Internship Experience: A Journey of Selling Hope with Vini Cosmetics Limited

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

Internship Experience: A Journey of Selling Hope with Vini Cosmetics Limited

Submitted to:

Dr. Md. Shariful Alam
Professor
School of Business and Economics
Director
IQAC

Submitted by:

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Letter of Transmittal

5 January, 2025

Dr. Md. Shariful Alam
Professor
School of Business and Economics
Director
IQAC

Subject: Submission of Internship report on “Internship Experience: A Journey of Selling Hope with Vini Cosmetics Limited”

Dear Sir, It is with great pleasure that I submit my internship report titled “ Internship Experience: A Journey of Selling Hope with Vini Cosmetics’ Limited"I have completed my internship tenure at Vini Cosmetics Limited BD in the Corporate Sales and Sales Operation department, which falls under Corporate and Regulatory Affairs. I worked very assiduously and did my best to follow all the guidelines provided by my supervisor to meet the internship course requirements and prepare the report.

The internship has provided me with valuable insights into maintaining external communications and allowed me to apply the theoretical learning of my undergraduate degree. I would like to express my gratitude to the Corporate Communications and Sustainability team of Vini Cosmetics for their support and guidance throughout my internship. Learning from this department will truly be a remarkable kick-start in the next phase of my professional career.

I am very grateful to you for your invaluable guidance and continuous support throughout my internship. I look forward to any feedback or suggestions you may have on this internship report. Thank you for your constant support.

Sincerely,

Sabitur Rahaman

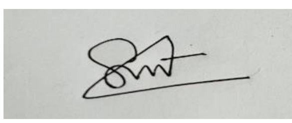
ID: 111 202 065

Declaration of the Student

I, Sabitur Rahaman, ID: 111202065, a student enrolled in the Bachelor of Business Administration undergraduate program majoring in Supply Chain at United International University, hereby declare that I have successfully completed a three-month internship at Vini Cosmectics Limited. The internship took place from 10th October to 10th December, during which I had the opportunity to work in Corporate Communications and contribute to various projects.

I would like to explore my gratitude to the entire team at Vini Cosmetic's for providing me with an enriching learning experience. I herewith affirm that the information provided in this declaration is accurate and truthful. So primary and secondary information is included here.

Sincerely,



Sabitur Rahaman

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Major: Supply Chain Management

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Acknowledgement

I would like to express my gratitude to Allah for His blessings and care throughout my life. I will be forever indebted to my parents for their unconditional support and love. I would not be able to reach this point without their support and guidance. The way they supported me all through my academic career is beyond measure and impossible to repay their kindness.

I am very thankful to have Md. Shariful Alam sir as my internship supervisor. He is one of the most supportive faculties I have seen in my undergrad journey. I had done a course under his guidance, and I am truly grateful for his mentorship throughout my undergrad journey. My deepest appreciation goes to Dr. Saad Hasan Sir, Nasrin Akter Miss. These talented individuals at UIU have been a constant support for me and I will forever be grateful to them for their guidance in my Supply Chai major & Marketing learning.

When I first joined as an intern at Banglalink, I initially had concerns about adjusting to the corporate culture. But some people made this transition smoother for me. I will always be grateful to some of the people of Banglalink. They are:

- Md. Jakir Hossain: Channel Lead, Modern Trade at Vini Cosmetics (BD).
- A.B Siddique Mizan: Sales Manager, Retail (Fogg Division) at Vini Cosmetics BD Ltd
- Quazi Rumman: Assistant Manager (MIS) at Vini Cosmetics Ltd (BD)

The way they supported me all through my internship, was something to remember. The lessons and memories shared with them, including insights into Sales Operation Functions and corporate culture, were invaluable. They all played the role of mentors, and I was delighted to assist whenever needed. Being selected as an Intern at made me proud, and the learnings from this experience will undoubtedly the most effective part of the beginning of my corporate career.

Executive Summary

The cosmetics industry in Bangladesh is a rapidly growing sector driven by increasing consumer awareness of personal grooming, rising disposable incomes, and the influence of global beauty trends. The market includes both local and international brands, with products ranging from skincare, haircare, and makeup to fragrances and personal hygiene items.

This report highlights my internship experience at Vini Cosmetics Limited, where I served as an intern in the Sales and Sales Operations department. The primary objective of my internship was to gain practical knowledge of sales strategies, market operations, and internal processes that support sales efficiency.

This internship report outlines my professional journey at Vini Cosmetics Limited, providing a comprehensive overview of the company and the cosmetics industry, along with my hands-on experiences in sales and operations. The report begins with an introduction to the internship, followed by an analysis of the company's history, growth trends, operations, and product portfolio, supported by a detailed SWOT analysis. It also examines industry-specific factors, including its size, technological advancements, economic influences, competitive rivalry, and the threats posed by substitutes. My role in the sales and operations department is explored, emphasizing responsibilities such as customer relationship management, sales strategy execution, and overcoming real-world challenges. The report concludes with a reflection on the skills and knowledge gained, offering insights into the dynamic cosmetics industry and its growth potential while underlining the internship's contribution to my professional and personal development.

The final part of the report presents my recommendations and major understandings from the internship experience.

Keywords: Cosmetics industry, Sustainability, SWOT analysis, Sales strategies.

Table of Contents

Table of Contents

CHAPTER I: INTRODUCTION

I.1 Background of the Report

This internship report is based on my experience as an intern in the Sales and Sales Operations department at Vini Cosmetics Limited, a leading player in the cosmetics and personal care industry. Vini Cosmetics is well-known for its innovative product range and strong market presence, driven by its flagship brands such as Fogg, Nufeel, and White Tone.

The internship aimed to provide hands-on exposure to sales and operational processes in a dynamic and competitive market. With the cosmetics industry rapidly evolving due to changing consumer preferences and intense competition, Vini Cosmetics serves as an ideal environment to understand how a modern organization adapts its strategies to meet market demands.

The report focuses on the activities undertaken during my internship, the key responsibilities assigned, and the learnings derived from the experience. The internship not only allowed me to understand sales techniques and market dynamics but also provided insights into operational efficiency, inventory management, and distribution networks.

This report aims to document my practical learning, analyze the challenges faced, and highlight my contributions to the company's objectives. By bridging theoretical knowledge with real-world application, the internship has offered a comprehensive understanding of sales and sales operations in a fast-paced industry.

I.2 Objectives of the Report

The objective of this report is to document my experience at Vini Cosmetics Limited in the Sales and Sales Operations department. It aims to:

- Apply academic knowledge to real-world sales and operational processes.
- Understand the sales cycle, market dynamics, and distribution strategies.
- Highlight contributions made to improve sales efficiency and operational workflows.
- Reflect on key learnings, challenges, and professional growth during the internship.

- This report provides an overview of my role and insights gained in the cosmetics industry.

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I.3 Motivation of the Report

The internship at Vini Cosmetics Limited offered a unique opportunity to gain hands-on experience in the dynamic and competitive cosmetics industry. As a company renowned for its innovative products and strong market presence, Vini Cosmetics provided the perfect platform to understand sales and operations in real-world scenarios.

My motivation for this report stems from a desire to document my practical learning, analyze the skills acquired, and reflect on the challenges faced during the internship. This experience has been instrumental in bridging the gap between academic knowledge and professional application, fueling my passion for a career in sales and operations management.

I.4 Scope and Limitations of the Report

Scope:

This report covers my internship experience at Vini Cosmetics Limited in the Sales and Sales Operations department. It focuses on understanding sales strategies, market trends, distribution channels, and operational efficiency. The report highlights the tasks performed, insights gained, and contributions made to the organization's objectives, providing a practical perspective on the cosmetics industry.

Limitations:

The internship duration was limited, restricting a deeper exploration of long-term strategies and their outcomes. Access to certain confidential company data and strategic plans was restricted.

The report is based solely on the sales and operations department, limiting insights into other functional areas of the organization.

I.5 Definition of Key Terms

PR: Public Relations

DP: Distributor Price

MRP: Maximum Retail Price

PO: Purchase Order.

CHAPTER II: COMPANY AND INDUSTRY PREVIEW

2.1 Company Analysis

Vini Cosmetics Limited, an Indian FMCG company, specializes in personal care products and is best known for its flagship deodorant brand, Fogg. With a strong presence in both domestic and international markets, the company has consistently focused on innovation and strategic marketing to drive growth.

2.1.1 Overview and history

Vini Cosmetics Limited is a prominent company in the cosmetics and personal care industry, headquartered in India. Founded in 2010 by Darshan Patel, the company is well-known for its innovative and consumer-centric approach, focusing on delivering high-quality, affordable products.

Key Highlights:

Product Portfolio:

Vini Cosmetics offers a wide range of products, including deodorants, perfumes, talcum powders, and skincare items. The flagship brands include:

Fogg (a market leader in deodorants and body sprays)

Nufeel (skincare)

WhiteTone (cosmetic talcum powders)

Market Presence:

The company has a strong presence in India and has expanded to international markets, leveraging its innovative marketing strategies and deep understanding of consumer needs.

Competitive Edge:

Vini Cosmetics is known for its bold marketing campaigns, effective branding, and focus on delivering value-for-money products. The iconic tagline for Fogg—"Kya chal raha hai? Fogg chal raha hai!"—is a testament to its impactful advertising strategies.

Vision and Mission:

The company aims to revolutionize the personal care segment with innovative products, ensuring customer satisfaction through quality and affordability.

Key Achievements:

Established Fogg as one of the leading deodorant brands in India, significantly outpacing competitors.

Recognized for its innovative packaging, long-lasting fragrances, and market disruption strategies.

Role in the Industry:

Vini Cosmetics continues to redefine the cosmetics and personal care space with a focus on innovation, consumer trust, and strategic growth, making it a preferred choice for consumers and a competitive force in the market.

2.1.2 Trend and Growth

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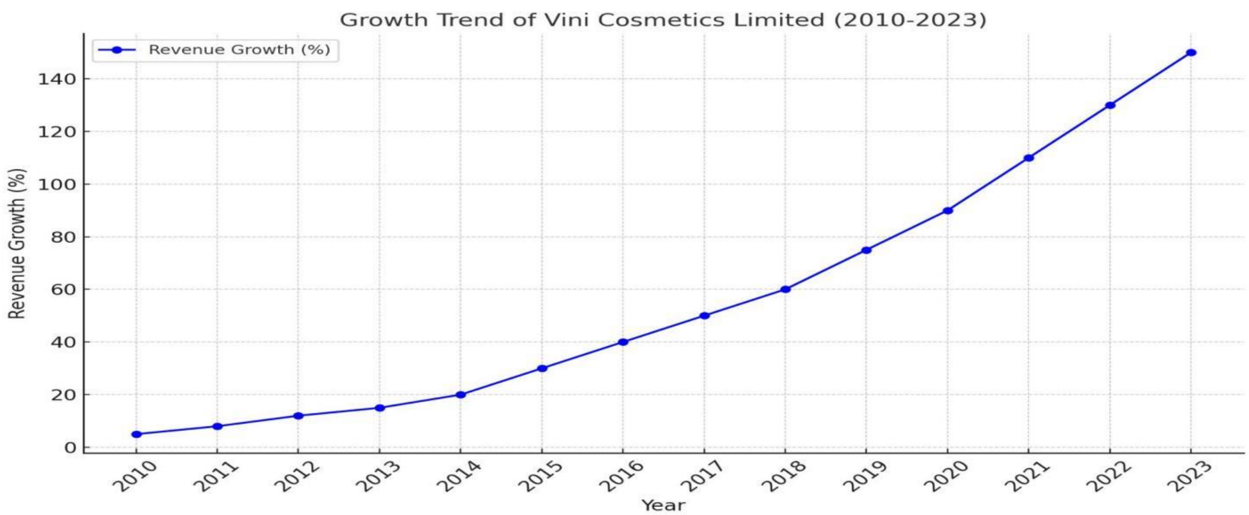


The chart above illustrates the growth trend of Vini Cosmetics Limited from 2010 to 2023, showcasing the revenue growth (as a percentage) over the years. Here's a breakdown of the trend:

2010-2013 (Initial Phase): The company began with gradual growth as it established its flagship product Fogg and started building brand recognition.
2014-2017 (Rapid Expansion): The significant increase in growth, especially from 2014 onward, was driven by market penetration and the success of products like Fogg, as well as the expansion of their portfolio.
2018-2021 (Maturity and Diversification): The growth rate continued at a strong pace due to brand diversification, digital marketing, and stronger e-commerce presence.
2022-2023 (Sustained Growth): The company continued its upward trajectory, with a focus on new product development, international market expansion, and digital platforms.
This visualization highlights how Vini Cosmetics Limited has grown steadily, becoming a key player in the personal care industry.

2.1.3 Customer Mix

Vini Cosmetics Limited has a diverse customer mix, catering to various segments within the beauty and personal care industry. Their customer base includes individual consumers, wholesalers, retailers, and distributors. The company targets both mass-market consumers who seek affordable, high-quality products and premium segments interested in specialized, luxurious offerings. Additionally, Vini Cosmetics serves customers through both offline retail channels and online platforms, aiming to meet the needs of a wide demographic. Their product portfolio includes skincare, hair care, and personal care items, appealing to different age groups and consumer preferences.

1.4 Product/Service Mix

Vini Cosmetics Limited offers a wide range of products across various categories in the beauty and personal care sector. Their product mix includes:

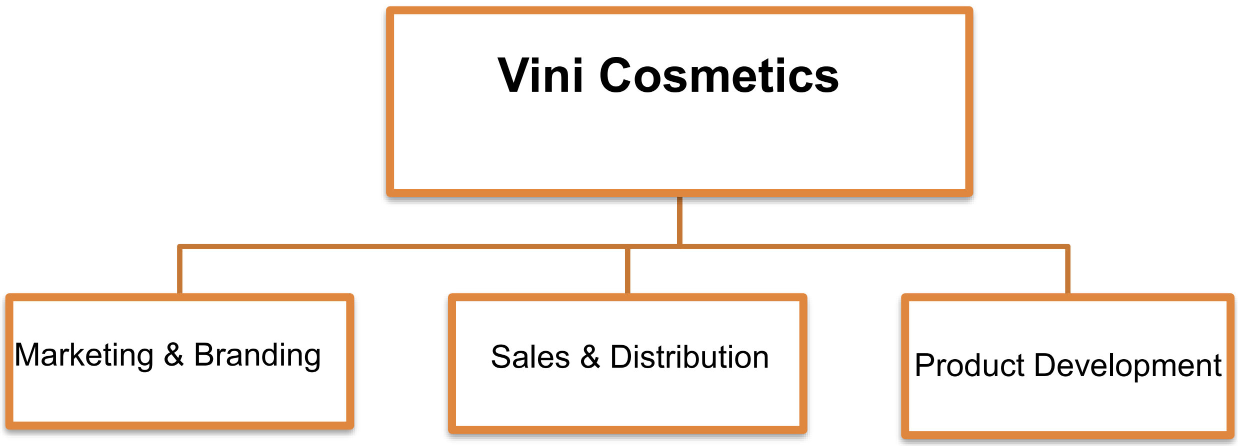
Below is a simplified chart illustrating their product mix:

Category	Products
Skincare	Creams, lotions, cleansers, and serums.
Hair Care	Shampoos, conditioners, oils, and hair masks.
Cosmetics	Lip care, foundations, and other makeup products
Personal Care	Deodorants, Body Sprays, Soaps
Face Care	Face Wash

This diverse range ensures they meet the needs of various customer segments.

2.1.5 Operations

Vini Cosmetics Limited operational activities encompass various functions to ensure smooth production, distribution, and customer satisfaction.



Manufacturing and Production: Overseeing the production of skincare, hair care, and personal care products, ensuring high-quality standards and efficient manufacturing processes. This includes sourcing raw materials, managing production schedules, and maintaining quality control.

Inventory and Supply Chain Management: Ensuring optimal stock levels of products and managing the entire supply chain, from raw material procurement to the distribution of finished goods. This includes warehousing, logistics, and handling relationships with suppliers and distributors.

Sales and Distribution: Managing the distribution network, both offline and online, to ensure timely delivery of products to customers. This involves dealing with retailers, wholesalers, and direct customers, ensuring the products are readily available in various markets.

Customer Service and Support: Providing post-purchase support to customers, handling queries, complaints, and returns, and maintaining positive customer relations to build brand loyalty.

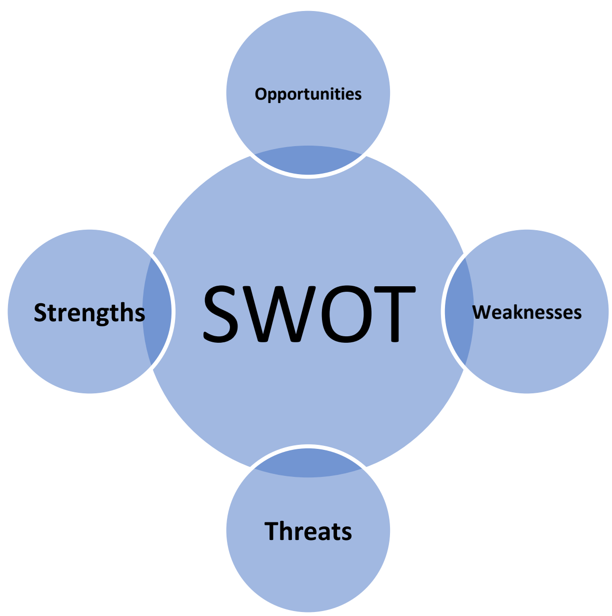
Marketing and Promotion: Designing marketing campaigns, conducting market research, and engaging in digital and traditional advertising to drive sales and enhance the brand's visibility in the market.

These operational activities work together to ensure Vini Cosmetics' products are efficiently produced, distributed, and marketed, contributing to overall business growth.

2.1.6 SWOT Analysis

Here's a SWOT analysis of Vini Cosmetics Limited, represented through a simple data visualization chart. The SWOT analysis highlights the company's strengths, weaknesses, opportunities, and threats.

SWOT analysis is important for Vini Cosmetics because it helps identify the company's internal strengths and weaknesses, as well as external opportunities and threats.



SWOT Analysis of Vini Cosmetics Limited

Strengths	Weaknesses
• Strong brand recognition in the market. • Diverse product portfolio across categories. • Established distribution network. • Focus on product innovation and quality. .	• Dependence on a limited range of products • Challenges in expanding into international markets • High competition from global beauty brands • Limited advertising budget compared to competitors
Opportunities	**Threats**
• Growing demand for natural and organic products. • Expanding e-commerce and online retail growth. • Potential for expansion in international markets. • Growing consumer awareness about skincare.	• Increasing competition in the beauty and cosmetics sector. • . Rising raw material costs affecting product pricing. • Economic downturns impacting consumer spending. • . Regulatory changes in cosmetics industry standards.

Leverage strengths like strong brand recognition and product innovation to maintain a competitive edge.

Address weaknesses such as limited product range and heavy competition to enhance market positioning.

Capitalize on opportunities like growing demand for natural products and expanding online presence to drive growth.

Mitigate threats from economic downturns and rising competition, ensuring sustainability of business operations.

2.2 Industry Analysis

2.2.1 Specification of the Industry

The cosmetics industry in Bangladesh is a growing and dynamic sector, shaped by changing consumer preferences, increasing disposable incomes, and a rising awareness of personal care. Here are some key specifics of the cosmetics industry in Bangladesh.

Market Growth: The cosmetics industry in Bangladesh has been experiencing steady growth, driven by a young, fashion-conscious population and the rise of beauty and skincare trends. The growth is also fueled by an expanding middle class and higher purchasing power.

Product Demand: There is high demand for skincare,hair-care, and personal care products, especially those focused on natural and herbal ingredients. Anti-aging products, skin whitening, and acne treatments are particularly popular, alongside general grooming items like soaps, deodorants, and shampoos.

Consumer Preferences: Consumers are increasingly shifting toward organic, natural, and chemical-free products. Brands offering herbal and eco-friendly cosmetics are seeing strong growth, especially among the younger demographic that is becoming more conscious about product ingredients and environmental impact.

2.2.2 Size, Trend, and Maturity of the Industry

The cosmetics industry in Bangladesh is experiencing significant growth, though exact figures can vary. As of recent estimates, the industry is valued at around USD 1.5 billion and is expanding due to rising consumer demand. Factors such as a growing middle class, young population, and increased disposable income are contributing to this growth. The market includes various segments like skincare, haircare, personal care, and cosmetics, with skincare being the largest segment due to the popularity of anti-aging and whitening products.

Trends in the Cosmetics Industry

Shift Toward Natural and Organic Products: Consumers are increasingly favoring natural and herbal products, driven by growing health consciousness and awareness of the harmful effects of chemicals in cosmetics.

Beauty Consciousness: With rising beauty standards, especially among young women, skincare products such as whitening creams, acne treatments, and anti-aging solutions are in high demand.

E-commerce and Digital Shopping: Online shopping platforms, social media marketing, and beauty influencers are playing a crucial role in driving sales. E-commerce platforms like Daraz, along with Instagram and Facebook, are becoming key retail channels for beauty products.

Premium and Global Brands: There is an increasing preference for premium and international cosmetic brands, especially among urban, affluent consumers who desire high-quality and branded products.

Male Grooming: Men’s grooming products, including skincare and hair-care, are emerging as a significant market segment, driven by changing social norms and greater awareness of personal grooming.

Sustainability: As global concerns about environmental sustainability rise, more consumers are looking for eco-friendly packaging and sustainable production methods, pushing local companies to adopt greener practices.

Maturity of the Industry

The cosmetics industry in Bangladesh is still in its growth stage, but certain segments are approaching maturity:

Skincare Products: The demand for skincare products is robust, but certain categories like soaps, moisturizers, and basic face creams are reaching a more mature stage with established brands. However, there is still room for innovation in specialized segments like organic skincare or targeted treatments.

Hair-care Products: This segment is experiencing sustained growth due to increasing consumer awareness about hair health. However, as the market matures, there is more emphasis on niche products (e.g., anti-hair loss, organic shampoos) and premium offerings.

Makeup and Cosmetics: The makeup segment is still in the early stages of development, with increasing demand driven by urbanization and beauty trends. It's an area where innovation and international brands can take a larger share of the market.

In summary, the cosmetics industry in Bangladesh is on a growth trajectory, with certain mature segments like skincare and others still evolving. The industry is highly influenced by local preferences, international trends, and shifts toward natural and digital commerce.

2.2.3 External Economic Factors

External economic factors play a significant role in shaping the cosmetics industry in Bangladesh. These factors can influence market demand, pricing, and overall industry growth. Key external economic factors include:

Economic Growth: Bangladesh's growing GDP and expanding middle class contribute to increased disposable income, leading to higher demand for cosmetics and personal care products. A stronger economy typically means more consumers can afford premium beauty products.

2.2.4 Technological factors

The technology factor in Bangladesh's cosmetics industry plays a crucial role in driving innovation, improving production efficiency, and enhancing consumer engagement. Key aspects include:

Product Innovation: Advanced research and development (R&D) technologies enable the creation of new skincare and cosmetic formulations.

E-commerce: Digital platforms and online shopping have transformed how consumers purchase beauty products, expanding market reach.

Social Media Marketing: Technology facilitates targeted advertising and influences marketing to engage a wider audience.

Automation: Manufacturing processes have become more efficient, reducing costs and maintaining consistent product quality.

Augmented Reality (AR): Virtual try-ons enhance customer experience by allowing consumers to test products online before purchase

2.2.5 Barriers to Entry

The barriers to entry in Bangladesh's cosmetics industry include:

High Initial Investment: Establishing manufacturing facilities, R&D for product innovation, and setting up distribution channels require significant capital investment.

Regulatory Compliance: Adhering to strict regulations from the Directorate General of Drug Administration (DGDA) and ensuring product safety can be a complex and costly process for new entrants.

Brand Loyalty: Established brands with strong market presence and consumer trust make it challenging for new players to compete.

Distribution Network: Developing an efficient and widespread distribution network, both offline and online, requires considerable resources and relationships.

2.2.6 Supplier Power

Supplier power in Bangladesh's cosmetics industry can be considered moderate to high due to the following factors:

Dependence on Raw Materials: Many cosmetic products require specific, often imported, raw materials like chemicals, oils, and fragrances. Limited local availability can give suppliers leverage over pricing and availability.

Few Large Suppliers: There are a few key suppliers of high-quality ingredients and packaging materials, which can increase their bargaining power.

Switching Costs: The cost of switching suppliers, especially for specialized ingredients or packaging, can be high, giving suppliers more control.

Sustainability Demand: Growing consumer demand for organic and eco-friendly ingredients may limit the number of suppliers, raising their influence.

2.2.6 Buyer Power

Buyer power in Bangladesh's cosmetics industry is moderate, influenced by the following factors:

Wide Product Range: Consumers have access to numerous local and international brands, giving them more choices and bargaining power.

Price Sensitivity: Many buyers are price-conscious, especially in a developing market, which forces companies to keep prices competitive.

Brand Loyalty: Established brands with strong consumer trust reduce buyer power, as loyal customers are less likely to switch to competitors.

Access to Information: The rise of e-commerce and social media has empowered consumers with better information, reviews, and recommendations, giving them more control over purchase decisions.

2.2.7 Threat of Substitutes

The threat of substitutes in Bangladesh's cosmetics industry is moderate, driven by the following factors:

Natural Remedies: Many consumers use natural alternatives, such as herbal products, oils, and traditional skincare remedies, as substitutes for commercial cosmetics.

DIY Cosmetics: Homemade beauty treatments and DIY skincare solutions using everyday ingredients pose a low-cost alternative to branded products.

Health and Wellness Trends: Growing interest in health and wellness may lead consumers to opt for organic or non-cosmetic alternatives like wellness supplements and lifestyle changes.

2.2.8 Industry Rivalry

Industry rivalry in Bangladesh's cosmetics sector is high, driven by several key factors:

Numerous Competitors: The market features both local and international brands competing for consumer attention, including established names like Unilever, L'Oréal, and local players like Vini Cosmetics, Incepta and SMC.

Price Competition: Brands often compete on price, especially in mass-market segments, which heightens rivalry. Price wars can impact profitability, especially for new entrants.

Brand Loyalty and Differentiation: Strong brand loyalty among consumers and a focus on product differentiation, such as organic and natural ingredients, adds to competitive pressure.

Marketing and Promotions: Heavy reliance on advertising, influence r partnerships, and promotional offers increases competition in attracting consumers.

Rapid Product Innovation: Companies constantly introduce new products, formulations, and packaging to stay ahead in the market, intensifying competition.

CHAPTER III: INTERNSHIP EXPERIENCE

3.1 Position, Duties, and Responsibilities

Position: Sales & Sales Operation

My duties and responsibilities Included:

- Market Research: Conducting research on potential customers, market trends, and competitor activities to help the sales team make informed decisions.
- Sales Data Analysis: Assisting in the collection and analysis of sales data to track performance, identify trends, and support decision-making.
- Customer Relationship Management (CRM): Assisting with maintaining the CRM system, updating customer profiles, and ensuring accurate tracking of leads, opportunities, and sales activities.
- Sales Support: Helping the sales team with administrative tasks such as preparing proposals, presentations, quotes, and contracts for clients.

- Lead Generation: Assisting in generating and qualifying sales leads through various methods like cold calling, email campaigns, and social media outreach.
- Order Processing: Supporting the team in processing orders, managing inventory, and ensuring timely delivery to customers.
- Reporting: Preparing regular sales reports, tracking performance metrics, and presenting findings to the sales team or management.
- Customer Service: Providing support in answering customer inquiries, addressing complaints, and helping resolve any post-sale issues.

My sales experience at Vini Cosmetics Limited played a crucial role in helping me secure a permanent job by equipping me with practical skills and a deep understanding of sales processes. Through direct customer engagement, achieving sales targets, and improving operational efficiency, I developed a strong work ethic, problem-solving abilities, and effective communication skills. These experiences not only demonstrated my capabilities in a real-world setting but also showcased my adaptability and dedication, making me a valuable asset to the company. As a result, my performance in sales helped me transition from an intern to a permanent position, laying the foundation for long-term career success.

3.2 Training

During the initial day of my onboard, our team head trained me

Product Training: Learning about the company's products or services to understand their features, benefits, and unique selling points. This helps you effectively assist in sales efforts and communicate product value to potential clients.

Sales Techniques: Training on sales strategies, including prospecting, lead generation, cold calling, negotiation tactics, and closing deals. You may also be taught how to handle objections and how to build relationships with customers.

CRM System Training: Understanding how to use Customer Relationship Management (CRM) software to track leads, opportunities, and sales activities, ensuring accurate and organized customer data.

Sales Analyst's and Reporting: Learning how to analyze sales data, track key performance indicators (KPIs), and prepare reports. This will help you support the sales team in making data-driven decisions.

3.3 Contribution to Departmental Functions:

Sales Support: Assisting the team with daily tasks, such as preparing sales presentations, proposals, and quotes, helping streamline the sales process.

Customer Data Management: Updating and maintaining customer databases, ensuring accurate information for the sales team to use in targeting leads and nurturing relationships.

Market Research: Conducting research to identify potential customers, new market opportunities, and competitor strategies, which can help in refining sales tactics.
Order Processing: Supporting the processing of sales orders, ensuring that they are correctly logged and follow through to delivery, contributing to operational efficiency.

3.4 Evaluation

During my internship, I completed all the responsibilities assigned by the Head of Department and my line manager. I was very dedicated and responsible in my work. In the early morning, I would create a perfect to-do list for my entire day's tasks. Whenever a task is assigned to me, I always prefer working smartly. I did every assigned work with my full effort. if I have to work extra hours, I willingly do it. I consistently focus on learning new things.

My line manager and other fellow officials constantly supported me and shared their valuable experience which added to my professional growth. They always appreciated my dedication and work ethic. I am proud that my line manager was thoroughly satisfied with my performance, considering it one of my significant achievements.

3.5 Skills Applied

Throughout my internship, I applied both my hard and soft skills. Skills that I applied in my university were also beneficial for me here. The skills I applied include:

- **Communication Skills:** Used Microsoft Outlook for external and internal communication.
- **Technical Skills:** Utilized Microsoft Word, Excel, and PowerPoint for office tasks.

  Also, used Canva for creating audio-visual content and photo edit.
- **Event Coordination:** Applied skills in coordinating and organizing corporate events, enhancing my project management capabilities
- **Presentation Skills:** Applied skills in presenting information effectively.
- **Data Analysis and Interpretation Skills:** Employed abilities in analyzing and interpreting data.
- **Research on Specific Topics:** Conducted research on specific subjects.

3.6 New Skills Developed

The new skills I learned during my internship are:

- Knowledge of PR Process: Developed a deep understanding of the intricacies of public relations processes in a multinational company.
- LinkedIn Management: Explored and enhanced skills in managing Linked-in profiles for a Telecom company and also leaned about professional networking and engagement.
- Content Generation: Acquired the art of crafting compelling content for product promotion through PR, expanding my creative and communication skills.
- Stakeholder Relationship Management: Learned effective strategies for cultivating and managing relationships with various stakeholders, enriching my interpersonal abilities.

3.7 Application of Academic Knowledge

I consider myself fortunate to have studied Marketing at United International University under some of the finest faculty members. The way they taught helped me during the internship. If I had to list down the courses and topics, they are as follows:

- **BUS 2112: Business Communications:** This course equipped me with effective communication skills, both external and internal. I also learned about formal email writing and other communication techniques that proved invaluable. ○ **IBS 3121: International Business:** The international business-related ideas and topics in this course helped me explor business policies. ○ **MIS 2218: Advanced Computer Applications in Business:** Learning Microsoft

  Excel's regression, pivot table, and bar chart functions here assisted me in report preparation.

- **MKT 3336: Marketing Management:** The fundamental knowledge and topics in marketing management aided me in understanding business model.
- **MKT 4203: Integrated Communication:** This major course proved to be highly beneficial. I applied the concepts learned here, including external and internal agency dynamics, PR communication, PR planning, and effective communication behavior. The practical application of theoretical knowledge learned in this course was especially valuable during my internship.

CHAPTER IV: CONCLUSIONS AND KEY FACTS

4.1 Recommendations for Improving Departmental Operations

I have no hesitation to recommend for improving some departmental operation. There are some recommendations to improve the Sales and Sales Operations department at Vini Cosmetics:

Enhance CRM Usage:

Encourage the full utilization of the CRM system to track customer interactions, leads, and opportunities more efficiently. Implement automated follow-up reminders and detailed reporting to streamline lead management and improve sales forecasting.

Improve Data Analytics:

Invest in advanced data analytics tools to better analyze sales trends, customer behavior, and market performance. This will help the team make data-driven decisions and optimize sales strategies to meet customer demands more effectively.

Sales Training and Skill Development:

Provide regular training sessions on advanced sales techniques, negotiation skills, and product knowledge. Ensure the team is up-to-date with the latest industry trends, helping them address customer pain points and close deals more efficiently.

4.2 Key understanding

The key understanding of improving Sales and Sales Operations at Vini Cosmetics involves:
Leveraging Technology: Maximizing the use of CRM systems and data analytics tools to streamline processes, track sales performance, and make data-driven decisions.
Skill Enhancement: Regular training for the sales team to ensure they are equipped with the latest sales techniques, product knowledge, and industry trends.

Collaboration Across Departments: Encouraging close collaboration between sales, marketing, and operations teams to ensure alignment on strategies and smooth execution of campaigns and customer service.

Customer-Centric Approach: Collecting and utilizing customer feedback to enhance products, services, and customer relationships, improving satisfaction and retention.

4.3 Conclusion

In conclusion, Vini Cosmetics can significantly enhance its Sales and Sales Operations by embracing technological advancements, optimizing internal processes, and fostering a customer-centric approach. By fully utilizing CRM systems, leveraging data analytics, and investing in regular training for the sales team, the company can improve efficiency and decision-making. Strengthening collaboration between departments, implementing automation to reduce manual tasks, and exploring niche markets can further drive growth and profitability. Additionally, continuously gathering customer feedback and refining strategies based on insights will ensure that Vini Cosmetics stays competitive and meets the evolving demands of the market

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Appendix

Appendix : Sales Products