



**Internship Report on
Overall Service Marketing of Raw Nation
By
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Internship Report on Overall Service Marketing of Raw Nation

Submitted to:

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Submitted by:

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Letter of Transmittal

Dr. Saad Hasan

Associate Professor
School of Business & Economics (SoBE)
United International University (UIU)
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15/12/2024

Subject: Submission of Internship Report

Dear Sir,

I hope you're doing well and staying healthy. As part of our regular academic curriculum, I completed my internship and submitted this report to meet the requirements for a Bachelor of Business Administration degree. I've been assigned to the Service Marketing division of Raw Nation as a full-time intern. I've attempted to give you an overview of my internship experience in this report. Meanwhile, without your help, this internship report would not have progressed this far. I sincerely apologize for any errors I may have made.

I am unable to express how grateful I am for your assistance, and I'd be pleased to answer any queries you might have on the report. Again, thank you for everything.

Regards,

Tasfia Tahsin

Declaration By Student

I, Tasfia Tahsin, ID: 111 193 086, a regular student of United International University, state that the work included in this report is original and free of any plagiarism of any kind.

Tasfia Tahsin

ID: 111 193 086

BBA Major in Supply Chain Management

United International University

Acknowledgment

I would want to thank Almighty Allah, my family, my industry supervisor Md. Shamim Reza Sohel, Social Media Manager. He consistently guided me to the appropriate resources and routinely assessed my development as I prepared this report. I've learned a lot about service marketing and been more knowledgeable in many aspects as a result of working on this report.

My academic supervisor, Dr. Saad Hasan has provided me with essential advice, directions, and recommendations throughout this report, for which I am quite grateful.

Executive Summary

This internship report provides an overview of the key activities, insights, and outcomes related to the service marketing of the supply chain for Raw Nation. Their online retail sector, particularly in clothing, is becoming increasingly competitive, with a strong emphasis on efficient supply chain management to enhance customer satisfaction. During my internship, I contributed to optimizing the supply chain processes, improving service offerings, and supporting the marketing team to ensure faster delivery times, real-time order tracking, and sustainable practices. This report outlines my work on key projects, challenges faced, and the overall impact on the company's growth.

Table of Contents

Letter of Transmittal	iii
Declaration By Student.....	iv
Executive Summary	vi
Chapter 1: Introduction	1
1.1 Nature of the job	1
1.2 Objective of the report.....	1
1.3 Method	2
Chapter 2: Company and Industry Preview	3
2.1 Company overview.....	3
2.2 Internal Environment	4
2.3 Value system	4
2.4 Mission.....	4
2.5 Culture & Core Values	4
2.6 SWOT Analysis of RAW Nation	5
2.7 Services	6
Chapter 3: Service Quality.....	12
3.1 The Role of Service Marketing in Clothing Retail	12
3.2 The Intangible Nature of Service in Raw Nation	12
3.3 Service Quality.....	12
3.3.1 Tangibles.....	13
3.3.2 Reliability.....	13
3.3.3 Responsiveness	13
3.3.4 Assurance	14
3.3.5 Empathy.....	14
3.4 Desire for High-Quality Customer Service	15
3.5 Desire for Professional Growth in Retail Operations.....	15
3.6 Desire to Build Relationships with Customers	15
3.7 Desire for Problem-Solving and Innovation	15
Chapter 4: The Service Quality GAP Model	16
4.1 Application of Gap Model at Raw Nation.....	16
Gap 1: Knowledge Gap.....	16
Gap 2: The Service Design & Standards Gap	17

Gap 3: The Service Performance Gap	17
Gap 4: The Communication Gap	18
Gap 5: The Customer Gap	19
Chapter 5: Failure Mode and Effect Analysis (FMEA)	20
Chapter 6: Knowledge, Skills and Competencies Acquired	23
Chapter 7: Conclusion and Recommendation.....	25
REFERENCES.....	27



Chapter 1: Introduction

1.1 Nature of the job

Education, in my opinion, is no longer limited to textbooks and classrooms. In the modern world, education serves as a tool for comprehending the real world and applying knowledge to advance business and society. Though this is only half of the subject matter, theoretical knowledge is acquired through education through courses of study. The value of practical knowledge cannot be replaced. Accurate coordination between theory and practice is essential in today's corporate world to close the gap between the two.

Businesses and marketing agencies are essential to the economic activity of both our country and the rest of the globe. Modern trade and commerce would be almost impossible without the availability of suitable marketing services. This report is to document the key learnings, tasks, and contributions made during my internship in the service marketing of the supply chain for an online clothing store. The report also highlights the role of effective supply chain management in enhancing customer satisfaction and driving business growth.

1.2 Objective of the report

Writing the internship report is the primary goal of the Bachelor of Business Administration (BBA) program. Some data has been added in this report to support the organizational actions.

I worked with Raw Nation as a Brand & Marketing intern to fulfill a portion of the BBA program's requirements. The work experience from the internship term served as the basis for this report's preparation. This report will assist you in understanding:

- How Raw Nation provide service to satisfied customer;

- Issues noticed throughout my internship;
- Lessons learned from the experience.

1.3 Method

An essential part of the BBA program is the internship. For BBA students, internships are a great method to get ready for real-world scenarios. I will be able to network with a lot of people through this internship, which will help me in my job search. It is really difficult to find job in our country. If you lack sufficient networks or market expertise, finding a job might be rather challenging. Having an internship also gives me the opportunity to utilize it as a reference when I'm seeking for a job. Because of this, internships are an important part of your four-year BBA program and a major source of motivation.

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Chapter 2: Company and Industry Preview

2.1 Company overview

The "**Made for You**" promise provides the foundation for Raw Nation, a high-end apparel brand for both men and women that uses the greatest worldwide standards and methods. In addition to providing stylish collections for all seasons and events, Raw Nation offers its customers a comprehensive way of life.

Character, effort, success, humility, and a passion for work are all represented by Raw Nation, which appeals to the niche.

The top clothing brand is Raw Nation, which also has an online store. The company was created in 2016 and has its corporate office at Rangs Arcade (5th Floor) 153/A, Gulshan Avenue, Gulshan-2, Dhaka -1212, Bangladesh. People may easily order clothing from the Raw Nation app and have it delivered to their homes.

The lifestyle brand Raw nation brings you Raw Fashion and Raw attitude. It's time to change with Raw Nation with premium men & boys clothing and accessories, which will definitely make you stand out from the crowd. With over 17 years of experience in garments exports for renowned International clothing brands, you can rest assured about the world-class quality of the products.

Raw Nation has eight showroom in different area:

- **Jamuna Future Park Store:** Level 1, Zone C, Shop (21B, 22B, 23B), South Court. **Mohammadpur :** 1101/1 Baitul Aman Housing Society, Adabor, Mohammadpur, Dhaka
- **Narayanganj :** Ground floor, House 80; bongobondhu road, Narayanganj 1400
- **Cumilla:** (3rd Floor) QR Tower, Badurtola,kandirpar Cumilla
- **Bashundhara City Store:** Level 3, Block D, Shop 61, 62
- **Dhanmondi:** Shop 103, 115, 116; Ground Floor, Shimanto Shomvar (Behind of Shimanto Square)
- **Mirpur:** Opposite of Mirpur Stadium Gate 5, House 6, Block A, Mirpur Rd, Dhaka.

- **Chittagong:** Bali Arcade 107, 4000 Lal Chand Rd, Chattogram 4000

2.2 Internal Environment

The environment that has a direct impact on the business is known as the internal environment. Because the business has control over them, the following internal factors are typically under its control. The interior strengths and weaknesses are essentially included into the inner workings. How a company achieves its goals can be influenced by internal issues. Strength has a positive impact on a business. Weaknesses negatively impact the company.

2.3 Value system

Business decisions, the association's objective and goals, and business strategies and practices are all significantly impacted by the founders' and those in charge of the undertaking's value system.

2.4 Mission

The marketplace has evolved into a social gathering spot in the age of fashion. "Assisting the clients to achieve their most ambitious marketing goal and strategic communication objectives through operational guidance, creative solutions, and time responsive services" is the stated purpose of Raw Nation, which is customer-focused.

2.5 Culture & Core Values

I have experienced an incredible work culture during my time at Raw Nation. Raw Nation values its attributes and only hires those who can beautifully fit into them. Maintaining happy personnel can lead to happy customers, according to the management's strong belief. They believe there is an important goal and that it can be accomplished simply by working together. They value the

opinions and ideas of each employee, which improves their output. In addition, workers here believe that the value and remuneration of their employment are acceptable.

The management here holds the firm belief that keeping the employees contented can pave the way to contented clients. They believe there is an inspiring goal and that it can be accomplished simply by working together. They value the opinions and ideas of each employee, which improves their output. In addition, workers here believe that the value and remuneration of their employment are commendable.

This organization's basic principles are:

1. Honesty in transactions;
2. Perpetual honesty
3. The best quality;
4. Reasonable priced;
5. Satisfied customers
6. Responsibility and community
7. Respect diversity

2.6 SWOT Analysis of RAW Nation

Strength of Raw Nation

Raw Nation, a sub-brand of Islamic clothing, is a highly reputable company. It is a domestic brand in our nation. Raw Nation is known for producing high-quality goods. To make it effective, its management team is powerful and consistently puts in considerable effort. They are creative and consistently provide new products to the market that satisfy the needs and desires of consumers. The company is a reputable employer that cherishes its employees.

Weakness of Raw Nation

Raw Nation is known for its inventiveness and seasonal product development. However, due to their limits, they are still at risk of the possibility that their producer would not be able to supply the items in time. Customers may be unable to buy from Raw Nation because they charge greater prices than their competitor. This could lead to issues down the road because the organization's collection is not well-structured to guarantee that they can receive the products from the manufacturer on time. The sales staff and sales ladies at the store are not properly trained. Sometimes, their attitude disappoints customers, leading them to feel uneasy about making purchases there. While it's relatively rare, their businesses periodically run into issues with their finances.

Opportunities

Opportunities have been successfully seized by Raw Nation. Raw Nation has the potential to grow internationally. People now purchase novel and uncommon goods for regional festivities and celebrations such as Pahela Falgun, Pahela Baisakh, Victory Day, Independence Day, etc. Raw Nation is able to produce fresh goods for these unique events. Because consumer interests in products varies with the seasons, Raw Nation may base its product design on variations in the season.

2.7 Services

Social Media: I work to establish and uphold the Raw Nation Brand value through social media marketing. creating social media marketing programs in collaboration with marketing experts. I'm evaluating the business's social media and digital marketing strategies, pointing out strategic weaknesses and offering suggestions for modifications.

Client Inquiries: I try to provide them with all the information when they message on my Facebook page when I meet new folks.

Collecting Orders: order gathering from the website and Facebook.

Direct them to use the order panel: I make an effort to direct people to place a purchase.

Customer communication: I give customers a call and talk to them about the products, following which I verify their order.

Data Entry: An Excel document for Raw Nation I fill up this sheet every day. including the following: tracking ID, product code, store name, amount, home address, phone number, and customer name.

Website: Along with entering all the information into the excel sheet, I also collected the order from the website.

Check parcel tracking: we use an e-courier for our delivery process. Tracking everyday parcels delivered to the return process.

Here are a few screenshots of the Excel sheet, websites, and Facebook page for my company where I spend the most time:

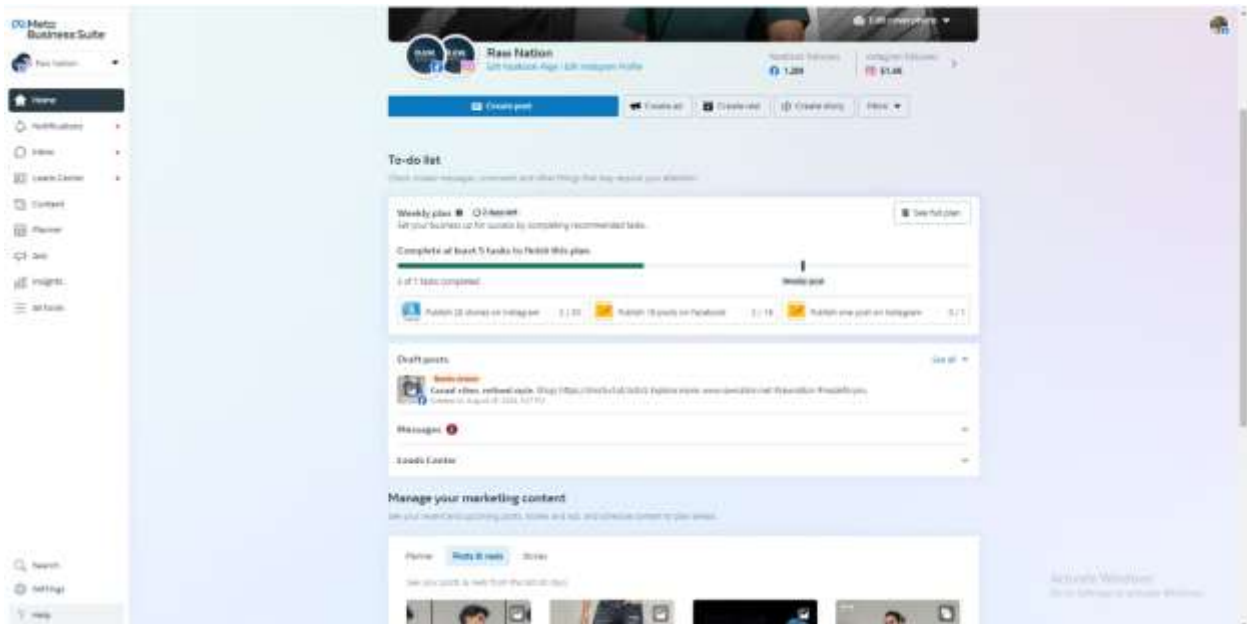
Location	Opening Stock	Purchased	Sale	Online Sale	Online Return	Received	Sent	Lost	Transit	Online Transaction	Stock	
Banana Shop	0	0	0	0	0	0	0	0	0	0	0	2024-07-03T09:09:09.000
AT Shop	0	0	0	0	0	0	0	0	0	0	0	2024-03-03T14:28:32.7
Banana J Shop	0	0	0	0	0	0	0	0	0	0	0	2024-03-03T09:09:09.000
Shahdadi Store	0	0	0	0	0	0	0	0	0	0	0	2024-03-03T09:09:09.000
Banana Shop City 01-02	0	0	0	0	0	0	0	0	0	0	0	2024-03-03T09:09:09.000
Shahdadi Shop	0	0	0	0	0	0	0	0	0	0	0	2024-03-03T09:09:09.000
Major Market City 0	0	0	0	0	0	0	0	0	0	0	0	2024-03-03T09:09:09.000
Chittagong (Bak-Arabi)	0	0	0	0	0	0	0	0	0	0	0	2024-03-03T09:09:09.000
Curry	0	0	0	0	0	0	0	0	0	0	0	2024-03-03T09:09:09.000
Handmade	0	0	0	0	0	0	0	0	0	0	0	2024-03-03T09:09:09.000
Long Road	0	0	0	0	0	0	0	0	0	0	0	2024-03-03T09:09:09.000

Location	Opening Stock	Purchased	Sale	Online Sale	Online Return	Received	Sent	Lost	Transit	Online Transaction	Stock	
Banana Shop	0	0	0	0	0	0	0	0	0	0	0	2024-03-03T09:09:09.000
AT Shop	0	0	0	0	0	0	0	0	0	0	0	2024-03-03T09:09:09.000
Banana J Shop	0	0	0	0	0	0	0	0	0	0	0	2024-03-03T09:09:09.000
Shahdadi Store	0	0	0	0	0	0	0	0	0	0	0	2024-03-03T09:09:09.000
Banana Shop City 01-02	0	0	0	0	0	0	0	0	0	0	0	2024-03-03T09:09:09.000
Shahdadi Shop	0	0	0	0	0	0	0	0	0	0	0	2024-03-03T09:09:09.000
Major Market City 0	0	0	0	0	0	0	0	0	0	0	0	2024-03-03T09:09:09.000
Chittagong (Bak-Arabi)	0	0	0	0	0	0	0	0	0	0	0	2024-03-03T09:09:09.000

I can see the product is available in which showrooms



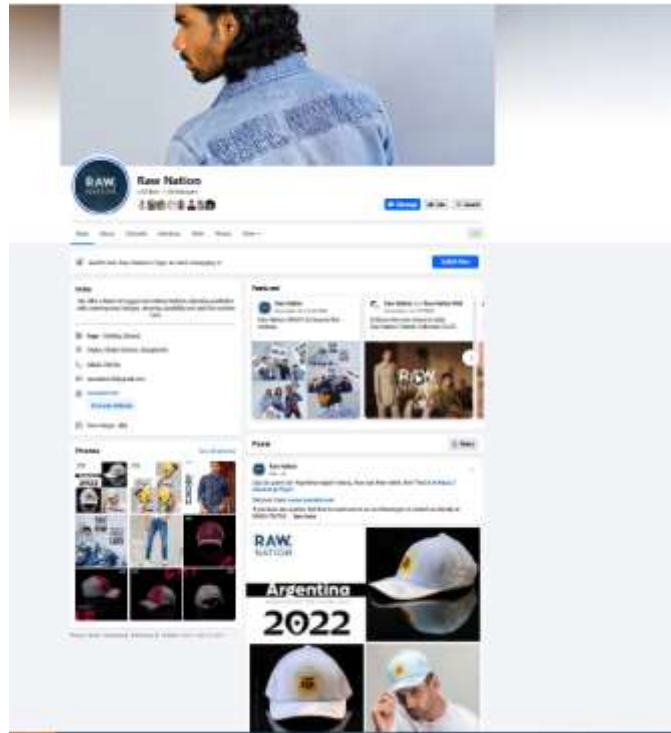
This is e-courier website where we can track our parcel, rider name, phone number, parcel status, make ECR for order.



This is our Facebook meta business suite, where we communicate with customer, planning for Facebook content, boosting, upload our content.



This our company website



This is Raw Nation Facebook Page

Chapter 3: Service Quality

3.1 The Role of Service Marketing in Clothing Retail

Besides only selling products, service marketing entails giving the consumer a comprehensive experience. This includes elements such as individualized service, retail atmosphere, customer service, and delivery experience in the apparel sector.

3.2 The Intangible Nature of Service in Raw Nation

Services are intangible in contrast to tangible goods, and in the retail apparel industry, customer service is frequently what sets brands apart. During my internship, I studied how the company employed customer service elements like

- Help with shopping in-store (fitting rooms, personal stylists).
- channels for communicating with customer service (live chat, email, and phone support).
- services provided after the sale (loyalty programs, return policies, and modifications).

3.3 Service Quality

Raw Nation must provide constant, excellent service throughout the client experience in order to maintain its reputation as a service-oriented firm. It was my responsibility to observe how:

- In-store services: Improving the client experience required staff training in individualized shopping assistance.

- Online Customer service: The company prioritized quick problem solving and offered convenient, customer-focused refund and exchange policies.

3.3.1 Tangibles

Website Experience

The website's design was user-friendly and well-organized, with clear product categories, detailed descriptions, and high-quality images. Customers could easily filter by size, color, and style. The checkout process was simple and secure, which contributed to a positive user experience.

Packaging

The products were delivered in attractive, branded packaging that provided a professional look and ensured the products were secure during transit. Care instructions and return information were clearly provided, helping customers feel confident in their purchases.

3.3.2 Reliability

Order Accuracy: Most orders were processed without issues, and the items delivered were correct in terms of size, color, and product type.

Stock Management: The online store's stock updates were mostly accurate, and customers were notified if an item became unavailable after their order was placed.

3.3.3 Responsiveness

Customer Support: The customer service team responded promptly to customer inquiries.

Issue Resolution: When issues arose such as delayed deliveries, wrong items, or damaged products, the team acted quickly to resolve the problems. Return and refund processes were straightforward, and customers were provided with pre-paid return labels, which simplified the returns process.

3.3.4 Assurance

Product Knowledge: The customer service representatives were knowledgeable about the products, including sizing, fabric materials, and care instructions. This ensured that customers could make informed purchasing decisions, and questions about product details were answered with confidence.

Security and Trust: The website featured secure payment options (SSL encryption, trusted payment gateways) to ensure safe transactions. The privacy policy and return policy were clearly stated, which helped in building trust with customers.

3.3.5 Empathy

Personalized Service: The company made efforts to personalize the customer experience by sending tailored product recommendations based on previous purchases and browsing history. Customer service agents also made an effort to listen to individual concerns and offer solutions that were best suited to each customer.

Customer Care: Throughout my internship, I observed a strong emphasis on empathetic communication. When customers expressed dissatisfaction, the team was understanding and worked to resolve the issue in a way that made the customer feel valued.

3.4 Desire for High-Quality Customer Service

As a customer myself, I have always valued responsive, helpful, and personalized service. In this internship, I realized that customers expect quick resolutions to problems, clear communication, and a seamless shopping experience. My desire for this internship stemmed from a curiosity about how e-commerce brands meet these expectations and how they handle challenges like delayed deliveries or inventory issues.

3.5 Desire for Professional Growth in Retail Operations

I wanted to learn about the operational side of an online clothing store, including inventory management, logistics, and how the backend systems integrate with customer service. This internship gave me valuable exposure to how these systems work together to deliver a smooth customer experience.

3.6 Desire to Build Relationships with Customers

I was particularly interested in learning how online stores build relationships with customers despite the lack of face-to-face interaction. Personalized email campaigns, tailored product recommendations, and customer care efforts that show empathy and understanding are all part of fostering long-term relationships.

3.7 Desire for Problem-Solving and Innovation

Customer issues, such as returns or shipping delays, are inevitable in e-commerce. I was motivated to understand how companies use creative solutions to minimize customer frustration. Whether it's through offering alternatives or proactively updating customers about delays, these aspects of customer service sparked my desire to learn how businesses can innovate in managing these challenges.

Chapter 4: The Service Quality GAP Model

4.1 Application of Gap Model at Raw Nation

To use the model, Raw Nation measure each of these gaps and then take steps to manage and minimize each gap. Let's examine each of the five gaps in turn.

Gap 1: Knowledge Gap

In essence, this variation results from management's ignorance of precise client expectations. This could occur for several causes, including:

Quick shipping may be expected by customers, but our policy may not have a method in place to accurately document these expectations or monitor shifting consumer behavior trends.

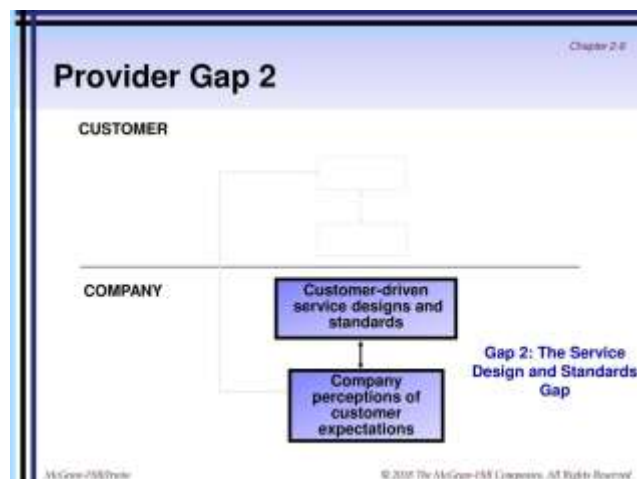
Missed opportunities for product offerings or delivery characteristics that could better meet customer expectations may arise from this gap.



Gap 2: The Service Design & Standards Gap

The policy gap is the discrepancy between management's perception of customer needs and how these perceptions are translated into standards and policies for service delivery.

Raw nation uses e-courier for delivery. There policy has a policy stating a 5-7-day delivery window, but many customers expect faster delivery based on the service standards of competitors. This gap leads to dissatisfaction, as customers may feel the service doesn't align with the promises made on the website.

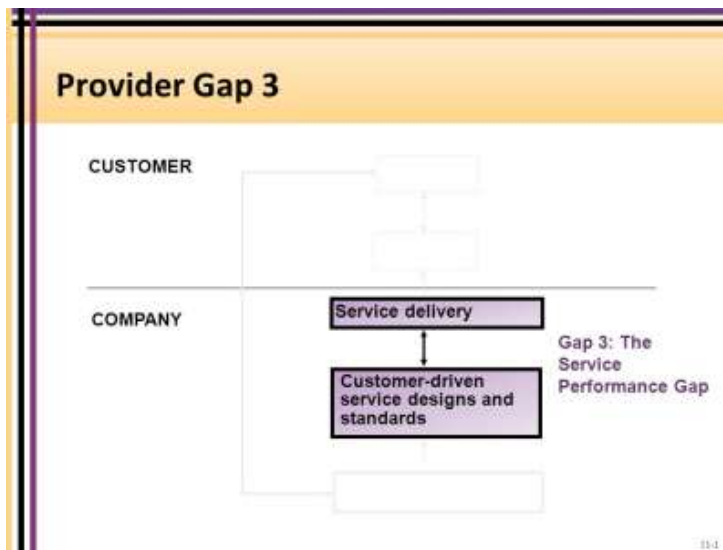


Gap 3: The Service Performance Gap

The discrepancy between service delivery standards and procedures and how the service is actually provided is known as the delivery gap. This disparity can arise due to various factors, including inadequate human resources policies, an inability to balance supply and demand, employee ignorance of the product, or a lack of effective teamwork in delivering the good or service.

While the website advertises fast delivery, some customers have experienced delayed shipments due to internal processing inefficiencies.

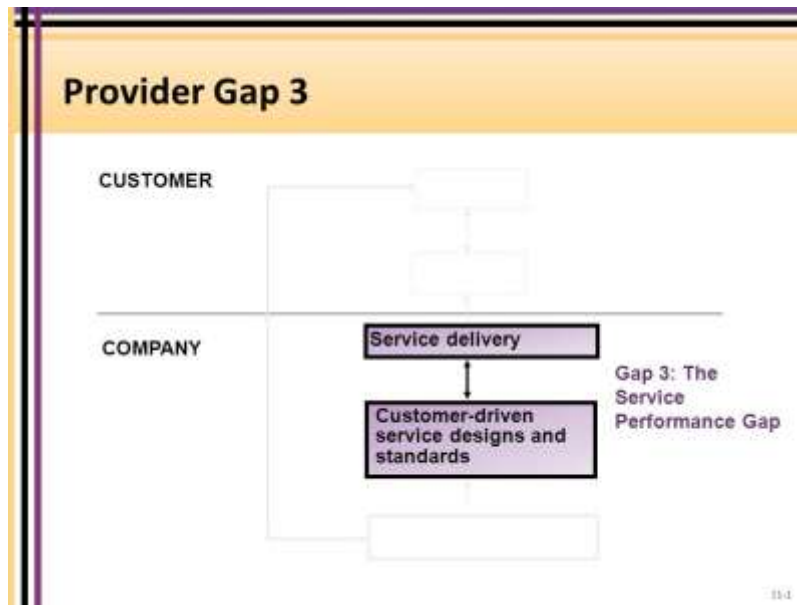
This gap causes frustration and leads to a decline in customer satisfaction and loyalty.



Gap 4: The Communication Gap

The discrepancy between what is advertised to consumers and what is actually delivered is known as the 'communication gap.' This can occur for a variety of reasons, including over-promising, treating external messages as distinct from internal ones, and inadequate communication between the advertising and operations teams.

Promotional campaigns on the website promise free returns, but customers have reported confusion regarding the eligibility criteria and process for returns. Misleading or unclear communication creates frustration and distrust among customers.

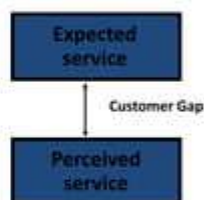


Gap 5: The Customer Gap

Closing the remaining four gaps in the model is the only way to address this one. Once this is completed, client views and demands should align.

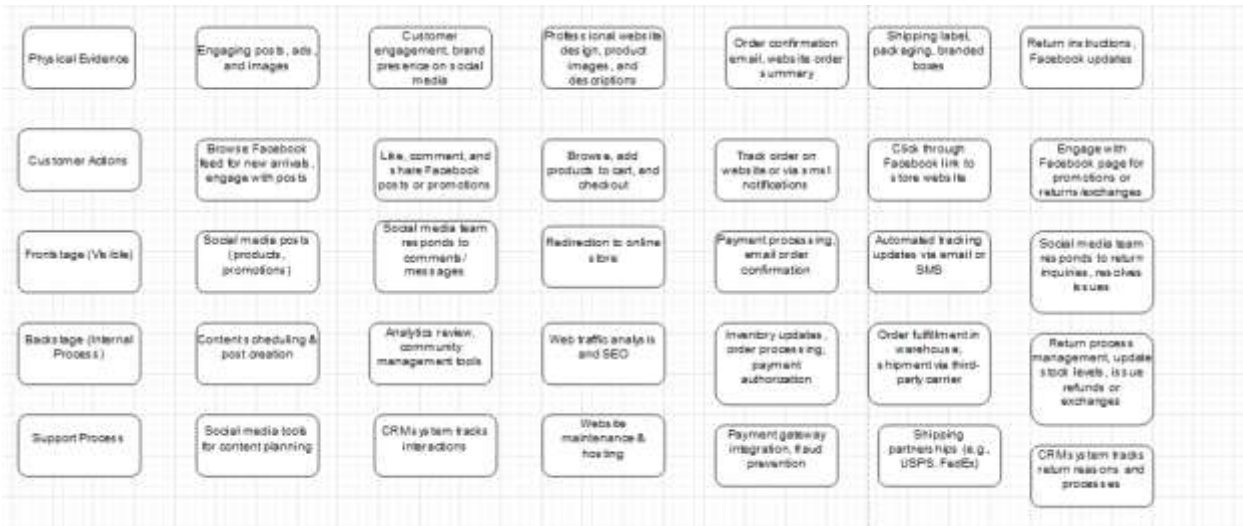
Customers perceive that the product quality is lower than expected based on the images and descriptions provided on the website. This perception gap can lead to negative reviews, returns, and reduced repeat business.

The Customer Gap



Chapter 5: Failure Mode and Effect Analysis (FMEA)

I have developed a Service map/ blue print at Raw Nation. The Map is as follows and developed based on my understanding exposure to business processes.



An organized method for identifying potential flaws in a system, process, or product and evaluating their consequences is called Failure Mode and Effect Analysis (FMEA).

FMEA can help Raw Nation take action to reduce or eliminate these risks by identifying potential problem areas and their consequences.

Below is a detailed FMEA for Raw Nation business, broken down into various processes or business functions and the corresponding potential failure modes, their effects, causes, and suggested mitigations.

Serial No	Failure Modes (D)	Frequency (O)	Severity S	Current Control (D)
1	Website downtime	5	2.5	2
2	Incorrect product information	2	4	5
3	Incorrect pricing or discounts	4	4.5	5
4	Out of stock items sold	3.5	5	4
5	Delayed shipping	4.5	4	5
6	Delayed response to customer inquiries	2	3	5
7	Damaged items during shipping	1	4	5

Failure Mode	Effect	Cause	Frequency (Likelihoods Scale 1 – 5)	Severity (Potential for Harm Scale 1 – 5)	Current Control (Potential for Discovery 1 -5)	RPN (Risk Priority Number)	Mitigation Strategy
Website downtime	Customers cannot access the site; lost sales	Server issues, hosting failure	5	2.5	2	9.5	Implement regular website monitoring

Incorrect product information	Customer dissatisfaction , returns, and negative reviews	Human error, outdated information	2	4	5	11	- Implement a review and approval process for product listings. - Use a product information management system.
Incorrect pricing or discounts	Customer frustration, legal issues, lost sales	System errors, incorrect updates	4	4.5	5	13.5	Implement automated price updates, cross-check discounts before going live.
Out of stock items sold			3.5	5	4	12	- Implement real-time inventory tracking and stock alerts. -Use an automated inventory management system.
Delayed shipping			4.5	4	5	13.5	Partner with reliable shipping carriers. Ensure accurate lead times are communicated to customers.
Delayed response to customer inquiries			2	3	5	10	Increase customer support staff, use automation for initial responses
Damaged items during shipping			1	4	5	10	Use quality packaging materials

Chapter 6: Knowledge, Skills and Competencies Acquired

During my three-month internship at **Raw Nation Faison Style**, I gained a wealth of practical knowledge and developed various skills that are crucial for my professional growth. Below is a summary of the key competencies I acquired:

Corporate Culture: Working at Raw Nation helped me understand the dynamics of corporate culture. I learned how to interact and collaborate effectively with colleagues, emphasizing teamwork and mutual support. Additionally, I gained a strong appreciation for the importance of punctuality and time management in a professional environment.

Customer Interactions: Throughout my internship, I regularly dealt with customers, handling a variety of inquiries and issues. This experience helped me improve my communication and persuasion skills, as I learned how to address concerns and resolve problems effectively while maintaining a positive relationship with customers.

Preparing Price Quotations: I was involved in preparing price quotations for customers, a task that required careful attention to detail and precision. Handling price offer letters and quotations helped me understand their significance in the sales process and taught me how to manage sensitive financial documents efficiently.

Preparing Delivery Order: I assisted in preparing delivery orders based on customer requests. This task allowed me to gain insight into the online order fulfillment process, including how to manage orders, coordinate with logistics, and ensure timely deliveries.

Sales Reporting: I was responsible for maintaining and preparing regular sales reports, which helped me understand the importance of data accuracy and presentation. Through this experience, I learned how to create clear and effective reports that reflect sales performance.

Business Process Understanding: Gaining a deeper understanding of business processes and models was crucial during my internship. I learned how different departments and functions work together to ensure smooth operations, which broadened my understanding of business strategy and workflow.

Market Analysis: I had the opportunity to learn about market trends and how to analyze market conditions. Under the guidance of my supervisor, I learned the basics of market research and how to interpret data to make informed decisions that drive business success.

Chapter 7: Conclusion and Recommendation

During my three-month internship at Raw Nation, a well-known clothing brand, I had a highly positive and enriching experience. The workplace environment was very collaborative, with employees supporting each other, which made it a great place to work. I had the opportunity to closely collaborate with both the shoot team and the sales team, gaining valuable insights into their operations.

As a digital marketing intern, I learned how to effectively use various tools and platforms for online marketing. I also gained valuable knowledge on building and maintaining customer relationships. Working in digital marketing, especially in the B2C sector, taught me the importance of being patient, polite, and smooth in customer interactions. Maintaining a calm and professional demeanor is crucial in this field, as losing one's temper can lead to lost deals and sales.

A marketer must be highly knowledgeable about their target audience and the customer's perspective in today's competitive industry. Through this internship, I have overcome some personal challenges and developed these skills, which will benefit me in my future career. I also learned the importance of time management, particularly when it comes to efficiently and effectively serving clients.

Overall, this experience has significantly shaped my professional abilities, and I am confident that the knowledge I gained will be valuable in my future endeavors.

Recommendations for the Organization

While I don't have any major recommendations for the organization, there are a few specific areas that could be further improved:

Enhance Leadership Development: Greater focus on leadership training could help empower employees and foster a stronger, more effective management structure within the organization.

Improve Intern Training Programs: The organization could benefit from offering more structured and comprehensive training programs for interns to ensure they gain a deeper understanding of their roles and responsibilities.

Expand Technology Integration: There is potential for growth in the use of advanced technologies, both for the website and within the marketing department, to improve efficiency and enhance the customer experience.

Focus on Promotional Strategies: The company should pay more attention to developing and implementing strong promotional deals to attract more customers and drive sales.

Strengthen Delivery Processes: Improving the reliability and efficiency of the delivery system would help enhance customer satisfaction and ensure that products reach customers on time.

Build a Stronger Research Team: Strengthening the research team would provide more valuable insights into market trends and consumer behavior, which could guide better business strategies and decision-making.

These improvements could contribute to the overall growth and success of the organization, and help it stay competitive in the market.

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<https://www.rawnation.net/Page/?id=8>