

Marketing Strategy of **City Art Press**



Sangida Alam

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

Marketing Strategy of City Art Press

Submitted to:

Dr. Mimmun Sultana

Assistant Professor

School of Business and Economics,
United International University

Submitted by:

Sangida Alam

ID: 111 191 008

Major: Supply Chain Management

Registration Trimester: Spring 2025



School of Business and Economics
United International University

Date of submission: 28 October 2025

Letter of Transmittal

Date: 28 October 2025

Dr.Mimnun Sultana

Assistant Professor

School of Business & Economics, United International University

Subject: Submission of Internship Report on “Marketing Strategy of City Art Press.”

Dear Ma’am,

I am delighted to present my internship report, which is entitled “Marketing Strategy of City Art Press”. This report was done as a partial fulfillment of the Bachelor of Business Administration program of United International University.

During my internship at City Art Press, I had the opportunity to work closely with the marketing department and gain valuable practical knowledge about real-world marketing practices. This report reflects the insights and experiences I have gathered, along with an analytical overview of the company’s marketing strategies and their effectiveness in today’s competitive printing and packaging industry. I have made every effort to present the information accurately and sincerely to the best of my ability.

I would like to express my heartfelt gratitude to you for your guidance and support throughout the preparation of this report. I sincerely hope that this report will meet your expectations and serve its intended purpose.

Sincerely yours,

Sangida Alam

111 191 008

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Declaration of the student

I, Sangida Alam, a student of the School of Business and Economics (SoBE) at United International University (UIU), hereby declare that the internship report titled “Marketing Strategy of City Art Press” is an original work by me in partial fulfillment of the requirements for the Bachelor of Business Administration (BBA) program.

This report is based on the practical knowledge and experience that I have gained during my internship in the Marketing Department at City Art Press. I do declare that the information in this report comes from my own observations, work, and analysis. All sources of information have been properly cited and credited.

I also said that this report has not been sent in before, in whole or in part, to get any degree or diploma from any school. I have followed my supervisor's rules to the letter and in a way that is equitable and truthful to write this report.

Sangida Alam

ID: 111 191 008

BBA, School of Business and Economics (SOBE)

United International University (UIU)

Corporate Evidence

CITY ART PRESS

July 25, 2025

TO WHOM IT MAY CONCERN

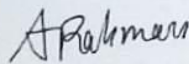
This is to certify that Sangida Alam, a student from United International University, BBA Program, Major in Supply Chain Management, Student ID: 111 191 008, has completed her internship Program under the marketing department of City Art Press, starting from August 01, 2025, to October 31, 2025.

Sangida Alam was considered to be a responsible, hardworking, and enthusiastic learner who effectively contributed to her given task. Her interactions with coworkers and communication abilities were much valued.

We hope this Program has provided practical knowledge to Sangida Alam, which will help her build a career in the related field.

We wish her every success in life.

Regards,



Anim Rahman

Assistant Manager

E-mail: cityartpress@gmail.com

Acknowledgment

First of all, I would like to thank the Almighty Allah for giving me the strength, patience, and perseverance to complete my internship and this report.

I would like to thank **Dr.Mimnun Sultana, Assistant Professor**, SoBE, United International University, for guiding me and continuously supporting me to create this internship report. Her supervision has played a vital role in creating this report in a structured way.

I am very grateful to City Art Press for giving me the chance to work as an intern in the marketing department. And the entire marketing team for their help and willingness to share what they know, which has helped me learn more about marketing.

Last but not least, I want to thank my family and friends for being there for me and encouraging me throughout this whole journey.

This internship has taught me a lot, and I really appreciate everyone who helped make it meaningful and successful.

Executive Summary

This internship report presents a detailed look at the marketing strategy of City Art Press, a printing and packaging company in Dhaka that has been in business since 1984 and works with businesses, schools, the government, and nonprofits. The study connects academic frameworks to real-world situations in market segmentation, value-based pricing, multichannel distribution, and content-led promotion based on a three-month placement in the Marketing Department.

The methodology integrated primary evidence, including supervised involvement in daily marketing operations, client communications, social campaigns, and market research, with secondary sources such as brochures, competitor analyses, and assessments of the firm's digital presence. Some of the most important tasks were helping with strategy design, managing social media activities, getting campaign assets ready, and helping with client relationship tasks

The results show that City Art Press's main service lines are B2B collateral, corporate stationery and gifts, education printing, government and nonprofit materials, event printing, and custom gifts. They also show that City Art Press focuses on quality by using advanced machinery and materials. Digital enablement, which includes an online ordering platform with customization, real-time pricing, and order tracking that works with social media, helps with reach and conversion. A SWOT analysis shows that the company has strong points in its reputation, technology, range of services, and experienced staff. It also has weak points in brand visibility and limited resources. There are opportunities for e-commerce growth, service diversification, and partnerships. There are also threats from strong competition, fast changes in technology, and macroeconomic instability. Some of the most well-known accounts are Agrani Bank, United Group, Red Crescent, Well Being, United Health Care, and 10 Minute School.

The report says that City Art Press's marketing strategy is good and fits with the company's goals. It also says that there is room to speed up brand building, improve digital commerce, and streamline processes. The internship improved skills in client relations, market research, running campaigns, and making decisions based on data.

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CHAPTER 1: INTRODUCTION

1.1: Background of the Study

City Art Press is a well-known and respected printing and packaging company in Bangladesh. The company has always promised to offer high-quality printing services, such as commercial offset printing, custom packaging, and promotional items. City Art Press has been in the business for a long time and has a good reputation for being reliable, doing good work, and delivering on time. The company works with a wide range of clients, such as businesses, schools, government agencies, advertising firms, and private individuals. City Art Press uses cutting-edge equipment and digital printing methods to make sure that all of its work is accurate and of the highest quality. The company's main goal is to make its customers happy, which it does by always looking for ways to improve. A competent workforce works with clients to learn about their unique demands and provide custom printing solutions that fit with their marketing and branding goals. City Art Press stands out in the crowded printing market because it values innovation, low costs, and protecting the environment. Because of this, the company has gained the trust of its customers and is becoming more well-known as a trustworthy name in Bangladesh's printing and packaging industry. The organization keeps its focus on originality, quality control, and doing business in a fair way. The internship at City Art Press taught me a lot about how the printing and packaging business works, especially when it comes to marketing. It showed how important strategic marketing is for staying ahead of the competition in a crowded market. The company does a great job of combining creativity with what customers want to make branding and advertising materials that work. The internship taught me how important it is to communicate clearly, manage deadlines, and do market research to develop great connections with clients. It also showed how a well-planned marketing strategy can help a firm develop by reaching the right people, making the brand more visible, and keeping the quality of service high. The internship has given me a better grasp of how marketing works in the real world and has greatly improved my professional skills in a

commercial setting. This version doesn't use first- or second-person pronouns and has a more official and objective tone, which is what you want in an academic paper.

1.2 Objectives of the Study

The main goal of this study is to learn about marketing in a real-world setting by doing an internship at City Art Press, a well-known printing and packaging company in Bangladesh. This internship was part of my academic requirement and was meant to help me connect what people can do in the real world.

Specific objectives:

- ❖ To learn how to pick a supplier, talk to them, and evaluate the quality of their goods. To see how well City Art Press's marketing strategies helped it accomplish its business goals.
- ❖ To comprehend how to talk to individuals, collaborate, manage your time, and solve problems like professionals.
- ❖ To look at how to determine a vendor, talk to them about their business, and check the product.
- ❖ To analyze the efficiency of marketing methods employed by City Art Press in attaining its business objectives.
- ❖ To learn to retain customers and maintain long-term connections with them.

1.3 Methodology

This report is based on the internship experience at City Art Press, where the intern worked in the marketing department. The methodology outlines the approach taken to gather, analyze, and interpret information to understand the company's operations, particularly in the context of marketing strategies.

Primary Data:

- ❖ **Supervision Under the marketing manager:** Continuous learning under the close supervision of the procurement manager, who give guidance, feedback and tasks related to vendor coordination, ERP implementation, and procurement strategy.
- ❖ **Direct Observation:** Closely monitoring the daily operations and activities within the marketing department at City Art Press. This approach allowed for the firsthand understanding of the marketing strategies, customer interactions, and campaign execution processes
- ❖ **Conversations and meetings:** communicating in the marketing team, with clients, and with other departments helped me grasp the decision-making process and how people work together better.
- ❖ **On-site assessment:** The on-site experience gave an extensive overview of the company's actual work space, which helped me understand how marketing fits in with production and what clients want.
- ❖ **Job Responsibility:** Assisting with organizing and carrying out marketing strategies, making promotional materials, and conducting market research to find the information that potential clients could require.

Secondary Data:

- ❖ City Art Press uses innovative technologies like Computer-to-Screen printing to improve quality and efficiency, keeping up with changes in the industry to stay ahead of the competition.

- ❖ Reviewed printed and digital brochures that showcased the company's products and services
- ❖ City Art Press uses platforms like Facebook to promote its services, share updates, and engage with customers, broadening its reach and improving client interactions.
- ❖ Collected brochures, websites, and online content from competing printing and packaging companies in Bangladesh.
- ❖ Compared service offerings, pricing, design quality, and branding strategies, and studied market forecasts and digital transformation trends in printing and packaging.

1.4: Scope of the Report:

The main focus of this internship report is focused primarily on the marketing strategy of **City Art Press**, which includes things like brochures, books, printing, and custom packaging. The report talks about the most important marketing tasks executed by the intern, including:

- Utilization of Digital Platforms for Marketing.
- Adoption of Technological Advancements in Printing.
- Client Relationship Management.
- Impact of digital Platforms.
- Assessment of Market Research Methodologies.

The main point of this report is to look at the marketing department, although a lot that is witnessed at City Art Press is how the company as a whole does business. This involves the use of advanced printing technologies in all departments, the cooperation of marketing, sales, and production teams to suit customer needs, and the use of efficient project management systems to speed up workflow. Also, all types of services, such as commercial printing, bespoke packaging, and promotional items, have the same quality control and customer satisfaction measures. The company's focus on innovation and continual

development goes beyond marketing and affects how it provides high-quality services in all of its business areas. The marketing department's focus on originality, cost-effectiveness, and sustainability is also in line with the company's overall goals.

1.5 Internship Experience

Internship Designation:

Trainee Intern, Marketing Department,
City Art Press

Roles and Designation:

As a marketing intern, my key responsibilities included the following

- ❖ **Marketing Strategy Development:** Assisted in creating and implementing comprehensive marketing strategies to increase brand visibility and drive growth. Helped design and put into action full marketing plans to get the word out about the brand and help it expand.
- ❖ **Managing Social Media Marketing:** Managed social media campaigns on sites like Facebook, Instagram, making sure that people were always interacting with the content.
- ❖ **Analysis of the Market:** Research on the market to find out about industry trends, keep an eye on competitors, and find new ways to improve marketing.
- ❖ **Support and Communication with Clients:** Maintained clear communication, understood client needs, and provided customized marketing solutions to help with client interactions.

This immersion experience greatly enhanced my technical skills in marketing strategy, communication, coordination, and procurement analysis. genuine business situations that helped me in both school and work.

1.6 Limitations of the Report

During the internship, there were a lot of problems, despite honest efforts to create a comprehensive understanding of that process:

- ❖ **Old and useless inventory system:** The Department of Cultural Affairs uses old, dispersed databases to keep track of the City Art Collection. This lack of a modern, centralized system makes it hard to keep track of and manage artworks.
- ❖ **No regular checks of inventory and condition:** There isn't a standard way to monitor inventory or look at the condition of artworks. Because to this mistake, 18% of the collection has been reported missing, with some pieces stolen, and 25% of the artworks are damaged or in bad shape.
- ❖ **Not having up-to-date appraisal information:** About half of the collection doesn't have up-to-date appraisal information. Most of the evaluations were done 16 to 18 years ago, and several pieces haven't been rated in more than 40 years. This old information makes it hard to make smart choices about conservation and insurance.
- ❖ **Not enough supervision of borrowed art:** There is no set program to keep an eye on the condition and proper exhibition of artworks that are given to other groups. Without this kind of control, there is a greater chance that artworks will be damaged or not handled appropriately while they are on loan.
- ❖ **Limited Access and Openness for the Public:** There is no online catalog or map for the City Art Collection, which makes it harder for the public to see and understand what art the city owns. This makes it harder

for people to get involved and learn about the city's cultural riches. The report says that to fix these problems, a full inventory system should be made, a modern collection management system should be put in place, an online catalog should be made, rules for deaccessioning should be made, and public access to the collection should be improved. These steps are meant to make the City Art Collection easier to care for and access, so that future generations can appreciate it.

CHAPTER 2: COMPANY AND INDUSTRY PROFILE

2.1 Overview of the company

City Art Press is a well-known printing and publishing company based in Dhaka, Bangladesh. They are noted for their dedication to producing high-quality printed items. Over the years, the company has created a good name by using cutting-edge technology, skilled craftsmanship, and a strong commitment to making customers happy. City Art Press has become a leader in the printing sector by serving both local and international clients. It offers a variety of B2B marketing solutions and has a devoted customer base. City Art Press has some of the most advanced machines, including the Deming Machine, which is noted for being very efficient at printing. The Deming machine is known for being fast and accurate, which helps the company fulfill tight deadlines while still producing high-quality prints. The company's fleet of sophisticated printers makes sure that all works, big or small, are done to the greatest standards. The machines can print on a variety of paper stocks, including high-end, premium-grade materials, to meet the needs of different clients. City Art Press uses a lot of different types of paper to make sure that the printed products not only appear professional but also last a long time. The company gets high-quality paper from reliable vendors to make sure that the prints are of the highest quality, have bright colors, and last a long time. City Art Press's staff is very good at choosing the proper paper for the work, which makes sure that the client's needs are met perfectly. City Art Press uses a lot of different kinds of paper to make sure that the printed items look good and last a long time. The company gets high-quality paper from reliable vendors to make sure that the prints are of the highest quality, have bright colors, and last a long time. City Art Press's staff is very good at choosing the proper paper for the work, which makes sure that the client's needs are met perfectly.

2.2. History of the Company

City Art Press is a well-known and respected printing and packaging company in Bangladesh. It was founded in 1984 and is based in Dhaka. It is a big part of Bangladesh's printing business. The industry has around 7,000 companies, and they send \$10 billion worth of goods to other countries every year. It is located at 169, Fakirerepool, Motijheel, Dhaka-1000. The goal of City Art Press was to provide high-quality printing services in Bangladesh. A group of forward-thinking businesspeople started the company to meet the expanding printing demands of businesses and organizations in the area by offering reliable and affordable solutions. City Art Press earned a reputation for accuracy and attention to detail from the very beginning, starting with small print runs and progressively taking on bigger, more complicated projects. People rapidly noticed the company's dedication to quality, and it began to attract a wide spectrum of clients, including businesses, schools, and charities.

City Art Press bought the Deming Machine and other high-tech equipment to improve its printing skills as the demand for printing services expanded. This investment was a big deal for the company since it let them make high-quality print materials faster and with more accuracy. City Art Press was able to offer more than just simple printing thanks to this new technology. They now offer personalized services, including calendars, ID cards, certificates, posters, and notepads. The business also started to focus on printing for big businesses, making itself the go-to partner for companies that needed a lot of high-quality print materials. City Art Press has always put a lot of importance on creating long-term, trusting relationships with its clientele. Some of the company's first consumers returned for more, which helped the company grow by building a loyal customer base. They have collaborated with well-known groups, including United Group, Agrani Bank, Red Crescent, Well Being, United Health Care, and 10 Minute School over the years.

2.3: Mission, Vision, and Core Values

Mission:

Our goal at City Art Press is to provide the best printing services that fulfill the demands of businesses, schools, and other groups. We promise to do a great job, come up with new ideas, and make sure our customers are happy. We always deliver trustworthy and efficient solutions for every print job. Our goal is to make sure that every product we make, whether it's a certificate, notepad, poster, or calendar, helps our clients' brands stand out and fits their specific needs. We want to keep growing by keeping up with changes in the business, investing in new technology, and building long-term connections with our clients.

Vision:

We want to be the best printing firm in Bangladesh, known for our dedication to quality, originality, and solutions that put the customer first. We want to grow our business both locally and internationally so that we may become the go-to partner for businesses and organizations that need high-quality printing services. City Art Press wants to change the printing industry and raise the bar for quality in every product we offer by embracing new ideas, sustainability, and the latest technology.

Core Values:

- ❖ **Excellence in Quality:** We are committed to providing the best quality in every print job. We make sure that every product shows our dedication to quality, from the materials we choose to the final print.
- ❖ **Satisfaction of Customers:** Everything we do is for our clients. To develop long-term, trusted relationships, we focus on getting to know our customers' needs, giving them unique solutions, and providing great customer service.
- ❖ **Innovation:** We welcome new technologies and keep buying better printing equipment to improve our skills, speed up our work, and stay ahead of the curve in our field.

- ❖ **Integrity:** Being honest, open, and following the rules of business are very important to us. We always act responsibly when we work with clients, suppliers, and staff.
- ❖ **Dependability:** City Art Press commits to fulfilling deadlines, keeping commitments, and making sure that every product is made with care and accuracy. We promise our clients that we will always deliver the same high level of quality.
- ❖ **Sustainability:** We try to have as little of an impact on the environment as possible by utilizing materials that are good for the environment, cutting down on waste, and making our printing processes more energy-efficient.

2.4: Business Segment

City Art Press has various important business areas in the printing industry, each one designed to fulfill the different needs of its customers. The company's main goal is to provide high-quality, custom printing solutions to a wide range of industries, making sure that each product meets the specific needs of its customers. City Art Press is a big player in the Business-to-Business (B2B) industry, where it offers a wide range of specialized printing services to businesses. This part of the business makes a lot of money for the corporation. It serves enterprises in many fields, such as banking, healthcare, education, and non-profits. Here is a list of the main business areas that keep City Art Press running:

Main Services:

- ❖ **Marketing Collateral:** Custom-printed brochures, flyers, banners, posters, and promotional pieces designed to assist firms in efficiently selling their products and services. Business stationery includes printed items, including letterheads, notepads, envelopes, business cards, and company forms that help with branding and communication.

- ❖ **Corporate Gifts & Giveaways:** Customized things like calendars, pens, notebooks, and certificates with the company's name on them that are used for gifts and promotions. City Art Press maintains long-term collaborations with well-known companies because they are committed to reliability and quality. This means that their print materials are always made exactly to their specifications, on schedule, and with precision.
- ❖ **Schools and colleges and academic printing:** City Art Press works with schools, colleges, universities, and other educational institutions to provide them with specialized printing services. The organization is known for making high-quality academic resources that are utilized in schools and other educational settings to help with learning and administration.
- ❖ **Key offerings:** Custom-made certificates, diplomas, and other educational credentials that are printed with an eye toward security and aesthetics.
- ❖ **Textbooks and Course Materials:** We publish educational books, study guides, and course materials in high quality so they are easy to read and last a long time.
- ❖ **ID Cards for Students and Staff:** Printing safe, personalized student and staff ID cards that fit the school's branding and security standards.

City Art Press also prints for government and nonprofit groups, helping them reach out to the public, promote their causes, and get more involved in their communities.

- ❖ **Key Offerings:** Official Documents & Forms, Printing of important government papers, legal forms, and application forms utilized in public administration and services.

- ❖ **Promotional Campaigns & Awareness Materials:** Making posters, flyers, pamphlets, and banners for campaigns that want to teach people about or raise awareness for different issues.
- ❖ **Printed materials including **brochures**, donation forms, and event tickets** that nonprofits use to raise money are called "fundraising materials."

City Art Press has helped many important government and social programs by providing them with high-quality print solutions for outreach and advocacy. They work with both the government and the charity sector.

- ❖ **Event Printing:** Personalized invitations, tickets, programs, and banners for weddings, parties, conferences, and other special events.
- ❖ **Customized Gifts:** You can print bespoke calendars, notebooks, posters, and other items to give as gifts or utilize as branded stuff for small businesses.
- ❖ **Corporate Branding:** Small businesses can improve their branding and marketing with custom stationery and promotional items.

City Art Press works in a number of different business areas, each of which focuses on providing high-quality printing services that satisfy the specific demands of its clients. City Art Press makes sure that every print work is done with accuracy, dependability, and great service for everyone, from businesses and schools to the government and the people. The company has been a leader in the printing industry in Bangladesh since it can service a wide range of sectors and has invested in cutting-edge technology and machines like the Deming machine. City Art Press is dedicated to making sure its customers are happy, and it keeps coming up with new and personalized printing solutions that match the needs of its clients as they change.

Digital platform

City Art Press has embraced digital technology to improve its services, make its operations more efficient, and make it easier for clients to get in touch with them. The company has been able to reach more customers and make its business procedures more effective by adding a digital platform. Here is a brief explanation of how City Art Press's digital platform works and how it helps both the company and its customers.

City Art Press has made an easy-to-use online ordering system so that their B2B and B2C clients may order different printing products from anywhere, at any time. Clients can simply change their orders on this site, whether they need certificates, posters, notepads, calendars, or ID cards.

- ❖ **Important Features:** Customers can look through a wide choice of products and choose the ones they want to have printed.
- ❖ **Customization Tools:** Users can upload logos, designs, and photos to the site for their custom printing needs. Customers can choose the size, color, material, and other details they want for a custom printing solution.
- ❖ **Real-Time Pricing:** Customers may get rapid price quotes based on the paper type, design complexity, and quantity they want. This makes the ordering process clear and quick.
- ❖ **Order Tracking:** The software keeps clients up to current on the status of their orders in real time, so they always know how their printing projects are going.

This digital ordering platform makes printing easier, which saves time and cuts down on the need for meetings or paperwork. To get more people to see its brand and interact with its audience directly, City Art Press has now linked its

digital platform to social media. The company uses sites like Facebook, Instagram, and LinkedIn to advertise its products, services, and new deals. This brings more people to its website and gets customers to interact with it more.

2.6 SWOT Analysis

A SWOT analysis of showing the insights into the internal capabilities and external market dynamics of city art press, Starting with

Strengths:

- ❖ **Established Reputation:** City Art Press has a good name in the printing field, especially for reproducing art, and they do a great job for artists, galleries, and businesses.
- ❖ **Advanced Technology:** The company uses the latest printing technology to make sure that colors are reproduced accurately and outputs are high quality.
- ❖ **Comprehensive services:** City Art Press offers a wide range of services to meet the demands of different clients, such as fine art printing, digital printing, and offset printing.
- ❖ **Experienced Team:** The organization has a team of experienced specialists who add a lot of knowledge to each project, which improves service quality and customer happiness.

Weakness:

- ❖ **Limited Brand Recognition:** City Art Press's market reach may be impacted by its low brand visibility in comparison to leading competitors.
- ❖ **Dependency on Niche Market:** The company's capacity to expand its clientele may be hampered by its exclusive focus on printing services related to art.

- ❖ **Resource Limitations:** Due to its specialized nature, City Art Press may find it difficult to expand its business or make large capital investments in new technologies.

Opportunities:

- ❖ **Expanding Digital Presence:** Improving your internet marketing and e-commerce skills could help you reach more people and make more sales.
- ❖ **Diversifying Services:** Adding new items or services, such as eco-friendly printing alternatives or personalized goods, could bring in more money.
- ❖ **Partnership and Collaborations:** Working together with artists, galleries, and schools could lead to partnerships that benefit both parties and more commercial opportunities.

Threats:

- ❖ **Intense Competition:** The printing sector is very competitive, with many companies offering identical services. This might lead to price wars and lower profit margins.
- ❖ **Technological Advancements:** Changes in printing technology happen quickly, which could mean that companies have to keep spending money to be up to date, which could be hard on their budgets.
- ❖ **Changes in the economy:** Changes in the economy, including a recession or changes in how people spend their money, could affect the demand for printing services associated with art.

2.7: Organizational Structure

The way that art initiatives in Bangladesh, the establishment and operation of art projects, such as City Art Press BD, are frequently informal and dispersed. This is

a result of the nation's highly collaborative printing, dynamic art, and public art sectors.

Key departments

- ❖ Management & Administration
- ❖ Production & Operations
- ❖ Design & Creative Services
- ❖ Sales & Marketing
- ❖ Finance & Accounts
- ❖ Human Resource
- ❖ Customer Service
- ❖ Supply Chain & Logistics

CHAPTER 3: Marketing Strategy of City Art Press

3.1 Introduction to Marketing Strategy of City Art Press

This chapter turns what we've learned into a clear plan for how City Art Press will compete, grow, and stay relevant in the art and culture print market, where speed, trust, and quality are most important. Our goal is simple: to be the first choice for creators and institutions that care about craft, color accuracy, and thoughtful design support when they need production help. To do that, we'll strengthen our position in the areas where we already fit well, slowly move into related niches, and increase lifetime value by offering more services and building long-term relationships.

We focus on four groups: artists and galleries, cultural nonprofits, small publishers, and design studios. We market City Art Press by emphasizing its high-quality archival work, collaborative prepress, and open project management. The marketing mix follows this promise. Our product is a set of service bundles that go from consultative prepress to full service. Pricing is based on value and includes everything clearly, so clients know exactly what they are getting. We get to the market through a mix of direct sales, referral partners, and certain marketplaces. Portfolio storytelling, real-life case studies, thought leadership, and targeted search and social media are all important parts of promotion. Internally, we make the experience better by responding quickly, making the proofing steps clear, and using the same brand cues on samples and proofs. We will keep the plan accountable by keeping an eye on the quality of the pipeline, the win rate by segment, the average value of orders, the on-time delivery, the customer satisfaction, the content-assisted revenue, and each subsequent purchase. Quarterly assessments and test-and-learn cycles link marketing choices to feedback from production. We also get ready for risks like seasonal spikes in capacity, changes in the cost of paper and ink, and platform dependence by hedging with vendors, reserving capacity, and changing offers.

The rest of this chapter goes into more detail regarding each part and gives a 12-month plan with budgets, objectives, and an owner.

Marketing framework

Audience Segmentation and Market Research

- **Demographic Analysis:** Identify important groups of people, like students, professionals, expatriates, and art lovers. Surveys show that students from schools like North South University and AIUB like English-language newspapers like The Daily Star. This information may assist with content and distribution strategies.
- **Cultural Preferences:** To make content that is appealing to local audiences, you need to know about regional art forms, language preferences (Bengali vs. English), and distinctions in culture.
- **Digital Behavior:** To improve your digital marketing efforts, look at how people interact with your website, which social media sites they use most, and how they like to consume content.

Positioning of the brand and value proposition

- **Cultural Authenticity:** Focus on maintaining and encouraging Bangladeshi art, literature, and heritage through real stories.
- **Community Engagement:** Make the brand a place where people can get engaged, work together, and talk about arts and culture.
- **Educational Value:** Talk about how the project will teach and inspire people about the wide range of Bangladeshi arts and literature.

Plan for the content

- **Multimedia Storytelling:** Use a variety of articles, podcasts, videos, and social media posts to tell interesting stories about artists, cultural events, and books.
- **Collaborations with Cultural Institutions:** Work with groups like the Samdani Art Foundation, which puts on the Dhaka Art Summit, to show unique content and give people a look behind the scenes Wikipedia.
- **User-Generated Content:** Encourage people in the community to share their stories, reviews, and art to make them feel like they are part of something and have a stake in it.
- **Marketing and distribution online:** Use social media sites like Facebook, Instagram, and YouTube, which are very popular in Bangladesh, to share content and talk to your audience.
- **SEO and Content Marketing:** Make your content more search engine-friendly so that it shows up more in search results and brings in more organic traffic to your digital platforms.
- **Email Newsletters:** Create a newsletter that people can sign up for to get curated content, updates on events, and special deals.

Working together and forming partnerships

- **Cultural Festivals and Events:** Work with events like the Dhaka Art Summit and Hill Film Festival to put on activities, workshops, or exhibitions together.

- **Schools:** Work with colleges and art schools to set up talks, exhibits, and programs that get students involved.
- **Corporate Sponsorships:** Get in touch with both small and large businesses in your area to get sponsorships. These can help your brand look more trustworthy and give you money.

Ways to Promote

- **Launch Events:** Hold events in important cities like Dhaka, Chattogram, and Sylhet to get people talking and get the media's attention.
- **Collaborations with Influencers:** Work with local artists and influencers to reach more people and gain the trust of the community.
- **Discounts and Giveaways:** Give people a reason to follow you by offering limited-time discounts on subscriptions or merchandise and holding giveaways.

Checking and Evaluating

- **Analytics Tools:** Use tools like Google Analytics and social media insights to keep an eye on how your audience behaves, how well your content is doing, and how well your campaign is working.
- **Feedback Mechanisms:** Use surveys, comment sections, and direct communication channels to get feedback from your audience and make your products and services better all the time.
- **Performance Metrics:** To evaluate success, set clear KPIs like the number of people who visit your website, the number of people who interact with you on social media, the number of people who sign up for your newsletter, and the number of people who attend your events.

Strategic Marketing Objectives

The Marketing department operates with strategic goals that align with City Art Press broader business vision:

- **Brand Awareness & Recognition:** Use both digital and traditional media to make City Arts & Press more visible and establish it as the top place for Bangladeshi arts and culture. Attend local and national art festivals and events to build brand presence.
- **Growing and widening the audience:** Reach a wide range of people with personalized content and digital engagement. Work with art communities and cultural institutions to reach more people around the world.
- **Getting Involved in the Community:** Create a community around arts and culture by using social media and interactive platforms. Get people to make their own content and take part in events, exhibitions, and discussions.
- **Increasing Revenue and Long-Term Financial Stability:** Create different ways to make money, like subscriptions, art sales, and sponsorships, to keep the business going and help it grow. Work with businesses and cultural groups to get money and help with events.
- **Innovation and Digital Transformation:** Improve your online presence by making it easy for people to access content and interact with the community through a website and mobile apps. Try out new formats like digital storytelling and virtual reality for exhibitions.
- **Advocacy and Impact on Culture:** Support the protection and promotion of Bangladeshi arts in public policy and cultural conversation. Work with NGOs, museums, and other institutions to make arts and culture more important to the country as a whole.
- **Growth in the region and around the world:** Get more involved in regional and international art markets by taking part in global exhibitions and collaborations. Reach a wider audience by offering content in both Bengali and English.

- **Advanced Technology:** The company uses the latest printing technology to make sure that colors are reproduced accurately and outputs are of high quality. City Art Press offers a wide range of services to meet the needs of diverse clients, including fine art, digital, and offset printing.
- **Client Relationships & Repeat Business:** City Art Press has a loyal customer base, with new Client Acquisition. While City Art Press continues to enjoy strong relationships with its existing clients, it also actively reaches out to new buyers through targeted marketing campaigns, direct sales calls, and networking events. They are continuously expanding their market presence by reaching out to organizations in various sectors that require printing services.

Key Clients

City Art Press is proud to work with prominent clients from a wide range of industries, including healthcare, education, banking, and charitable organizations. Some of the company's prestigious clients include:

- **Agrani Bank:** One of the leading commercial banks in Bangladesh, Agrani Bank relies on City Art Press for printing its official documents, forms, and marketing collateral.
- **United Group:** A major conglomerate in Bangladesh, United Group has been a longstanding client, utilizing City Art Press's printing services for their business communications and marketing materials.
- **Red Crescent:** The humanitarian organization has been a partner with City Art Press for the printing of their informational brochures, flyers, and fundraising materials.
- **Well Being:** A health and wellness company, Well Being has partnered with City Art Press for the production of marketing materials, brochures, and health-related guides.

- **United Health Care:** Another major player in the healthcare sector, United Health Care works with City Art Press for printing their patient care brochures and informational documents.
- **10 Minute School:** A leading educational platform in Bangladesh, 10 Minute School collaborates with City Art Press for printing their educational materials, guides, and promotional content.

Client Relations and Evaluation

At City Arts & Press, our success depends on how well we get along with our clients. We know that having strong, positive relationships with our clients, whether they are individual artists, cultural institutions, or corporate sponsors, is important for encouraging creativity, making sure things last, and driving long-term growth. Understanding what clients want, building trust, and offering great value through personalized services that support the arts and cultural heritage of Bangladesh are the cornerstones of our approach to client relations.

- **Offering Customized Solutions:** City Arts & Press provides custom services that are tailored to the needs of each client. We give individual artists places to show their work, publish their writing, and show off their work online to reach more people. We plan curated events and work with cultural groups and institutions to make content that fits with their mission. On the other hand, corporate clients can get their brands seen by sponsoring events and working on creative projects together. We make plans that have measurable effects and lead to good results by learning about each client's specific goals.
- **Keep talking and giving feedback:** We do more than just provide services to our clients. We at City Arts & Press value client feedback

- and believe in staying in touch with them all the time. We regularly ask our clients for feedback through surveys, informal check-ins, and performance reviews. This feedback loop helps us figure out how happy our clients are, where we can do better, and how to make our products and services even better. It also makes sure that our clients know they are being heard and respected, and that their changing needs are met right away.
- **Openness and responsibility:** Being open and honest with our clients is a big part of keeping their trust. We at City Arts & Press think that everyone should be able to talk about project deadlines, budget allocations, and what they expect to happen. We make sure that all agreements are clear and that clients are always aware of any changes or problems that may come up. This level of responsibility helps us keep long-term relationships based on trust and respect.
 - **Checking on the success of the client:** At City Arts & Press, our success depends on our clients' success. We use different measures to see how our work affects people, like how well art shows do, how engaged the audience is, how much media coverage we get, and how happy our clients are with our work. For example, after putting on an art event or publishing a feature, we look at how many people came, how good the feedback was, and how far the media reached. This evaluation, based on data, helps us improve the services we offer and make our plans better. We also talk to our clients after an event to get their thoughts on what went well and where we could improve our services. These evaluations are helpful for both making future projects better and building trust and a good relationship with our clients.
 - **Keeping and building long-term relationships:** Keeping clients is very important to City Arts & Press. We make a strong base for repeat business and referrals by focusing on long-term relationships instead of short-term ones. By always going above and beyond what our clients expect and getting great results, we want to be their first choice for all of their arts and cultural needs. Our client retention rate shows that our clients value the work we do, which shows that we are committed to long-term success.

CHAPTER IV: Findings and Comparative Analysis of the Marketing Process

4.1 Introduction

This chapter examines the main results of the internship in the Marketing Department of City Art Press and compares City Art Press's marketing process to those of other printing and packaging companies. The analysis concentrates on six dimensions: brand positioning and strategy; channels and communications; audience segmentation and targeting; client relationship management; and operational challenges that impact marketing effectiveness. Evidence is derived from daily observations, campaign involvement encompassing social media asset preparation and scheduling, client interactions such as briefings, proofing, and after-sales follow-up, and regular coordination with internal teams and vendors, for instance, designers, paper suppliers, and finishing partners.

Brand Positioning and Marketing Strategy

Positioning: For businesses that need consistent, large-run commercial printing and custom packaging, City Art Press is a quality-driven, on-time partner. The brand promise stresses

- (i) Reliable delivery on time-sensitive jobs.
 - (ii) color accuracy and consistent printing backed by modern equipment and trained workers.
 - (iii) Collaborative prepress support to cut down on mistakes and rework.
- City Art Press stands out in a market where prices are very competitive because it guarantees results (on time and in full), shows that it knows how to do its job, clear proofing and approvals, and offers a wide range of services from B2B collateral to education and government materials.

Comparative view. Relative to typical local peers, City Art Press's strategy shows stronger *process formalization*, proofing checkpoints, job tickets, and a broader *solution bundle* print + basic creative adaptation + fulfillment. However, brand visibility trails larger, advertising-heavy competitors that invest more aggressively in above-the-line promotion and showcase videos. The net effect is a solid value proposition for institutional buyers, but under-leveraged awareness among design studios and emerging brands.

- **Brand Awareness:** Making your brand more visible to people in your area and around the world.
- **Audience Engagement:** Building a community of people who love art and make it.
- **Diversifying income:** Making money in a way that will last through different channels.
- **The brand's identity:** The group views itself as a bridge between traditional Bangladeshi art and modern media, focusing on both preserving culture and generating new ideas. Its branding shows that it cares about being real, welcoming, and making great art.

Marketing Channels and Communication

Digital Presence

- **Website:** Has a full list of publications, artist profiles, and information about events.
- **Social media:** utilize Facebook, Instagram, and YouTube a lot, and keep followers interested with interactive content, live sessions, and behind-the-scenes looks.
- **Old Media:** Digital channels are the most popular, but traditional media like print publications and event-based promotions are still important for reaching different groups of people, especially in rural areas.

- **Email/WhatsApp:** For account-level updates, proof approvals, and dispatch notices. During the internship, social content followed three pillars: *work showcases*, finished jobs, materials, finishes, *process credibility* (press checks, QC steps), and *customer education* (paper types, binding options).
- **Direct and partner-led:** For enterprise and public-sector accounts, CAP depends on direct sales contacts, referral networks, and participation in tenders. Partner channels—design studios, event agencies, and packaging converters—serve as important multipliers when CAP demonstrates consistent service and margin integrity.

Audience Segmentation and Targeting

Four main groups stood out in everyday work:

- **Education institutions and publishers** requiring textbooks, workbooks, certificates, and IDs value: high volumes; cadence: seasonal, deadline-driven.
- **Corporate and financial services** purchasing stationery, forms, compliance documents, and branded gifts value: steady repeat; cadence: quarterly.
- **Government and nonprofits** commissioning outreach materials, forms, and event assets value: tender-led; cadence: project-based.
- **Design studios and SMEs/brands** seeking short-to-mid-run packaging, labels, catalogs, and promotional kits value: higher unit margin; cadence: ongoing new product or campaign cycles.

Schools and publishers that need textbooks, workbooks, certificates, and IDs in high volumes, seasonal, and deadline-driven. Companies and financial services buy stationery, forms, compliance documents, and branded gifts regularly, value:

a steady repeat; cadence: quarterly. Government and nonprofits hiring people to make forms, outreach materials, and event assets value: tender-led; cadence: project-based.

Design studios and small and medium-sized businesses or brands that need short- to medium-term packaging, labels, catalogs, and promotional kits value: higher unit margin; cadence: ongoing new product or campaign cycles. How to target. Targeting is a mix of (i) account-based efforts, which involve mapping out the relationships between key institutions and their procurement/brand teams, and (ii) content-led outreach, which involves social showcases that are tagged by vertical education, health, and retail. Offers and messages are tailored to the needs of each segment: for education and government, speed and accuracy; for finance and healthcare, brand consistency and security; and for packaging-focused small businesses, materials and finish options.

A view that compares. The segmentation logic is similar to what is common in the industry, but City Art Press's micro-segmentation (for example, by print substrate preference, compliance needs, or sustainability posture) is still new. Competitors are more and more customizing their pitches to focus on sustainability or data-linked personalization. These are areas where City Art Press can improve its targeting and win more valuable briefs.

Client Relationship Management

The effective pattern seen goes from lead capture to scoping/brief intake to quotation with options, quantities, stocks, finishes to prepress proof to production updates to dispatch and after-sales check-in. Job tickets and change logs help clear up confusion and speed up the process of passing things off between marketing, design, and production.

Three behaviors consistently correlated with positive client feedback during the internship:

- **Responsiveness:** Respond to questions on the same business day and give updates when approvals or materials are still pending.
- **Expectation management:** Show the trade-offs that are important for printing and get written approval for any changes to the scope.
- **Evidence and reassurance:** Proofs, swatch books, and physical dummies are all good ways to show and reassure people before full production

Example tasks for internships:

- **Social media handover:** Posts that highlighted cases got messages from people who wanted to know more; structured responses included a link to the brief/quote form, which cut down on back-and-forth and made capture more consistent.
- **Vendor communication:** Letting partners know early that papers were available and when they would be finished helped avoid missing client deadlines on seasonal jobs.
- **Client Handling:** For a multi-page brochure, a staged proof (cover color first, then interior signatures) cut down on the cost of changes and made the client feel more confident, which led to an on-time sign-off.

City Arts & Press uses several CRM methods:

- **Personalized Communication:** Customized newsletters and invites to special events.
- **Ways to get feedback:** regular surveys and interactive sessions to get ideas from the audience.
- **Partnerships:** Collaborations with educational institutions, art festivals, and cultural organizations enhance credibility and expand reach.

Challenges with the Marketing Process

- **Limited Resources:** Limited money and people can affect the size and scope of marketing campaigns.
- **Market Saturation:** There are problems with keeping people's interest and loyalty because there are so many digital content creators.
- **Being aware of other cultures:** When making content and planning how to talk to people, it's important to know about and respect cultural norms and sensitivities.
- **Brand visibility gap at the top of the funnel:** Unpaid social media and organic reach limits make it hard to get the word out beyond the current network. High-quality case work stays underexposed without regular paid promotion and partner co-marketing.
- **Speed of content and depth of assets:** While work showcases do well, making consistent, multi-format assets short videos, carousels, and downloadable guides, is hit-or-miss, which makes engagement uneven. A formal content calendar and a studio-style asset library would help keep output steady.
- **Fragmented data and limited KPI discipline:** A central dashboard doesn't always keep track of inquiry sources, quote-to-win ratios, approval cycle times, and the reasons for rework. This makes it hard to make accurate diagnoses (for example, whether losses are due to price, speed, or specification fit) and slows down the process of making things better all the time.
- **Seasonality and capacity signaling:** Education and public-sector peaks put pressure on production and approval bandwidth, which slows down marketing slower responses to fewer cases.

- **Differentiation from bids with low prices:** In tender situations, CAP's story about quality and dependability is strong, but it isn't always clear how much. If there is no record of the total cost of risk, like reprint rates and late delivery costs, evaluators will use the unit price, which makes the perceived advantage less clear.
- **A limited story about micro-segmentation and sustainability:** Buyers, especially international and consumer brands, are becoming pickier about materials and certifications that are good for the environment. CAP's current messaging talks more about quality and reliability than sustainability or compliance, which could hurt them in those areas.

CHAPTER 5: Recommendations and Conclusions

5.1 Introduction

This chapter integrates the things I learned during my marketing internship into useful suggestions for City Art Press. Its goal is to suggest changes that will make the process more efficient and the internship program stronger. The suggested steps are based on direct observations from the marketing department, such as managing social media, dealing with vendors, and helping clients, as well as established best practices. The recommendations focus on important marketing tasks like planning campaigns, communicating between departments, coordinating with vendors, and digital processes. They also talk about how the internship should be set up. These changes are meant to help City Art Press reach its strategic goals, which include being innovative, cost-effective, and building customer trust. They will do this by making operations more efficient and bringing in new talent.

5.2 Key Recommendations for Process Improvement

The following recommendations aim to improve efficiency, communication, planning, and responsiveness within the marketing department, based on the intern's experience and industry practices:

- ❖ **Structured Content Planning and Editorial Calendar:** Create a detailed content calendar for all of your marketing campaigns, like social media posts, promotional print materials, etc., so that you know what topics to cover, when to do it, and who is in charge of what. An editorial schedule that fits with business goals cuts down on last-minute rushes and makes sure that messages are always the same. Using collaboration tools, like project management or shared planning software, can help your team work together better and avoid misunderstandings. In practice, this means making clear timelines and checklists for the creative assets and approvals for each campaign. This way, everyone on the team knows what to do and when.

- ❖ **Formalized Interdepartmental Collaboration:** Establish regular meetings between marketing and other departments, like sales, design, or production, to make sure everyone is on the same page. It's important to coordinate strategies because working alone can waste time and effort. For example, marketing may bring in leads that sales can't close. Planning sessions will make sure that all teams are on the same page when it comes to promotions and product information, and that campaigns are in line with the company's sales goals. Research shows that marketing and sales teams that work well together get better results. "When marketing and sales dance to the same tune... campaigns are more likely to attract the right kind of leads." In real life, marketing should include sales and other important people in meetings to plan campaigns, share calendars, and set up feedback loops so that all departments work toward the same goals and promotional messages stay the same.
- ❖ **Managing and talking to vendors:** Set up clear rules for how to talk to printing and materials vendors. You should meet with your vendors regularly, like every three months, to talk about your future needs, go over timelines, and agree on branding rules. For example, before a big print run of brochures, the marketing team could meet with the suppliers of paper and ink to go over the details, deadlines, and how to get things approved. It is also important to put in writing what you expect in terms of deliverables and approvals. There should be open, two-way communication. Vendors should be able to ask questions, and the company should respond quickly. Industry standards say that "transparent communication channels" and regular performance reviews help make sure that both sides are on the same page about what is expected. To put it simply, make the vendor relationship official by writing down agreements and checking in regularly to avoid confusion and make sure marketing materials are delivered on time.

- ❖ **Standardized Procedures and Paperwork:** Write down standard operating procedures for marketing tasks that you do over and over again to make things run more smoothly and help new employees get used to the work. Write down the steps for starting a social media campaign or getting approval for print jobs, for instance. Having written workflows and templates stops mistakes and loss of knowledge when team members leave. Process literature says that not keeping records "risks losing the most efficient form of your process." The department needs to make a marketing handbook that has checklists, style guides, and role assignments for each process in order to fix this. Also, it's a good idea to use templates for common content, like social media graphics, email layouts, and campaign report formats. This can speed up production a lot without losing creativity. Finally, make sure that teams have clear handoff agreements. Whenever marketing work moves from one group to another or the other way around, use a checklist or formal sign-off to make sure that no information is lost. In real life, this could mean filling out a short form that says, for example, that creative assets and briefing notes have been looked over before a campaign goes live.
- ❖ **Performance Metrics and Quick Response:** Set measurable KPIs and speed up the time it takes to respond to requests from clients and employees. Every campaign should have clear goals and metrics that go with them. This way, the team can see what works and make the approach better. By regularly looking at analytics like website traffic, social media engagement, and lead conversions, you can make decisions based on facts instead of guessing. Quick communication is just as important. If you work with clients, delays can hurt trust. Studies show that slow responses make customers less loyal, while quick replies show respect and build trust. For instance, you can speed up replies by setting internal service-level goals (like responding to client or vendor questions within 24 hours)

and using collaboration tools like helpdesk software and shared mailboxes. Setting these kinds of standards makes sure that clients and partners get quick attention, which makes them happier and stops small problems from turning into big ones.

5.3 Recommendations for Intern Management in City Art Press

Improving the internship program will benefit both the interns and City Art Press by fostering learning and identifying future talent. The following suggestions are drawn from the intern's experience and best practices for effective internship programs:

- ❖ **Comprehensive onboarding:** Set up a structured onboarding process for new interns. Make sure all the paperwork is done and the workstations are set up before the first day. This will get the interns ready to start working right away. Give the intern a clear orientation on their first day that includes the company's vision, the goals of their department, and their own role. Research shows that setting "unequivocal objectives and a structured framework" is the most important part of a successful internship. In real life, the marketing manager or HR should set up an introductory meeting, find a mentor, and give the new employee a list of projects and learning goals to work on. Interns feel valued when things are clear, and there is less confusion about what is expected of them.
- ❖ **Important Work Assignments:** Instead of just doing routine tasks, give interns real projects to work on. The intern should spend most of their time, about 70% on important marketing tasks that really help, like helping with a social media campaign, doing market research, or writing proposals for clients. This "70-20-10" method with the rest of the time spent on training and administrative tasks makes sure that interns learn

by doing useful work. For instance, the intern might be in charge of writing part of a campaign plan or running a small analytics report with help. Interns should only be given tasks that are related to their skills and interests and that are also useful to the company. Giving interns tasks that are hard but supported keeps them interested and shows what they can do.

- ❖ **Regular Feedback and Mentorship:** Set up regular meetings between the intern and their boss or mentor. Instead of waiting until the middle or end of the internship, set up weekly one-on-one meetings (and daily check-ins at first) to go over work and give advice. Talk about what the intern has done, give them helpful feedback, and set goals for the next period during these meetings. A midpoint evaluation is also helpful because it lets both sides change their goals and work on any skills they need to improve. Giving the intern a specific mentor or "buddy" from the team can help them feel more at ease asking questions and getting used to the work culture. Giving the intern positive feedback and specific praise will help them feel more confident and do better at their job.
- ❖ **Opportunities for Learning and Growth:** Give them access to learning materials and the chance to see the bigger picture of the business. Along with training on the job, set up informal workshops or let the intern watch important meetings, like those with clients or vendors, to help them learn more. According to best practices, internships should be seen as "reciprocal learning" experiences, where interns learn new skills and the company benefits from their new point of view. Giving the intern the chance to go to useful training, like a seminar on digital analytics, or to follow coworkers around in related Departments will help them learn new skills. This investment in the intern's professional development not only helps them do better work

during the program, but it also makes them more likely to stay interested and think about working for the company in the future.

- ❖ **Supervisor Engagement and Clear Evaluation:** Make sure that supervisors are involved in the internship at all times. It should be the job of the mentor or marketing manager to set up the intern's work plan and keep an eye on their progress. Interns are more motivated and do better when their supervisors regularly check in with them and give them advice, according to best practices for internships. At the end of the internship, do a formal review that talks about what the intern did well and what they learned. Ask the intern for feedback on the program itself, such as what they liked and what could be better. This two-way evaluation helps improve the structure of the internship for future groups and shows that the company cares about what the intern thinks.

5.4 Conclusion:

The internship at City Art Press gave me useful real-world knowledge about marketing and showed me how to make things better. The suggestions above, which include better planning of campaigns, better coordination between teams, and a stronger intern program, are meant to help the company focus on quality, innovation, and customer service. If these steps are put into place, they should make marketing initiatives run more smoothly (by cutting down on unnecessary work and speeding up execution) and make clients happier (by making communication clearer and responses quicker). They will also make the internship program stronger, turning it into a more organized way to find new talent. This experience really helped the intern improve their professional skills on a personal level. Internships help students "develop communication skills, relationships, confidence, and gain valuable experiences" that will help them grow in the future, according to research. The intern practiced clear

communication, meeting deadlines, and doing market research in this role. All of these things made her more skilled and confident. These new skills will help her in her future job, and City Art Press will also benefit if she or other interns use them for a long time. In short, the things I learned during the internship will help City Art Press reach its growth goals. Following structured processes and taking care of interns are in line with the company's values and long-term goals. These suggestions come from a mix of hands-on experience and research in the field. They should help the company run more smoothly, build a stronger brand, and give interns a more valuable experience.

WORKPLACEOPTIONS.COM Sources: The recommendations are based on the author's own observations during the internship and on best-practice literature about marketing processes and internships. All of the sources that were used are included to make sure that the suggestions are reliable and useful.

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