



Internship Report On

Managing Digital Marketing: A Study on Hemas Consumer Brands Bangladesh Limited

Submitted To

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Letter of Transmittal

June 12, 2019

**Mr. Sarker Rafij Ahmed Ratan,
Assistant professor,
School of Business & Economics,
United International University**

Subject: Submission of Internship Report

Dear Sir,

With all due respect, I wish to inform you that I have prepared an "internship report" for the partial completion of the BBA program and that I am presenting it for your kind inspection.

This report is an analysis and summary of the three months of internship experience that I gained from the Hemas Consumer Brands Private Limited's head office. The subject of my report is "Digital Marketing on Social Networks" by Hemas Consumer Brands Private Limited." To complete the report, I compiled the annual reports on the company's website and practically worked and observed their work environment in branding and digital marketing. I have also gained some knowledge about the activities of other departments. in order to broaden my experience, from primary and secondary data and daily observation, I prepared the report.

So I hope you will be kind enough to receive this report for your analysis.

Sincerely yours,

Nusrat Zahan Akhter

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Department of Business Administration (BBA)

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Acknowledgements

The report is completed with the support, guidance and assistance of several kind individuals. First of all, I would like to thank Allah Almighty for giving me the opportunity to complete my internship report. I am grateful to my parents for their support and cooperation during my internship period.

I would like to express my thanks to the supervisor of my internship program, Mr. Sarker Rafij Ahmed Ratan, Assistant Professor, School of Business & Economics, United International University. Sir, your instructions were so valuable what gave an appropriate idea to prepare this report. Thank you for taking the time to review my report and make the necessary corrections. It really was an honor to finish my internship under your kind supervision.

I also want to express my special thanks to Ms. Nusrat Jahan, Marketing Manager of Hemas Consumer Brands (Pvt) Limited, who gave me the opportunity to do my internship here. Moreover, i want to thank Mrs. Mousumi Rahman, executive director of the brand, and Sayem Jahangir Tapu, deputy brand director for their continuous support and guidance during the internship period.

Last but not least, i want share my gratitude to all the individuals who had helped me to prepare this report by providing information and other means.

Executive Summary

Hemas Consumer Products Brand (PVT) LTD is FMCG and its current products are Kumarika oil, soap and shampoo. This report will describe how Hemas gets Kumarika is one of Hemas' leading brands of consumer brands. It is available in the market and its market share is skyrocketing and fearlessly competing with other brands. Kumarika is a leading brand in the market in Bangladesh and a well-known brand enjoys a strong position in the market. Hemas uses different means of consumer promotion and trade to gain more market share. They promote their products in almost 11 countries. . Customers are further rewarding this brand for its effective promotion strategies during the internship period. This is the digital marketing of the social networking pages of Kumarika, YouTube, Facebook, Instagram, which creates a greater consumer commitment to social networks and their great lifestyle. short films, web series, and contains the lessons learned during the internship program. It includes final statements, which are a summary of the report and some suggestions for the organization based on the problems identified during the internship program.



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Chapter One

INTRODUCTION



Team Members at Hemas

1.1 Introduction of the report

The internship program is a prerequisite for the bachelor's degree in business administration from United International University. Before finishing the degree, I must submit to the internship program. Because discussion in the classroom alone cannot be a perfect scenario for me, adapting to the real business situation is an opportunity for you to better know the real situation through this program. This internship program also helped me to know more about the future of my professional career. Working in a company gave me the opportunity to gather practical experience in the accounting department.

I chose "Digital Marketing Management: A Study on Hemas Consumer Brands Bangladesh Limited" as the subject of my internship because I had the opportunity to work for the Hemas brand department for consumers. The most important factor in this report is to show how the accounting department operates competitively in the consumer goods sector. These hands-on, low-profit products are also known as FMCG in marketing, as Hemas Consumer Brands is one of the growing players in this sector.

1.2 Significance of this report

We know, education will be more beneficial when the theoretical and practical knowledge is mixed. This theoretical and practical knowledge of my internship report can help us to achieve perfection. We already know that there is no alternative to practical knowledge.

This report serves as a bridge to close the gap between practical and theoretical knowledge. The main scope of this study is to better understand the business world, obtain practical knowledge and know the consumer products sector and the business world. It is so important that all students face the growing challenges to enter the labor market.

1.3 Objectives of the report

Objectives express the goals of the report or for what the report is being prepared. The objectives of the report can be divided into two parts. They are:

- ❖ To acquire a clear knowledge about the activities of the accounts department.
- ❖ To achieve the practical knowledge of corporate environment.
- ❖ To apply theoretical knowledge in the practical field.
- ❖ To observe the working environment and learn office etiquettes.

- ❖ To understand Hemas's corporate culture using Goffee and Jones model.

1.4 Methodology of the report

The methodology is simply refer that the sources and techniques of information being used to analyze the study. The methodology part can be separated into two part. The segments are:

1.4.1 Sources of information

There are two sources from where I have gather the information of the digital marketing of Hemas Consumer Brand. The sources are:

a. Primary sources:

- I. Through formal and informal communication with officers and stuff members.
- II. From the work experience gathered by working inside the organization as an intern.
- III. Annual Report of the organization.

b. Secondary Sources:

- I. Utilizing several published books on how to manage digital marketing.
- II. Website of the organization.
- III. Observing online pages of Hemas consumer brand.

1.4.2 Data Analysis:

The report is prepared as exploratory research techniques that uses both quantitative and qualitative data. A lot of visual image that are directly brought from the relevant sited and webpages of Hemas consumer brand to support the report findings.

a. Sample size:

An online questionnaire was made to collect the online marketing strategy information from six online marketing specialist of Hemas consumer brand. The six members were randomly chosen from 8 online specialist.

1.5 Limitations of the report

While creating the report a lot of difficulties I have faced that have created a minor impact on few parts of the report. The difficulties such as short internship time period, highly confidentiality maintained by the organization, too much work responsibilities makes me so

busy, that I could not manage few necessary information that could be made the report more valuable one.

Chapter Two

Organizational Profile

Kumarika Advertisement at Television, Magazine and Newspaper



2.1 Background of Hemas Consumer Brand

Hemas Consumer Brands (Pvt.) Limited is a leading consumer product organization in Sri Lanka with a strong presence of personal care, personal washing and home care. It is a wholly owned subsidiary of the Hemah Holding Private Limited Company, Sri Lanka, which started its journey in 2010 in the Bangladeshi market. Hemas Consumer Brands (Pvt) Ltd It was formed in accordance with the law on February 15, 2010. Company (Law XVIII). 1994. Himas Manufacturing (Pvt.) Limited, a leading organization of Sri Lanka Group established in 1948, has a portfolio of consumer goods, healthcare, entertainment, transport and news products. Company. The current operations cover more than 14 countries including GCC, Europe, Africa, CIS Country and SAARC. This company's business is manufacturing and selling personal care products, import and marketing personal care products. His authorized capital was TK. 250 million

Hemas Holding Private Limited Company Sri Lanka's Famous Multinational It is the parent company of Hemes Consumer Brands Pvt. Hems Holding PLC was founded 63 years ago and has made markings throughout Sri Lanka and various industries in the world.

Hemes Consumer Private Brand Limited has two brands in Bangladesh. Kumarka and Sundays. There are a line of products under the Pomeranian Hairstyle, Shampoo, Soap, and Facial Cleanser. Sunnyday is a product of sanitary napkin. He has three factories in Bangladesh. Shampoo, oil, soap was made in Bangladesh. Face cleaning and sunny days are imported directly from Sri Lankan parent company.

When the story of the construction and expansion of the Hemas Group was spreading into crisis and change in the industry and Sri Lanka, one at a time to resolve, innovate and take a strategic decision. In 1948, there was a memorable year for the country and the Hemes. It is the year of Ceylon Independence (Sri Lanka name). And this year, Sheikh Hasan Esfuelli (MBE), inspired by his interest in medicine and community services, made Hemas (Drugs) Limited.

In the premises of the founder of the Flower Road, Sheikh Hasan started making all the soap and cream. In 1926, in French multinational collaboration, the PATTO project became a commercial and profitable proposition, it started production of large toilets.

In the travel and tourism, diverse Hemas has made a mark in a promising industry: A strategic step that helped Sri Lanka attract tourists (life) and businesses in the early 1978s. Openly Hemes entered the export sector of the economy.

Based on Sri Lanka, Hemas is proud to provide affordable, convenient and high quality products and services in our special consumer goods, pharmaceuticals, hospitals, **and transport** and leisure sectors. Hemes Bazar, which is involved in manufacturing, importing, exporting and distributing goods, introduced several well-known brands. It is possible to provide quality and reliable services in every way. In the last decade, the group has focused on growth, a strategy that allowed it to be its leader in various fields involved. (Source: Hemas Consumer Brands Website)

Hemas's Purpose and Values:

Hemas, a value driven company, has its customers, employees and stakeholders in mind, always. Its purpose and values are respected and treasured by all across our business units. Hence it is no surprise that it has set out to offer the best in services.

2.2 Purpose:

To passionately deliver outstanding products and services thus enriching the lives of its customers and creating superior value to our shareholders.

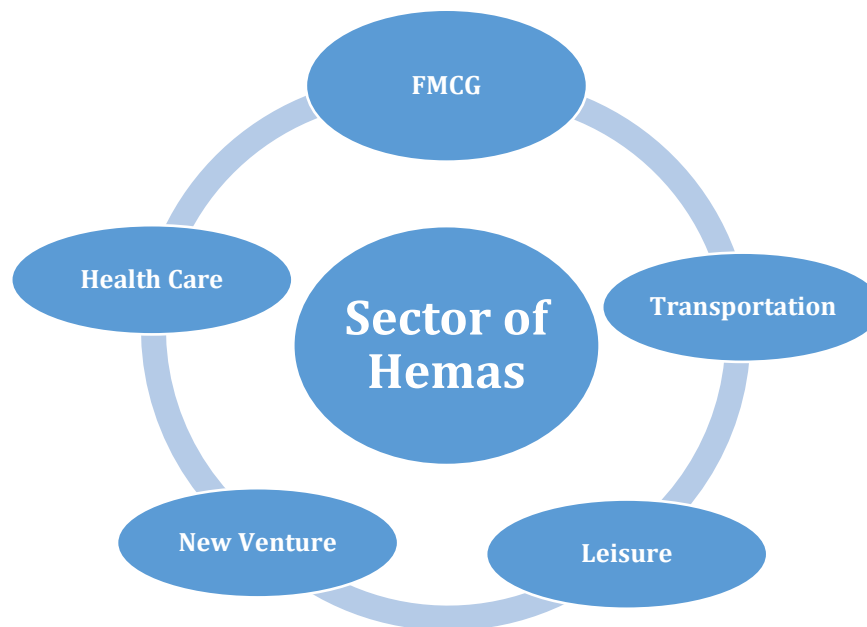
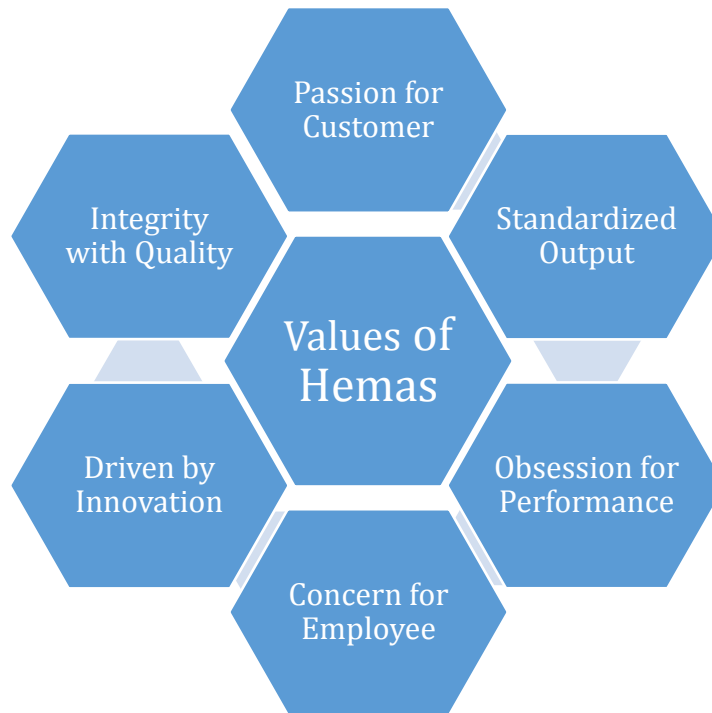
Hemas will do this by:

- a. Establishing a Regional footprint Through a Team of Passionate, Capable and empowered People.
- b. Being a National leader in Personal Care and Healthcare solutions
- c. Investing in Growth industries with Potential for Superior Value Creation

(Source: Website of Hemas Consumer Brand)

2.3 Values:

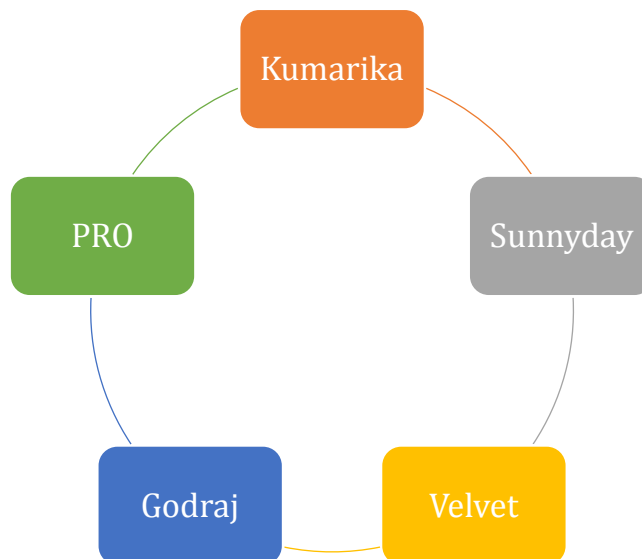
Hemas reveres its moral compass: its values. It is values that hold it together in meeting success, in providing customers with quality products and services that they deserve. The values that Hemas follows are:



2.4 He mas pro duc t divi sion

- I. **FMCG** - This is the largest area of Hemas. FMCG involves the production, development, distribution, and marketing of a broad consumer product.

- II. **Health care** - Hemes is involved in the health sector for more than 60 years and currently represents more than 30 multinational corporations globally.
- III. **New Venture** - Hemas has developed with global development and offers opportunities to local and international customers who have employed IT services and BPO because Hemas FMCG consumer brands are very fast like a competitive cost of products. Movement FMGC's Hemes brand Hemes plays a very useful and important role in the daily life of all consumers.
- IV. **Leisure** - Diethelm Travel Sri Lanka what was named Hem-tours in previous, one of the leading tour operators in Sri Lanka, is the management organization of Hema destination. Europe and Asia are one of the longest-running travel agencies with long-term relationships. Terminology Three of the Hemes Hotel is popular with tourists and located in strategic tourist destinations.
- V. **Transportation** - Transport sector provides various services. It represents the largest market share for airline representation in Sri Lanka and participates in retail, travel, cargo and mail services. (**Source:** Website of Hemas Consumer Brand)



2.5 The FMCG manufactured products of Hemas



2.6 FMCG all over the world bound marketing

1) Bangladesh	6) Belzia
2)Maldives	7) Pakistan
3)Lebanon	8)Australia
4) Zambia	9) New Zealand
5) Mid East	10) India



Chapter Three

Findings and Analysis



Sales Promotion

3.1 Digital Marketing

Digital marketing is where all the marketing promotion, branding are done by in digital way. In Bangladesh Hemas consumer Brand Company they run their biggest business of their Kumarika Product. Kumarika has online lifestyle pages in social media which is Kumarika Natural Living.



Hemas Introduce their digital marketing sites by “Kumarika Natural Living”

Kumarika is the another most wanted product of Hemas consumer's brand (PVT) LMT. Kumarika offers a total high quality hair care product range for the modern aspiration women's.



Hemas started their journey at 2010 in Bangladesh with their Kumarika natural living product.

We have more than one collections, included





Varients of Kumarika products

3.2 Visual Products of Kumarika



a. Kumarika Hair Fall Control Oil:

This is one of the most selling product in Bangladesh. It is a unique combination of natural and herbal extract of Brahmi, Amla, Alo vera, Extra vergin coconut, Mukunuwenna and vativer provides extra nourishment . Helps control hair fall. Makes hair lively and lustrous.



b. Kumarika Dandruff Control Oil:

It is an Anti Dandruff properties of lemon and methi now infused into unique combination of natural and herbal extracts of kumarika herbal hair oil. Its proved extra nourishment. Controls



dandruff and makes hair lively and lustrous.

c. Kumarika Split End Control:

It is a goodness of Henna and Honey, It is providing extra hair , nourising and conditioning and



makes hair lively and lustrous.

d. Kumarika Soft and Shine Shampoo:

100% natural extracts of avocado oil with shea butter nourishes and adds moisture on hair leaving it soft, smooth and shiny , best for dry, lifeless hair, Avocado oil; contains vitamins, protein and natural SPF . Shea Butter; rich source of moisture.



e. Kumarika Long and Black Shampoo:

This shampoo makes hair longer, strong and black , there is coconut, black olive, black seeds, chormomille which gives healthy black shine and rosemary, sweet almond, orange helps hair



grow longer and stronger.

f. Kumarika Thick and Strong Shampoo:

Its makes hair nourish and strengthen hair from root to tip, There is green almond Oil; full of



essential minerals and nutrient. Fruit Vitamins; high in vitamins A , C and E

g. Kumarika Face-Wash:

Kumarika pimple control facewash. Its quality is full of Neem and Alovera . It makes skin glow and pimple free.



h. Kumarika Oil Control Facewash:

Enhance with the natural goodness of lemon and cucumber it deep cleanses and washes away excess oil dirt leaving your skin cleaning and astringent properties that washes away oil and restrict oil build up. Cucumber refreshes and tones the skin. Vitamin E provides mild exfoliation



and helps to nourish the skin.

i. Kumarika Herbal Extract Soap:

Enriching with 100% natural extracts of neem, aloe vera and cucumber that makes skin clean , soft and fresh. Neem for deep cleanses.

3.3 Digital Marketing Ways

Hemas Consumer Brand use Digital media and Digital marketing for our product service and Campaign.



3.4 Inbound Marketing

For complete the marketing strategy we mainly focused on Inbound Marketing. Inbound marketing is a core marketing methodology.

- ❖ Step 1- Attract : we attract our consumer by Blog, Social media, pages.
- ❖ Step-2: Convert consumers to our product by calls to action, landing pages, contacts.
- ❖ Step-3: Close by Email, workflows, lead scoring etc
- ❖ Step 4: Delight for our loyal customer by social media, smart call to action, email etc.

As an Editor of digital marketing:

- ❖ In digital marketing I was working as an editor of Kumarika natural living.
- ❖ I suppose to supervision there Facebook page, Instagram page and YouTube page.
- ❖ Need to follow up the agency who are work for kumarika page
- ❖ Give answer to the followers' question.
- ❖ I also look after their monthly calendars etc.

3.5 Agencies of Hemas

Agencies are contractually hired by the Kumarika. They follow our page and keep active with all updates. They follow our daily update, create our creative post, advertisement, online GIF, web series, online activation etc.

3.6 Social Media Activity:

Kumarika Post all type of posts in our social media, Kumarika always focuses on people daily lifestyle and makes them in easy way. Consumer asks about their own hair, skin, problem's solution and kumarika give them suggestion in natural way. This is very effective for their followers.

For Digital marketing, kumarika create a big budget in every year, in digital marketing sector kumarika get such a huge popularity in Bangladesh.

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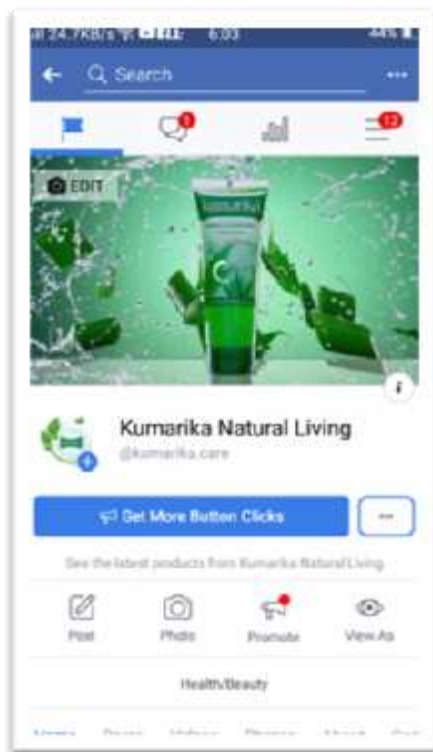
People can get appropriate answer of any skin problem of inquiry

In social media Kumarika present lifestyle posts, GIF, online Advertising, Short film, web series, online promotions etc.



a. Facebook:

Kumarika has such a big amount of followers in facebook there is almost more than 1million viewers in facebook page. Kumarika page has some motive to get this Kumarika natural living,



they mainly focus on lifestyle things that how people get care there skin, hair, and many solutions.

Viewers ask them as a comment or as personal message to get there answers.

Besides of lifestyle post they also post much occasional purpose to get their views closer sand for more engagements.

b. YouTube Channel

Web series by **Kumarika Natural Living**:

Kumarika also run there YouTube page so actively. For entertain there viewers they create so many videos like

Web series: “Chena Poth er Oporichita “its get huge responses of viewers in this season 2019.

There is also a quiz for their viewers after every episode. So that viewers get more interest on it and it increase more engagement.





In YouTube here is also views comment about their experience, their opinions etc



c. Instagram:

Kumarika Natural living

Kumarika natural living it also has an Instagram page where they have almost 6.52 million



followers. Kumarika has tag line in Instagram is [#healthylivingnaturally](#).

In Instagram they post those similar activities of Facebook and YouTube. There is all lifestyle posts, GIF, Videos, advertisements, occasional posts etc.

3.7 Competitors in Digital Marketing

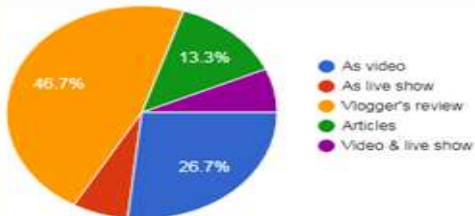
Nowadays, digital marketing is a huge commotion field. Companies are getting higher marks to get a successful digital marketing lines. A successful digital marketing can makes a company strong figure. So as all in Digital marketing field kumarika has a stronger competitor like,

1. Parachute: Parachute Advanced Extra. They maintain every online pages for every variants.	
2. Emami: Emami Oil 7 in One	
3. Ayush: Lever Ayush Bangladesh. It's a strong part of a Uniliver.	
And Many Other.	

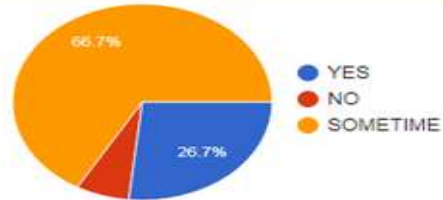
3.8 Survey:

In Internship program, I survey on our followers for some new concept in digital marketing. It help use to create some new things in digital marketing programs. The Survey Questionnaire is added on the Appendix part of the report.

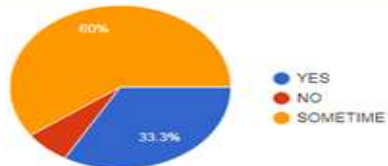
Which content do you like for online promotion ?



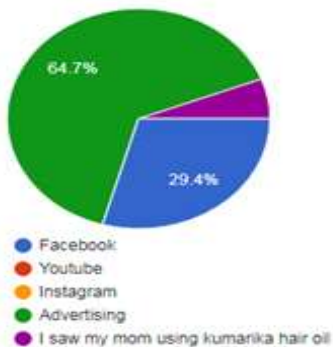
Do you buy a product from the online ?



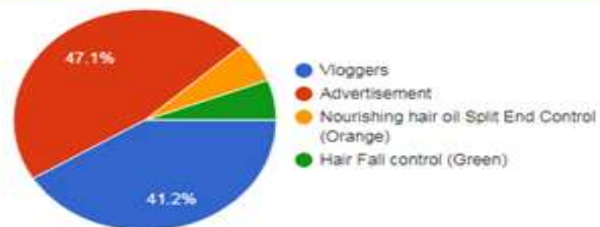
Is Vloggers can motivate you to purchase ?



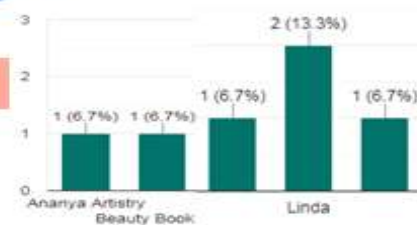
How do you know the Kumarika products ?



Which can easily clear your concept about the product ?



which makeover vlogger you follow ?



Review base on survey

- This Survey was on the female customers who are approximately age of 20 to 35.
- So we get some feedback about SMM
- Our female customer mostly knows about Kumarika by Advertisement and Facebook page.



Managing Digital Marketing: A Study on Hemas Consumer Brands Bangladesh Limited

- Vloggers clear consumer's concept about the product more than advertisement
- Now a days, Linda and Sumaiya is the most viewed vlogger for their makeup hacks.
- Viewers mostly like vloggers reviews, Videos for online promotions.
- Most of the time viewers are get motivated by vloggers to purchase the products.

Chapter 4

Recommendations & Conclusions

Social Media Advertisement of Kumarika



4.1 Recommendations

At this brief three months of the internship program, I could not learn everything about a consumer company. But I have tried my best to learn. Some suggestions are given below for problems diagnosed during my internship period. Here are some tips in some areas where Hemas Consumer Brands (Pvt) can improve the limited account services:

- 1.The promotion program and employment agency charts should be defined in a standard way so that every employee can see their own future in the organization on the appropriate pay scale with specific grade/position.
- 2.I believe that decentralization of power from the Sri Lankan parent company will make the work of the entire organization more effective. The head of the department will report directly to the country. In this way, the departmental head will be free to deal with other major issues faster.
- 3.To prepare adequate planning for other work, report preparation and presentation should be planned in advance.
- 4.The payment method ought to be quick. There should be time limits and the time limit should be strictly followed so that the seller is paid within a short period of time.
- 5.Operational and Effective Institution Management Depending on having enough people in the right place. The number of people in the accounting department is not enough for effective and effective performance. Working under pressure for a long time will gradually reduce the productivity of the people.
- 6.They should consider the trainers as young people so that they can give more training to trainers and be able to provide more learning and training materials.
- 7.Cash or funding funds should be kept against Hamas's untimely cash crisis.
- 8.For this, they must properly manage their inventory. If they produce more stocks, they may be obsolete and obsolete until they are sold. On the other hand, if they make less list then they will not be able to meet customer needs. As a result, the customer will switch its competitors.
- 9.To get maximum benefit, coordination among the financial department employees must be strengthened. Therefore, they should use employee skills. They can motivate them to work on developing workshops, seminars, and more by developing their skills and goals.

10. While maintaining the same quality, some research should be done to reduce the cost of the company. Meanwhile, they can introduce upstream integration for raw material production to reduce costs.
11. Focus on the company's fast relationship, because it can go beyond standard relationships.

4.2 Conclusion

In 2009, Hemas established Dhaka and its own factory from Chittagong, when their journey started. In 2010, Hemas established his headquarters in Dhaka. With its powerful distribution network, Hemas has reached almost every corner of Bangladesh and currently has two warehouses selling the products of the whole country. The national distribution network is supported by the sales office. Hemas, however, is one of the most technically advanced organizations in the country. They are continuously trying to develop superior quality products and services. The company grew rapidly in 2013 and grew by 55% in 2015. Hemas is so likely to grow their business and make profits. The three-month internship program helped me deepen my knowledge beyond textbooks. I have gained practical knowledge about the business environment which I hope will support me in the future.

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Appendix



Survey Questionnaire

Kumarika

We are the "Kumarika" Natural Living, which is a part of "Hemas Consumer Brand PVT (LTD)". Your opinion is our concern, so we are here to get your feedback about our natural product.

Do you use any product for your personal care ? *

☐ YES

☐ NO

What is your age? (only for survey) *

☐ 20-25

☐ 25-30

☐ 30-35

☐ 35-40

☐ 40-45

☐ Other: _____

Where do you usually buy Kumarika product ? *

☐ Mega Stores

☐ Online

which makeover vlogger you follow ? *

Your answer _____

Which content do you like for online promotion ? *

☐ As video

☐ As live show

☐ Vlogger's review

☐ Articles

Do you buy a product from the online ? *

☐ YES

☐ NO

How much do you spend on your care product ? *

- ☐ 0-50
- ☐ 50-100
- ☐ 100-150
- ☐ 150-200
- ☐ 200-250
- ☐ Other: _____

How do you know the Kumarika products ? *

- ☐ Facebook
- ☐ Youtube
- ☐ Instagram
- ☐ Advertising

Which type of products you mostly prefer of KUMARIKA's ? *

- ☐ Hair care Oil
- ☐ Soap
- ☐ Shampo
- ☐ Facewash

Which can easily clear your concept about the product ? *

- ☐ Vloggers
- ☐ Advertisement

Which of the following factor is most important to you ?

- ☐ Online service
- ☐ Friend's recommend
- ☐ Product Ingredients
- ☐ Brand