

Marketing Internship at the BLC ENGINEER:  
An Internship Experience

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

Marketing Internship at the BLC ENGINEER:  
An Internship Experience

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**Submission Date: 09/03/2026**

## Letter of Transmittal

4 March 2026

Ahmed Imran Kabir

Assistant Professor

School of Business and Economics

United International University

Subject: Submission of Internship Report

Dear Sir

It is my pleasure to submit the internship report titled “Marketing at the BLC ENGINEER ‘An Internship Experience’”. This report is one of the final steps towards the completion of my BBA degree from the United International University. The report highlights the actual experiences and knowledge I acquired by working in the marketing department of BLC ENGINEER.

During the internship, I acquired a lot of real-world experiences. The report highlights the actual scenario of B2B marketing in the light engineer and industrial machinery industry. The report is based on my academic experiences as well as the internship experiences with great support from both of you.

Please let me know if anything in the report needs to be updated or changed. Thank you for your guidance and support during my internship.

Sincerely,

Md Jalal Uddin Shah

ID: 111 201 029

## Certification of Similarity Index

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## **Declaration of the student**

As the author of the project report "Marketing Internship Experience at BLC Engineer", I, Md Jalal Uddin Shah, accept my personal accountability. All the information used in this project report has been collected and analyzed before using it in the study. All the information used in this study is true and relevant. All the information used in this study is included with appropriate consent and authorization. Moreover, information used from any other websites or authors is not directly used or shared without giving credit to the original author.

## Corporate Evidence



### CERTIFICATE OF INTERNSHIP

THIS CERTIFICATE IS PRESENTED TO

*Md Jalal Uddin Shah*

has successfully completed an intership at **BLC ENGINEER**

This certificate is proudly presented in recognition of the successful completion of a Marketing Internship at BLC Engineer. From September 10 to December 10, 2025, He showed great dedication and a real eagerness to learn. He jumped right in and was a huge help with my marketing projects and daily tasks.

*M.N. Rayhan*  
Manager

*M. N. Rayhan*  
CEO

## **Acknowledgement**

First and foremost, I am thankful to Almighty Allah for providing me with the strength and endurance to complete my BBA and this internship report on time. I am highly thankful to my academic supervisor, Ahmed Imran Kabir, Assistant Professor, School of Business and Economics, United International University. I would like to thank the University for providing me with this internship opportunity, where I got a great opportunity to apply all that I learned in class to the real corporate world. I'm really thankful that I got the opportunity to do my internship in BLC Engineer. I would like to thank my on-site supervisor, Mohammad Naib Rayhan, for providing me with clear directions on my daily tasks. Despite their busy schedule, they provided me with a lot of knowledge on how B2B marketing takes place in the real world and provided me with all the necessary information that I needed to complete this internship report. The skills that I gained from this internship will definitely prove to be useful in my future career. I would like to thank my family and friends for providing me with the support I needed to complete this whole learning process.

## Executive Summary

The following report is from my internship experience that I completed during my three-month Marketing Intern position at BLC Engineer. BLC Engineer company primarily specializes in light engineering and metal cutting activities as well as supplying heavy industrial machinery to different institutions and offering technical services to the industrial sector. BLC Engineer company is a supplier to heavy industrial machinery from brands like Haas and Wheeler and achieve their targets by offering dedicated 24/7 support to their clients.

During my internship I aimed to gain real marketing experience by observing the daily happenings in a B2B marketing team. In the field, I used to accompany my manager in a number of strategic visits to local light engineering workshops across Posta, Lalbagh, Islambagh and other locations. He would carry the product literature and, on these occasions, he would demonstrate the sales pitch of the heavy machinery to the factory owners. In the office I had to look after the number of corporate clients that would visit the office. I would introduce myself, give them the product catalog for heavy machinery while they would have to wait for the manager to see them formally.

From an administrative perspective, I acquired a range of programming skills on the computer by preparing official B2B sales papers. Once the price had been agreed with the customer by my manager, my part was to input the agreed price into a clean, properly formatted and well laid out Word or Excel sales document.

In general, I believe that I was able to link the theoretical knowledge that I learned in the university to the working life. I came to realize that the business world is very different to what I learned and that business-to-business sales can be a very time and effort consuming process as customer service is also equally important as the product itself.

## Acronyms

BLC – Bright Lite Corporation.

B2B – Business to Business

BDT – Bangladeshi Taka

CNC – Computer Numerical Control

CTG – Chittagong (Port)

LC – Letter of Credit

RPM – Revolutions Per Minute

USD – United States Dollar

VMC – Vertical Machining Center

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## CHAPTER1- Introduction

### 1.1 Background of the internship

A Brief Report on Internship Experience at BLC Engineer This report is based on my three months internship experience at BLC Engineer, which was a compulsory internship for completing my BBA degree from United International University. BLC Engineer is a Bangladeshi B2B company specialized in light engineering and metal cutting industry dealing on heavy industrial machineries, welding items and lab equipment. They mainly deal on export basis. For my internship I was assigned to work with the Marketing department of the company. But due to my unfamiliarity with the professional world, the top management of the company allowed me to observe the work of Sales department also as I had no prior experience in the field of marketing.

I started this internship with no prior work experience and no knowledge of how a working environment would look. My main goal for this internship was to get some experience in my future career field in a safe environment. The main goal of this internship for me was to gain knowledge of the work environment by assisting and observing marketing and office staff and to get some idea of the responsibilities involved in the work of a B2B company in order to get some experience in my future career field in a safe environment. For the first three months of my internship, I have gained knowledge of the working environment of a B2B company by simply observing the work of the marketing and office staff. Now I can finally relate some of the business theories I have learned at the university to the actions and working methods in a real business environment. I have gained a good understanding of the basics of promoting heavy industrial machinery to potential customers such as factories. I have gained a very real understanding of the basics of how a corporate business works from the ground up.

### 1.2 Overview of BLC Engineer

BLC Engineer (operates as BLC International (BD) Ltd) is a B2B company based in Bangladesh and supply heavy industrial machinery and provide a wide range of technical services. They assist various local factory owners in the light engineering and metal

cutting industry by helping them modernize their production lines with the supply of heavy industrial machinery sourced from overseas and made by renowned companies such as Haas Automation and Wheeler Machinery. This was my initial exposure to the operations of a B2B company and I realized that BLC Engineer functions efficiently due to the existence of specialized departments that carry out a variety of different tasks that facilitate the B2B sales and import process. These departments are:

**Marketing Department:** Where I worked in the Market Study Department, as well as generating new leads for the company, and in the promotion of industrial machines to Factory owners.

**Sales and Client Relationship Department** The Sales and Client Relationship Department is involved in all direct communication with the clients. They deal with finalization of multi-million Taka contracts. They prepare formal B2B sales quotations and involve themselves in negotiation of commercial terms of an import order.

**Our activities in Commercial and Documentation Unit are as under:** Calculation of Exchange Rate of USD to BDT and required paper works for the effective calculation. Preparing and sending LCs for arrival of Machines at Chittagong Port.

**Our 24/7 After-Sales and Technical Support Team:** Is a highly specialized team that is involved in machine installation, troubleshooting on the factory floor, and also preventive maintenance. One of the most interesting things I've learned as an intern is how all the different parts of the business feed into a greater corporate machinery. This marketing campaign started with the marketing team trying to grab the clients attention and eventually handing it over to the sales team for negotiations in an attempt to gain the clients' business. The sales team would then refer all their work to the technical team for the installation of all the new heavy machinery. The installation and successful running of the equipment would have to occur while ensuring the quoted sum was accurate for the company's needs, all while abiding by the complex and ever-changing rules and regulations regarding the import of heavy machinery, and while ensuring a long term and reliable relationship was formed with the clients.

### 1.3 Objectives of the Internship

A month ago, I, as an undergraduate student, joined for the first time, a real company as an intern in the marketing department! My main purpose for the first few weeks would be to be a tabula rasa (blank slate) and gain as much knowledge and information possible about the work and practices of a marketing department in the corporate world. Being inexperienced, it is vital for me to have an understanding of the basic and main functions of work in the marketing team and relating it to my knowledge and theories from university. Moreover, I would also like to learn the sales part and understand the relation and connection between the marketing and sales teams. Gain knowledge and understand about how companies use marketing as a method to gain revenue and how our marketing efforts have a connection with that.

These past three months have flown by quickly. Throughout my internship at BLC Engineer, I made it my goal to achieve a few core skills that would give me a solid foundation in the tech industry as well as personally.

**Marketing Internship Experience:** One of my main goals coming into the internship was to get out of the classroom and get a feel for what the everyday life of a B2B marketing team looks like. Rather than doing the bulk of the real work, I asked to shadow my manager to see how leads are generated and to observe the process in which the sales team converts those leads into paying customers.

**Basic Skill Development:** The following are the basic skills I developed in my training: Communication: Everything was new to me, so I focused on my basic professional communication skills by observing how senior staff members communicate with factory owners. I wanted to develop my patience and gain some basic office skills. Like typing, formatting standard B2B sales documents, and realizing the physical exertion involved in accompanying my team lead on field visits to factories.

In the following text you will find some of the goals I aimed to accomplish within this practical orientation report and how they relate to my internship at BLC Engineer:

**Documenting Basic B2B Marketing:** The following assignment was to find out if I could assess and describe the marketing and sales efforts that were made by the marketing

and sales teams to a factory owner in relation to selling heavy equipment such as a Haas and Wheeler model.

**Highlighting Corporate Communication:** As I do wonder when I really started to learn how to handle clients, I think the very first step was dealing with office visitors by learning how to greet them. Another aspect of learning this skill was when I started sharing our technical machine catalogs with the clients.

**Evaluating Administrative Learning:** Here I demonstrate how I applied my basic computer skills acquired from the university to assist the team in preparing formal documents such as Business-to-Business sales quotation in Microsoft Word.

Looking back to my learning journey for personal growth the simple challenges I encountered when I first joined Duta Cement (like not knowing the technical names of the machines) and how my manager helped me get over them.

## 1.4 Limitations of the Report

When writing this report, I had some really good lessons to learn, but also ran into quite a bit of trouble. Being a student, no matter which university, is usually associated with no or hardly any professional work experience. When I realized the amount of (internal) information needed to be able to fully comprehend and summaries a subject the degree to which knowledge is limited due to absence of applicable experience becomes apparent. Below you can find a list of challenges faced during this internship.

**Limited Access to Inside Organizational Data:** Dealing with heavy industrial machines involves huge business transactions. Since I was just a novice intern and had no connection to any business deals within the organization, I had no access to the inside information of the business's financial data, profits, or business strategies. I had to restrict my report to just the basic information that was made available to me.

**Dependence on Secondary Information:** Sources Since I was a new trainee, I did not have access to the internal digital databases. I was heavily dependent on secondary

information sources. I had to rely on the printed “Sales Proposal for CNC Machines” catalogs.

**Complex Nature of the Heavy Machinery Industry:** The light engineering/metal cutting industry is a complex field. Being a business student, the complex technical specifications of the Haas and Wheeler machines were difficult for me to comprehend initially.

**Head of the Office:** After making the most out of the few weeks, I had a pretty limited interaction with the My schedule consisted mostly of joining factory visits with my direct manager or just typing some basic documents, and I did not really have any meeting with the top directors of the Office and the opportunity to ask them some questions about the overall perspective on the company.

## 1.5 Conclusion

Brief background about BLC Engineer BLC Engineer is one of the most dedicated B2B heavy industrial machineries suppliers for many local factories here in Bangladesh. They aim to serve in bringing modern technology and innovations in the manufacturing units of these local factories here in Bangladesh. They do offer machines from brands such as Haas and Wheeler and offer an unparalleled level of technical support 24/7 to their corporate clients. This chapter aimed to introduce a brief background of BLC Engineer in relation with the rest part of this report. It will be further elaborated in the coming chapters and with various learning experiences throughout this internship where I the intern was introduced to various basic office works and more fun tasks such as visiting different factories along with the MD to meet the factory owners.

## CHAPTER: 2 - Company Overview

### 2.1 Company Profile

The Full Legal Name of Company is BLC International (BD) Ltd, but we have started local operation with name BLC ENGINEER.

**Field of activity/business:** Light engineering and metal cutting industry; B2B supplier of heavy industrial machinery and technical solutions provider

**Foundation and History of the Company:** BLC ENGINEER was incorporated on 23rd December 2001 from Chittagong and its head office was shifted to Dhaka in 2002. The Company “BLC ENGINEER” was established in 2003 and the Company has already graduated to become a 100% local Bangladeshi entity by the year 2010.

#### **Vision, Mission, and Values:**

Our Mission is: To become the leading Machine Tool supplier & Solution Provider in the metal cutting Industry of Bangladesh and to carry forward the development of light Engineering Industry by introducing high technology in the sector.

Mission and Vision of the Company “To lead the way to take Light Engineering sector of Bangladesh to an international level by using technology for Entrepreneurship and to serve the stakeholders with sincerity and loyalty.

Organizational structure Our company started with a very small group of people. Today our numbers have significantly increased to 42 employees. We have marketing, sales, and a highly specialized and focused 24/7 after sales technical support team.

**We are dealing with the following products and services:** Industrial Machinery Welding and Cutting Solution Educational Lab Equipment Smart Lab Our supplementary products are: MIG Welding Equipment TIG Welding Equipment Special machinery for Refinery Factories & Offshore Projects Our 24/7 after sales support services include: Troubleshooting Preventive Maintenance Problem-Based Solutions like Arc Starting Issues solution Our products are provided by international renowned brands like: Haas US Wheeler CHMER TopWell MMC TSi Power AWE

**Some of the key achievements and milestones of BLC Engineer's:** The company has increased its manpower and added many national clients in its portfolio. In addition, the company successfully set up and started two sister concerns, namely BLC Tool Room and Engineering Works and Pharmapack Engineering.

## 2.2 Department Overview

**Description of the specific department or team:** While working in the organization during my internship period, I was assigned to work in a specific department in the organization. My department was strictly in the Marketing Department. However, in order to gain a complete understanding of how business is conducted in the industrial machine business in BLC Engineer, I was assigned tasks in the Sales Department as well.

Its role within the overall company structure: The role of the Marketing Department is to act as a bridge between BLC Engineer's heavy machine solutions and manufacturing companies in light engineering. It is responsible for creating interest in the market for BLC Engineer's products and generating new corporate customers. However, when a customer is generated, a different department in the organization is responsible for handling all negotiations for contracts. Both departments work in close collaboration with each other to ensure that the promotion of products is done accurately in relation to their capabilities in relation to imported machines.

**Key Functions and Responsibilities:** The key functions that I observed and helped in, in my marketing and cross-departmental sales activities, are as follows:

**B2B Promotion & Digital Presence (Marketing):** The key responsibility in this area is to promote the company's industrial machinery and technical capabilities to potential B2B clients via the company website and other B2B networking sites.

**Market Research & Competitor Analysis (Marketing):** The key responsibility in this area is to continuously monitor the local market in the light engineering industry and track competitors' prices, analyze changes in market trends, and look for new corporate business opportunities.

Client Outreach & Relationship Management (Sales): The key responsibility in this area is to directly connect with corporate clients and assess their manufacturing requirements, which often requires physically visiting the client's factory premises.

Sales Documentation & Quotation (Sales): The key responsibility in this area is to generate sales from marketing leads by preparing highly detailed and technical price quotations, processing import deeds, and making advance payments.

## 2.3 Political, Legal, and Regulatory Factors

Since I was a beginner intern, I was not really working at an advanced level of law or politics. While carrying out my mundane desk work, I discovered that even basic and mundane items such as heavy machinery are governed by a set of basic laws enforced by the government, and also by a set of global laws. When my manager would give me the final numbers, I had to draft B2B sales quotations for the customer in MS Word or Excel. When I would put together the information and format it into the quotation it would always have to have the clause “VAT/Tax: As per Government Rules” at the bottom of the page in order to ensure that we gave the correct price to the customer before it could be sent to the factory.

Another important factor we need to consider while dealing with heavy machineries and large equipment's is the high volume of customs related paper works, as BLC Engineer actually purchases many heavy machineries like – HAAS of USA origin through Chittagong Sea port in USA. Although I did not perform the whole lengthy paperwork, I learned from the others in BLC how the custom formalities and issues affect our overall operations. That was also the reason that my supervisors instructed me to put “Delivery Time: 60-90 Days” and “Payment Terms: 50% Advance” in every Quotation for corporate clients.

## Figure 1 Company LOGO



## Figure 2 Machine Catalog Used During Field Visits

BLC Engineering

---

**Sales Proposal for CNC Machines**

---

**Date:** [Insert Date]  
**To:** [Client Name / Company]  
**From:** BLC Engineering, Sales & Marketing Department  
**Contact:** [Phone / Email]

---

**1. Introduction**  
Dear [Client Name],

We are pleased to present this proposal for the supply of 10 CNC machines to support your production requirements. BLC Engineering specializes in providing high-quality industrial machines that are reliable, precise, and suitable for diverse manufacturing applications.

---

**2. Proposal Summary**

| Sl.                    | Machine Model     | Image                                                                               | Specifications                                   | Quantity | Unit Price (BDT) | Total Price (BDT)     |
|------------------------|-------------------|-------------------------------------------------------------------------------------|--------------------------------------------------|----------|------------------|-----------------------|
| 1                      | Hass CNC VMC-500  |  | X: 500mm, Y: 400mm, Z: 400mm, Spindle 8000 RPM   | 2        | 1,200,000        | 2,400,000             |
| 2                      | Wheeler CNC 650   |  | X: 550mm, Y: 450mm, Z: 500mm, Spindle 10000 RPM  | 1        | 1,500,000        | 1,500,000             |
| 3                      | Hass CNC VMC-750  |  | X: 750mm, Y: 500mm, Z: 500mm, Spindle 10000 RPM  | 2        | 1,800,000        | 3,600,000             |
| 4                      | Wheeler CNC 800   |  | X: 800mm, Y: 600mm, Z: 500mm, Spindle 12000 RPM  | 1        | 2,000,000        | 2,000,000             |
| 5                      | Hass CNC VMC-1000 |  | X: 1000mm, Y: 600mm, Z: 600mm, Spindle 12000 RPM | 1        | 2,500,000        | 2,500,000             |
| 6                      | Wheeler CNC 1000  |  | X: 1000mm, Y: 700mm, Z: 550mm, Spindle 12000 RPM | 1        | 2,800,000        | 2,800,000             |
| 7                      | Hass CNC Mini     |  | X: 300mm, Y: 250mm, Z: 650mm, Spindle 3000 RPM   | 2        | 700,000          | 1,400,000             |
| <b>Total Units: 10</b> |                   |                                                                                     |                                                  |          |                  | <b>16,200,000 BDT</b> |

\*Note: Prices are negotiable for bulk purchases. Taxes and shipping costs may apply separately.

---

**3. Machine Features**

- High precision with minimal tolerance
- User-friendly control panels
- Energy-efficient motors and spindles
- Durable construction for long-term use
- After-sales support and maintenance available

---

**4. Delivery & Warranty**

- **Delivery Time:** 4-6 weeks after order confirmation
- **Warranty:** 12 months on all machines, including parts & labor
- **Installation & Training:** On-site support provided
- **Additional requirements** will be negotiated separately

**5. Terms & Conditions**

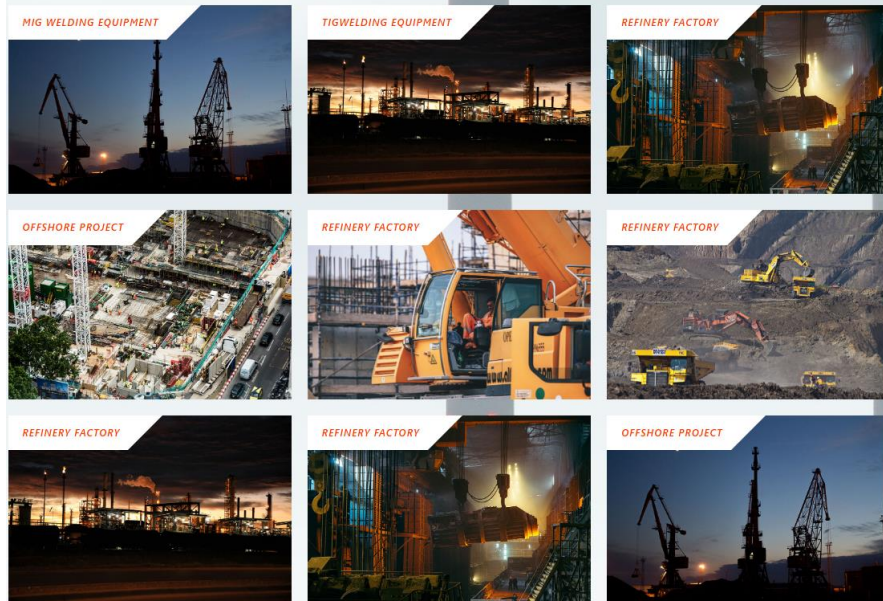
**BLC Engineering** - Sales & Marketing Department  
Phone: [Insert Number]  
Email: [Insert Email]  
Website: [Insert Website]

---

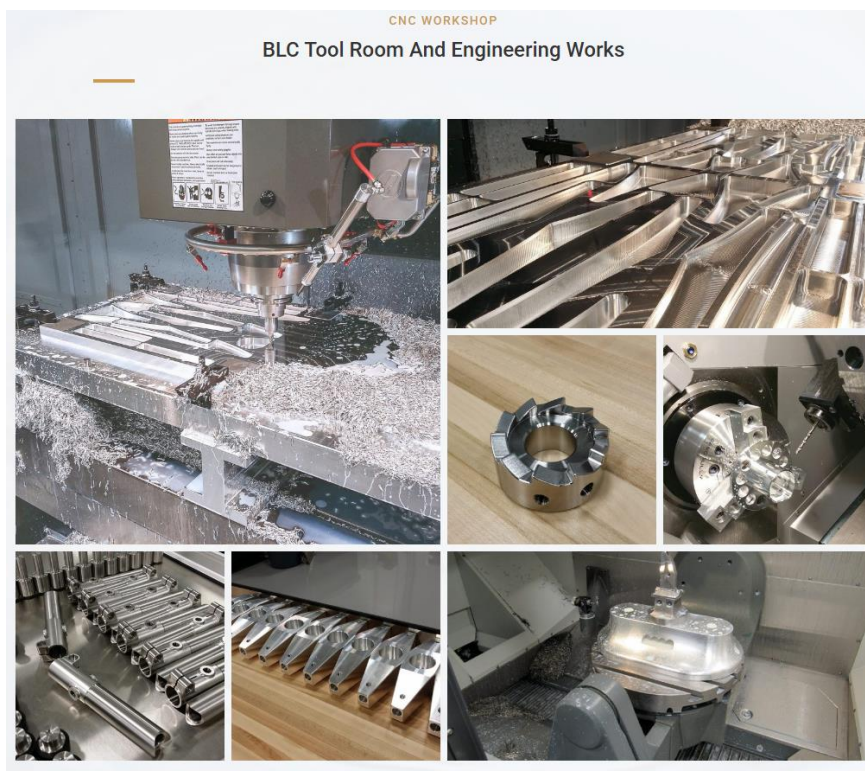
We look forward to building a strong business relationship and supporting your production needs with our high-quality CNC machines.

## Figure 3 Our Supplemental Products

Our Supplemental  
**Products**



## Figure 4 CNC work Shop



## 2.4 Industry Rivalry

The number of factory visits with my supervisor in Posta, Lalbagh and Islambagh took me right into the heart of Bangladesh's Business-to-Business (B2B) light engineering industry which appears to be very competitive. Our efforts to get a booking order for a Multi Million Taka value of heavy industrial machinery was met with thorough market analysis of the products, prices quoted by other international, regional and local competitors.

I would stand right next to our Department Head and hold up our machine catalogs for factory management. It would take him many visits, many long discussions, and so much patience to even get a chance to quote our Haas and Wheeler machines and hope to have a chance at winning a purchase order. The BLC Engineer would generally succeed in keeping the business away from the competitor due to the nature of the similar looking machines from the various suppliers, and that BLC Engineer provided the most reliable 24/7 technical support. Factory management would often comment that they loved to hear from our Engineer on a regular basis, and that they felt safe in the event of a machine failure because our team would be there to troubleshoot and prevent such failures as often as possible.

## 2.5 Technological Factors

I have been accompanying my Manager in the field visits to various engineering workshops across the country. Our previous stops were Posta and Lalbagh. Majority of the workshops are using outdated, traditional machines which we have been explaining and illustrating to the factory owners by showing the benefits of modern machinery like our Haas CNC Milling Machines, in this case, VF-2 or VF-4. Although I'm a business graduate, not an engineer, from flipping through our catalog, I was able to easily get the idea that replacing outdated machinery with modern CNC machinery, which is computer controlled and automated, significantly improves the productivity and the quality of the products manufactured by the factory.

**Table 1: Definitions of Key Terms**

| <b>Key Term</b>                         | <b>Definition</b>                                                                                                                                                |
|-----------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>B2B (Business-to-Business)</b>       | A commercial model where a company sells products or services directly to other businesses (like factories) rather than to individual everyday consumers.        |
| <b>CNC (Computer Numerical Control)</b> | The automated control of industrial machining tools by means of a computer, allowing for highly precise metal manufacturing.                                     |
| <b>Spindle RPM</b>                      | Stands for Revolutions Per Minute; it is a technical measurement indicating how fast the cutting tool of a milling machine rotates.                              |
| <b>Sales Quotation</b>                  | A formal commercial document prepared for a potential corporate client, detailing the exact price, delivery time, and payment conditions for a machine.          |
| <b>After-Sales Support</b>              | The critical technical services provided to a customer after a machine has been purchased, including 24/7 troubleshooting, installation, and preventive repairs. |
| <b>Light Engineering</b>                | A local manufacturing sector in Bangladesh that involves creating metal products, molds, and machinery parts using industrial equipment.                         |
| <b>VMC (Vertical Machining Center)</b>  | A highly advanced type of CNC milling machine (like the Haas VF series) where the cutting tool is vertically oriented.                                           |

## CHAPTER: 3 - Internship Experience & Job Description

### 3.1 Internship Position

**Title of work completed as part of the program:** I worked as a Marketing Intern. My role was to translate marketing theories into the real life of work involved in promoting heavy duty industrial products in a very competitive Business to Business marketing segment.

**Length of Internship:** My internship was 3 months long and started September 10, 2025 and ended on December 10, 2025. It was long enough for me to see an entire sales cycle through as well as participate in several different field projects.

My Reporting Line As already mentioned in previous section, I was directly reporting to Marketing Manager, Mohammad Naib Rayhan of BLC Engineer. As my primary tasks involved communicating with corporate clients and conducting field marketing & B2B activities, it was also necessary to report few key activities to the senior sales executives to ensure sales generation from all the promotional works we carried out therefore I was reporting some of my activities to the sales executives.

### 3.2 Responsibilities and Tasks

My internship involved a mix of day-to-day relationships, documentation and project-based field marketing. As a Marketing Intern at BDC, I worked under Marketing Manager Mohammad Naib Rayhan, and focused on marketing the various industrial products we offer.

#### **Daily and Weekly Responsibilities:**

Key activities involved communicating product specifications to potential customer base and also promoting after sales support to BLC Engineer's established customer base. Carried out study of local light engineering workshops (at Posta, Lalbagh and Islambagh)

with the objective of identifying factories requiring modernization of metal-cutting machinery.

Assisted the Sales and Installation department by maintaining the information flow within the organization to keep an eye on the on-going shipment of HAAS machines that are arriving from USA through Chittagong Port.

**Project-Based Responsibilities (Field Marketing & Consultations):**

Used to accompany my manager to strategic field visits to local engineering companies about 2 to 3 times a month to accompany and support him in his sales pitches of our heavy machinery to the factory owners. Notable visits:

**Project-Based Responsibilities (Field Marketing & Sales):**

Used to accompany my manager on 2 to 3 strategic field visits a month to local engineering companies in order to help in closing the B2B sales. We managed to sell heavy machinery to some major corporate clients:

**Maa Engineering (Posta):** have just bought and taken delivery of a few numbers of Haas VF-2 and VF-3 machines.

**Sahira Engineering (Satroja):** Achieved Sale of following Machine tools: - Haas VF-2, VF-4, VF-5 & Wheeler Lathe ST-20 (4-axis)

**Multi-Modern Technology (Islambagh):** Sale of Haas VF-1 and VF-2 milling machines closed.

**Zabal e Noor Engineering (Posta, Lalbagh):** The sale & procurement of the Haas VF-3 & VF-5 models has been completed.

**Carepake Engineering (Jurain, Jatrabari):** has brought in the brand-new Haas VF-4 & VF-3SSYT machines to further enhance their manufacturing capabilities.

Involved in several high profile corporate level investigations and offered solution proposals to the management of the ACI in relation to manufacturing plastic bottles, demonstrated the HAAS VF-5 to the technical team from Walton who were looking for a suitable machine for their purpose, and recommended the HAAS VF-1 to the BUET for manufacturing small fans.

### Specific Administrative Tasks:

Created and formatted B2B sales quotes for complicated technological products and sent to major corporate clients. Example: Quotation No: BLC/QTN/12/11/2025

Exchange rate has been calculated for the Machinery/Equipment quoted, 1 USD = 120 BDT and grand total comes out to be 7,596,000 BDT. Also standard commercial terms and conditions as per our knowledge and information at this point of time have been mentioned here in, such as 50% advance payment.

PLEASE SEE THE COMPLETE DOCUMENT FORMED AFTER THE PROCESSING HERE IN THE FOLLOWING SECTION

#### **BLC Engineering** **SALES QUOTATION**

Quotation No: BLC/QTN/2026/03/02  
Date: 12 November 2025  
Exchange Rate: 1 USD = 120 BDT

| SL | Product                    | Brand             | Model | Origin | Qty | Unit USD | Total USD | Unit BDT  | Total BDT |
|----|----------------------------|-------------------|-------|--------|-----|----------|-----------|-----------|-----------|
| 1  | CNC Milling Machine        | Haas Automation   | VF-2  | USA    | 1   | 49,500   | 49,500    | 5,940,000 | 5,940,000 |
| 2  | Conventional Lathe Machine | Wheeler Machinery | 1640E | USA    | 1   | 13,800   | 13,800    | 1,656,000 | 1,656,000 |

Grand Total (USD): 63,300  
Grand Total (BDT): 7,596,000

#### **Commercial Terms & Conditions:**

1. Delivery Time: 60-90 Days
2. Payment Terms: 50% Advance, 50% Before Shipment
3. Warranty: 01 Year Service Warranty
4. Installation & Operator Training: Included
5. Quotation Validity: 15 Days
6. VAT/Tax: As per Government Rules

Authorized Signature  
BLC Engineering

### **Software, Tools, and Equipment Used:**

Equipment Promoted: I gained a thorough knowledge of the technical aspects of HAAS Automation CNC Milling Machines (VF series: VF-1 through VF-5, and VF-3SSYT) and Wheeler Machinery Conventional Lathe Machines (Model 1640E and ST-20).

Software & Tools Microsoft Excel/Google Sheets Microsoft Word Additionally to primary duties, as a Service Representative the staff member had a good understanding of standard office software including the use of Microsoft Excel/Google Sheets for calculations of currency exchange rates and to track the number of operational leads, and had the ability to create an official B2B commercial proposal in Word.

### **3.3 Key Projects/Assignments**

In this section, I will discuss the basic daily tasks and activities I was involved in during the internship. As a beginner, I had the responsibility of assisting the team leader and manager in their respective tasks rather than directly getting involved in professional business deals.

#### **Project 1: Assisting with Market Visits and Client Meetings**

**Role and Contributions:** My manager would often travel to the areas of the local factories (like Posta, Satroja, and Islambagh) for the purpose of negotiations with the clients. My contribution in this regard was to accompany the manager, carry the product documents, and simply observe the events. I was not involved in the business deal in any way. I would simply stand by and hand over the documents whenever the manager requested me to do so.

**Objectives and Outcomes:** The objective of the event was to observe the reality of B2B marketing in the field. I was successful in observing the events and even getting to see the manager secure deals for clients like Maa Engineering (Haas VF-2 and VF-3) and Carepake Engineering (Haas VF-4 and VF-3SSYT).

## **Project 2:**

### **Providing Basic Machine Details to Office Visitors**

**Objectives and Outcomes:** The objectives were to learn the basic customer service skills and the basic details of the products. I was successful in helping the company achieve this objective by keeping the customer engaged and answering their basic questions until the manager took over the real negotiations.

## **Project 3:**

### **Typing Up Sales Quotations**

**Role and Contributions:** The manager would inform me of the basic numbers once the price was agreed upon with the customer. My role was to carefully type the numbers in a neat and formatted Microsoft Word or Excel document.

**Objectives and Outcomes:** The objective was to learn the basic format of formal business documents.

## **CHAPTER: 4 - Learning and Development**

### **4.1 Skills Acquired/Enhanced**

During my three-month internship with BLC Engineer, I learned many useful skills through mere observation and careful assistance to my manager with day-to-day activities. Coming from a university background with no prior experience in the corporate world, my aim was not to learn how to make major business decisions, but to learn the fundamental skills needed to survive in the real world. I learned technical and soft skills during my internship with the company.

**Technical Skills:**

Software Proficiency: My proficiency in computer software, especially in typing and formatting documents, has been significantly improved. Since the nature of my internship required me to type up actual, official quotations for B2B sales, I had to use the software, especially MS Word and MS Excel. Unlike other students, who would simply use the computer lab at the university to familiarize themselves with the software, my internship required me to use the software for actual work. For example, I had to use the software to calculate actual, correct exchange rates for the business, especially for the exchange rate from USD to BDT, which is usually in the multi-million taka mark. Moreover, I had to use the software to format the strict commercial payment rules without any errors.

Industry Knowledge: Prior to my internship, I had absolutely no idea what heavy machinery was, especially in the light engineering industry. However, after the internship, I gained knowledge regarding the actual meaning of the technical catalogs. By regularly reading the "Sales Proposal for CNC Machines" catalog, which was provided by BLC Engineer, I gradually gained knowledge regarding the actual differences between a Haas CNC Milling machine and a Wheeler lathe.

Soft Skills:

**Observation and Teamwork:**

I learned the practical importance of being a dependable and good team player. While on my routine business visits with my manager to local manufacturing areas like Islambagh or Posta, I soon realized the importance of being highly organized as a novice. My only job was to keep the physical machine catalogs ready and to very attentively observe my manager's intense business negotiations with the factory owners. This would enable me to hand over the appropriate papers and catalogs to my manager at the most appropriate time to assist him with the sales process. By being attentive, I would be able to provide my manager with the required documents at the most appropriate time.

## 4.2 Application of Theoretical Knowledge

As a student, my first experience in a professional environment was as an intern at BLC Engineer. In the office, I learned how to apply some of the theory I studied at the university in practice.

**Basic Communication:** We had a clear idea about how we should introduce ourselves in university. I practised this skill during our field visit to BUET when several clients came to our office and at the time of introducing ourselves to them while offering them our machine catalogs.

**Basic Computer Skills:** I was given training in the use of Microsoft Office in school. The manager needed to have some data which was incomplete and required that I do the sales quotations in Word and Excel by making it look presentable.

## 4.3 Challenges Faced and Solutions

When I first joined the company as an intern for BLC Engineer, I had absolutely no experience working for a corporation whatsoever. So, it was completely natural that I encountered a few of the usual roadblocks that most first-timers do. Everything was so new to me, from the busy corporation environment to the heavy machinery industry as a whole. So, naturally, I encountered a few problems to start off with. These were very easy to solve by keeping a learning attitude.

### **Challenge 1:** Understanding Complex Machine Names

The first challenge that I encountered while working for the corporation was due to the fact that I had no idea about the technical aspects of the heavy machinery industry or the difference between the extremely advanced Haas CNC machines and the conventional Wheeler machines. As a BBA student, I had no idea about the names of the parts of the machines. To start with, the names were extremely confusing for me to listen to, for example, trying to understand what exactly "Spindle RPM" means when the seniors were talking about it.

Solution: To overcome this challenge, I had to look up these words in our physical company catalogs in order to clearly comprehend what these technical words were referring to when they were used in a professional explanation. During my free time while seated at my desk, I read the "Sales Proposal for CNC Machines" catalogs, enabling me to easily memorize these basic machine names.

### **Challenge 2: Nervousness During Client Communication**

Another challenge I faced in this internship experience was my own nervousness during communication with clients. As this was my very first experience communicating directly with big, experienced factory owners, I felt extremely nervous during the first few field visits we went on to busy manufacturing sites like Posta and Islambagh.

## **4.4 Key Learnings and Takeaways**

Reflecting back on the last three months of my internship at BLC Engineer, I must say it's a totally new experience for me. As I mentioned earlier, I have no corporate background; I think these have been the most different and busiest days I have ever experienced as a student. Nevertheless, getting out of the university and into a corporation gave me some very simple, yet highly valuable, lessons about how the real business world actually functions in a business-to-business scenario. Some of my key takeaways are:

**Selling Takes Time:** I realized very quickly that selling a big piece of heavy industrial equipment, such as any of our Haas or Wheeler machines, is actually a big challenge. I used to think sales are done in a relatively quick manner, but after attending a few on-site meetings with my manager to meet different owners of various factories recently, I realized it's a very slow process indeed. It actually takes a tremendous number of meetings and interactions from sales people to finally convince a client to buy a piece of such a big ticket size.

**Service is Important:** On one of our field visits, the factory owner directly told me that while many companies can sell machines, what is important is who will repair the

equipment when the time comes. Thus, I have learned that BLC Engineer's true success in the marketplace is largely due to our excellent 24/7 after-sales technical service support to our valued customers. The customer made it clear to me that the importance of having a technical support service is as important as the product itself.

**Office Culture:** Having spent time in the BLC Engineer office every day has helped me to learn exactly what a real corporate environment is like. Besides the marketing work itself, I have learned the basic rules of being a professional. I have learned how to be strictly punctual every morning, how to communicate and work in a respectable way with the busy team members, and how to properly assist my manager in various daily administrative work, for example, typing up the sales quotations in MS Word.

## CHAPTER: 5 - Analysis and Recommendations

### 5.1 Critical Reflection

Looking back at my internship, I think it was a solid, realistic intro to the corporate B2B world.

**What worked well:** Going out in the field with my manager really helped me. It pushed me past my shyness and taught me how to greet corporate clients politely. Also, typing actual commercial sales quotations gave me hands-on practice with MS Office, which boosted my confidence a lot.

**What I could have done better:** I should have prepared more for the technical side. At first, I struggled with basic engineering terms like "Spindle RPM" and couldn't tell the difference between a Haas VF-2 and VF-4. That slowed me down when handing out catalogs.

**What the company could improve:** The company expects interns to learn by watching, which is fine, but as a business student with no engineering background, the first few weeks were confusing. It would help if they gave non-engineering interns a simple explanation of the machines on day one.

## 5.2 Recommendations

Based on what I saw, here are some practical suggestions for the company, future interns, and the university:

**For BLC Engineer:** Make a simple one-page cheat sheet listing machine names and what they do. Giving this to new marketing or business interns on day one would help them understand catalogs faster and avoid bothering busy managers.

**For Future Interns:** Always carry a notebook and the company catalog. Managers are busy during field visits, so don't interrupt. Just listen, watch how they talk to factory owners, and double-check your typing when formatting price quotations with big numbers.

# CHAPTER: 6 - CONCLUSIONS AND KEY FACTS

## 6.1 Recommendations

On the basis of my simple observations as a beginner intern at BLC Engineer, I have a few realistic recommendations for the company, for future students, and for my university program:

**Recommendations for the Company:** As the company deals with very technical heavy machines, it can be very confusing for a new BBA intern who doesn't come from an engineering background. I would recommend that the company create a simple cheat sheet for the new interns on their first day at the company. If the cheat sheet explains the simple difference between a Haas CNC Milling machine and a Wheeler lathe machine, or what the term "Spindle RPM" means, it would help the business students understand the product catalogs much faster without interrupting the busy managers with their simple questions.

**Recommendations for Future Interns:** My best advice to future university interns would be to always be patient and observant. When you go to the field with your manager to

visit local factories, you should not attempt to interrupt the business negotiation process. Just carry the catalogs with you and observe how the seniors talk to the factory owners. Moreover, when you are given desk work to do, always double-check your typing. When typing up a multi-million Taka sales quotation, making a wrong number can create problems, so careful typing in MS Word and Excel is required.

## 6.2 Key Understanding

My experience working with the marketing department during my three months was very enlightening with regard to how the real B2B industrial market functions in Bangladesh:

**B2B Sales Take Immense Patience:** Before my internship experience with my current organization, I had no idea how long it takes to sell a product to a client. When I went to the field with my manager to places like Posta, Lalbagh, and Islambagh, I clearly understood that selling heavy machinery takes a long time. It takes a lot of meetings and immense patience to finally convince a factory owner to buy a Haas or a Wheeler.

**The True Value of After-Sales Service:** I understood that in the light engineering industry, the actual machine is only half the business. Factory owners always remain worried about what would happen if the machine stops working and production has to stop. I realized that BLC Engineer is extremely successful because they offer a dedicated team to provide 24/7 technical support to their clients. Good customer service and repair work are what make the clients trust the company.

**The Importance of Office Accuracy:** One of the most important things that I realized was the importance of basic commercial desk work. For example, the realization that the actual writing of the strict commercial terms such as the "50% Advance" rule, the "60-90 Days" delivery time, etc., is just as important as the actual field marketing.

## 6.3 Conclusion

My internship was for 3 months as a Marketing Intern at BLC Engineer. So, this was really my first internship in University life and my first experience in the Business-to-Business (B2B) industrial machinery sector, which was really exciting. I worked under the supervision of my manager for promoting heavy industrial machinery, in particular, our flagship products, which include Haas and Wheeler machines, to factory owners in and around Dhaka. Apart from the fieldwork, I assisted the team with other desk work and paper works. A lot of my time was invested in typing sales quotations in Microsoft Word, which needed to be highly professional and required a lot of concentration. I had the opportunity to attend many factory visits of manufacturing companies in and around Dhaka, and assist the clients who visited our office to explain our product by showing them our machine catalog. Thus, I had the opportunity to experience from the very beginning to end of the B2B sales process of industrial machinery in this internship. Throughout my internship at BLC Engineer, I was able to accomplish and learn a lot more than what I had expected and planned, which was truly satisfying. I had expected to gain hands-on experience in learning about the practical aspects of business communication and get an idea of how a corporate marketing department works in an organization. I was really able to achieve that. I had an opportunity to experience and learn by exposure to greeting and dealing with corporate clients, as well as understanding and learning the product catalog of complex and technical industrial machines. And, I was able to apply the Business Studies knowledge that I have learned in the University in my internship. In short, I had a fantastic internship experience both in terms of developing my skills and knowledge required for my professional growth and my personal development. I really developed my skills for the use of MS Office for commercial documents and gained a basic knowledge about the light engineering sector of Bangladesh. Moreover, I learnt a lot from my manager's behavior by observing how with great patience, efforts and determination, they were able to make sales in the B2B sector. I also came to know that how a proper customer care and after sales service is essential for the sustenance of a company. So, all-in-all, I had a wonderful internship and I feel more confident and ready to enter into the corporate world and to build my career.

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