedule posts and track engagement metrics.

#### Customer Support Service:

I assisted in responding to customer queries on digital platforms, collecting and analyzing feedback, and helping to develop personalized communication strategies also contributed to loyalty and retention initiatives by supporting campaigns and online events that encouraged customer engagement.

#### Key Takeaways

This internship gave me a comprehensive understanding of how social media and customer service work together to build brand reputation and customer loyalty. From creating impactful content to handling real-time customer interactions, the experience allowed me to develop practical skills in digital communication, problem-solving, and audience engagement. It was a valuable foundation for my professional growth in the fields of social media management and customer support.

## 4.2 Evaluation

Throughout my internship at Kalanjali Sarees, my performance was evaluated by the HR Admin, as well as team members from both the Digital Media and Customer Service departments. Their feedback was encouraging and highlighted key strengths in my work ethic and contributions.

The HR Admin commended my punctuality, teamwork, and consistent ability to follow procedures and adapt to the organization's workflow.

The Digital Media team recognized my creativity and proactive involvement in enhancing online campaigns, particularly through content development and engagement strategies.

From the Customer Service department, I received appreciation for my efforts in addressing customer feedback, responding promptly to queries, and contributing to a positive customer experience.

Overall, the feedback reflected my dedication to quality, attention to detail, and a strong drive for continuous learning and improvement. I was especially honored by the recognition from the HR Admin, whose appreciation meant a great deal to me. The experience and acknowledgment from the team further motivated me to keep growing professionally and personally.

### **4.3 Skills Applied**

During my internship at Kalanjali Sarees, I had the opportunity to apply a diverse range of skills that contributed to both the social media and customer support initiatives of the organization.

My communication skills were essential in collaborating with team members, clearly presenting ideas, and handling customer inquiries with professionalism and empathy.

I have leveraged technical skills in social media management and basic graphic design to support digital marketing campaigns. Tools like Canva and Buffer allowed me to create and schedule engaging content aligned with the brand's aesthetic.

With a background and interest in fashion, I was able to craft content that resonated with our audience, staying attuned to industry trends and incorporating style elements that matched the brand's identity.

My research and data analysis skills played a key role in exploring new ideas, tracking campaign performance, and identifying opportunities for improvement.

Additionally, I applied my presentation skills when showcasing campaign results and suggesting new strategies, allowing me to convey insights clearly and with confidence in team discussions.

Overall, this internship gave me a practical platform to bring together my creative, analytical, and interpersonal strengths in a real-world setting further solidifying my interest in social media management and customer engagement.

## 4.6 New skills developed

During my internship at Kalanjali Sarees, I had the opportunity to work closely with both the Social Media Management and Customer Relationship departments, which allowed me to develop a well-rounded and practical skill set.

### Digital Marketing and Customer Relationship & Communication Skills

I gained hands-on experience in key digital marketing areas such as:

Content creation tailored to different platforms and audiences

Social media analytics to assess engagement and improve campaign effectiveness

Search Engine Optimization (SEO) strategies to boost online visibility

These skills contributed directly to improving the brand's digital presence and online engagement.

### Customer Relationship & Communication

Working in customer support helped me strengthen my:

Problem-solving abilities, by responding to customer concerns and finding effective resolutions

Adaptability in communication, allowing me to tailor responses based on individual customer needs and build stronger relationships

Collaboration skills, through daily coordination with team members across departments

### Professional Growth

The fast-paced environment at Kalanjali Sarees taught me valuable lessons in:

Time management and multitasking, helping me balance various responsibilities efficiently

Cross-functional coordination, giving me insight into how digital strategies and customer service efforts align for a cohesive customer experience

These experiences not only broadened my technical and interpersonal skills but also gave me a deeper understanding of how digital tools and strategies can be used to build lasting customer relationships. The confidence and knowledge I gained have prepared me well for future roles in digital marketing and customer relationship management.

#### **4.7 Application of academic knowledge**

I consider myself incredibly fortunate as a student to have been guided by some of the most compassionate and inspiring faculty members at my university. They've been more than just educators they've been like guardians, consistently offering guidance beyond textbooks, helping me grow both professionally and personally.

Without their unwavering support and mentorship, I wouldn't have come this far with the confidence and clarity I now possess.

As a Marketing major, I genuinely enjoy exploring the depth and diversity of the field. Several courses have had a profound impact on my development, particularly during my internship at Kalanjali Sarees, where I was able to apply classroom concepts in real-world scenarios.

I read many courses which has significantly enhanced my ability to communicate clearly and professionally whether through writing emails, engaging with customers, or creating content. I also learned to adapt my communication style based on the audience, which proved invaluable during customer interactions and teamwork at Kalanjali Sarees. These skills helped me build strong relationships, present ideas effectively, and contributed greatly to my successful internship experience. It laid the foundation of my practical marketing knowledge. It introduced me to essential concepts like market segmentation, targeting, positioning, and analyzing trends. This understanding helped me contribute to digital campaigns, optimize content, and propose strategies that improved online engagement. It also gave me insight into consumer behavior, which I applied when addressing customer needs and enhancing relationship-building efforts.

Moreover, there was course which was instrumental in helping me understand how to maintain a consistent brand identity and effectively communicate brand values. During my internship, these learnings guided me in creating engaging, on-brand content for Kalanjali Sarees' digital platforms. The course also covered loyalty-building strategies, which I applied in customer engagement tasks, making sure all efforts aligned with the brand's positioning and image.

I learned to analyze situations, set goals, and plan with long-term objectives in mind. This knowledge enabled me to contribute to digital marketing planning, align initiatives with the company's goals, and improve overall customer engagement strategies. It encouraged me to think beyond day-to-day tasks and focus on sustainable impact.

Each of my university's courses played a vital role in shaping my internship experience, bridging academic theory with practical application. They helped me perform confidently, contribute meaningfully, and understand how marketing strategies work in real business environments.

Most importantly, I'm truly grateful to my mentors and faculty members, whose support has been a guiding light throughout my journey. Their influence continues to inspire me as I prepare for the next chapter in my professional life.

## CHAPTER V: CONCLUSIONS AND KEY FACTS

### 5.1 Recommendations for Improving Departmental Operations

While Kalanjali Sarees offers a warm, family-like environment where every employee is treated with care and respect, and the company excels in maintaining strong customer relationships, the transition into the digital space opens up exciting opportunities for further growth. As the company continues to expand its presence online, there are a few key strategies that could help make Kalanjali Sarees even more competitive and impactful in the digital marketplace:

#### **Invest in Social Media Advertising-**

Allocating a budget for targeted social media ads—especially on platforms like Instagram and Facebook can significantly increase reach, drive traffic to the website, and attract a broader audience beyond organic followers.

#### **Boosting Online Content Regularly-**

Consistently promoting posts, stories, and reels with strong visual appeal can enhance visibility. Timely content boosts not only improve engagement but also help maintain a dynamic presence in users' feeds.

#### **Enhancing Customer Interaction Online-**

Actively responding to customer comments, messages, and reviews builds trust and improves engagement. Prompt, friendly communication strengthens the brand's image and encourages repeat interactions.

#### **Digital Marketing Training for Staff-**

Providing basic training in digital marketing tools and trends to staff members will ensure that strategies are implemented effectively. Empowering employees with these skills will help streamline online efforts and maintain consistency in messaging and brand identity.

By implementing these suggestions, Kalanjali Sarees can elevate its digital presence, deepen customer engagement, and position itself as a stronger competitor

in the online fashion space while still holding on to the family-like values that define its unique charm.

## 5.2 Key understanding

As an intern at Kalanjali Sarees, with a focus on social media management and customer support service, I gained several valuable insights that have significantly shaped my understanding of digital marketing and customer relationship management.

### Digital Marketing & Social Media

One of the most important lessons I learned was the value of having a well-structured digital marketing plan to drive brand visibility and engagement. I saw firsthand how strategic use of social media platforms, paired with thoughtful content creation, can significantly impact how a brand connects with its audience.

Understanding how to target specific demographics, craft audience-relevant content, and use analytics tools to measure performance helped refine our approach and improve results. I also recognized how crucial consistency and quality are when it comes to building a recognizable and trusted online presence.

### Customer Support & Relationship Building

In the area of customer support, I gained a deeper appreciation for the importance of active customer engagement. Promptly responding to inquiries, addressing feedback, and resolving issues are key to maintaining a positive brand reputation. But beyond problem-solving, I also learned that strong customer relationships are built by anticipating needs and tailoring communication to different customer profiles.

These experiences emphasized how interconnected digital marketing and customer service truly are. A strong digital presence is ineffective without genuine, responsive interaction together, they form the foundation for sustained customer loyalty and organizational success.

### Broader Skill Development

This internship also helped me improve essential soft skills, including:

Effective communication with both internal teams and customers

Problem-solving, particularly in real-time customer interactions

Relationship-building, by learning how to personalize engagement and create positive experiences

### 5.3 Conclusion

Kalanjali Sarees is more than just a retail store. It is a brand with great potential to grow and thrive in today's competitive market. With the right focus on enhancing its digital media strategies, the store can significantly increase its online visibility and connect with a wider, more diverse audience.

At the same time, strengthening customer relationships through prompt, personalized service and meaningful engagement can help build lasting loyalty and a strong brand reputation. In a market that's constantly evolving, being open to adapting to new trends and customer expectations will be key to long-term success.

By combining these efforts shows a strong digital presence and a customer-first approach Kalanjali Sarees has all the ingredients to grow into a trusted, recognizable, and customer-centric retail destination.

These steps won't just drive business growth they'll help the brand stay relevant, resilient, and competitive in the ever-changing world of retail.

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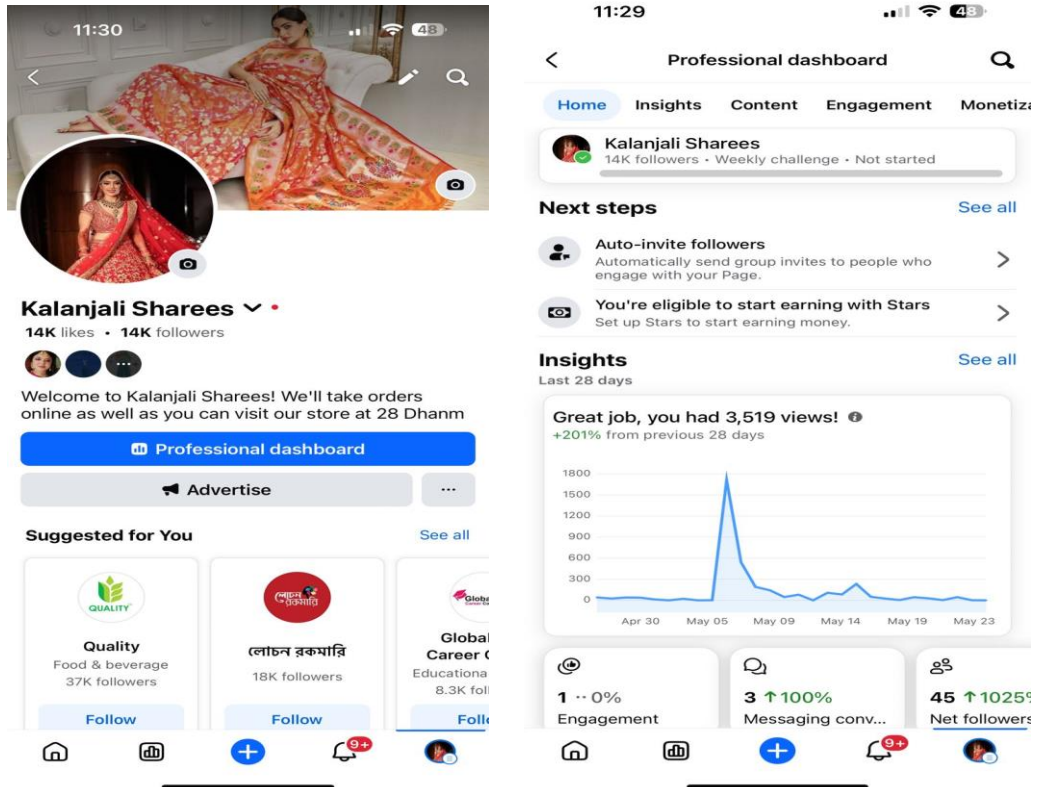
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## Appendices:



Appendix A: Digital representation of Sharee Centre Facebook page

<https://www.facebook.com/share/199Btb6BpB/?mibextid=wwXlfr>