

Digital Media Strategies and Customer Relationship: Sharee Centre promotional activities and sales optimization



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

Digital Media Strategies and Customer Relationship: Sharee Centre promotional activities and sales optimization.

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Letter of transmittal

Nov 1, 2024

Dr. Md. Shariful Alam

Professor

School of Business and Economics

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Subject: Submission of Internship report on “Digital Media Strategies and Customer Relationship: Sharee Centre promotional activities and sales optimization.”

Dear Sir,

It is with immense pleasure that I submit my internship report titled “Digital Media Strategies and Customer Relationship: Sharee Centre promotional activities and sales optimization.” I have completed my internship term at Sharee Centre Sarees in the department of digital media and Customer Service under the supervision of HR admin and customer service representative team. I worked very energetically and did my best to follow all the guidelines to be exact, provided by my supervisor to meet the internship course requirements and prepare the report. The internship has provided me with the valuable insights into maintaining external communications and also allowed me to apply the theoretical learnings of my undergraduate degree. I would like to express my gratitude to the HR admin and customer service team of Sharee Centre for their support and guidance throughout my internship. Learning from this department will truly be both a memorable and remarkable journey of my professional career.

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

Sincerely,

Nourin Hossain, Id- 111183036

Declaration of the student

I, Nourin Hossain, ID: 111183036, a student enrolled in the Bachelor of Business Administration undergraduate program majoring in Marketing at United International University, hereby declare that I have successfully completed a four-month internship at Sharee Centre Sharees. The internship took place from 01 July to 30 October, during which I had the opportunity to work in their Digital Media sector and Customer Communication Relationship sector and contribute to various new networking projects and new initiatives of the company.

I would like to express my gratitude to the entire team at Sharee Centre for providing me with a new, everlasting and an enriching learning experience. I hereby affirm that the information provided in this declaration is accurate and truthful to the best of my knowledge.

Sincerely,

Nourin Hossain

Acknowledgement

I would like to express my gratitude to Almighty Allah for His blessings and his forever shelter throughout my life. I will be forever indebted to my parents, mother in law, sister in law and my husband for their unconditional support and love, without their constant push and guidance I do not think I would have come this long. The way they supported me all through my academic career is inexplicable and it is quite impossible to repay their kindness.

I am very thankful to have Md. Shariful Alam sir as my internship supervisor. Whenever in need I have always find him guiding and helping me, He always replies me to explain if I do not understand anything. He is one of the most supportive faculties I have seen in my undergrad journey. I had done a course under his guidance and I am truly grateful for his mentorship throughout my undergrad journey. My deepest appreciation to Dr.Sarker Rafij Ahmed Ratan sir who has been an excellent teacher and guided me with many articles to know more about my major in Marketing while I was confused why I should select this as my major.

As this was the first time I joined a company as an intern and I had no experience working in a company, I was very nervous even to do tiniest thing. Also, I was the only female intern/employee there and I was concerned because of this. To my surprise, the HR admin of Sharee Centre Mr. Ashraf Islam was more like a brother to me guiding me every possible thing and also made me feel comfortable. Moreover, I would like to mention Sales Executive Mr. Anowar Hossain cordially welcomed and introduced with the customer representative and Sales team. They always included me in creating, analysing and solving strategies as a team. Working there as an intern, I was taught how much important is to have a balanced team work for a vigorous and healthy growth of the company. All the experience and learnings from this internship really enhanced my own theoretical knowledge and It was a kick-start in my career which made me more confident.

Executive summary

In Bangladesh, the saree industry is booming, and demand for its offering is growing rapidly and diversely. This report centers on the Sharee Centre, a leading retailer, which in 2005 set out with a mission to "bring authentic Bangladeshi sarees to the masses." Guided by the core values of customer-centricity, innovation, craftsmanship, and integrity, the report covers the Sharee Centre's moves to position itself increasingly as a modern, mass-market accessible brand, offering a seemingly unlimited variety of traditional and contemporary sarees that are far from one-size-fits-all in look or texture. Part of this report's emphasis lies on the way in which the Sharee Centre attempts to lead the saree industry into an era of fashion.

During my internship at the Sharee Centre initiative program, as a part of the team involved in media strategy and customer relations activities, I learned a lot about marketing and gained valuable insights. The main goal of the report is to meet the criteria for my Marketing degree, from United International University. The initial section of the report delves into the aims and driving forces behind it highlighting Sharee Centre's innovative digital media strategies implementation and achievements. The second section of the report delves into Sharee Centre's background history and its expansion, over the time as its varied customer demographic and range of products have garnered a dedicated and diverse following among customers.

In the third part of the report, detailed information is provided about the saree industry in Bangladesh. Market share data indicates that Sharee Centre holds 22%, Aarong holds 44%, and Jamdani Weaves 31% of the total market share (approximate data). The report further discusses the evolving landscape of the saree market in Bangladesh, including the rise of e-commerce and the growing demand for sustainable and ethical production practices.

As an intern in Digital media strategy and customer relationship, my experiences are discussed in the fourth part. I actively contributed to my team by assisting various departments in promoting products in the digital platform, engaging customers with new offers, and knowing about new trends or deals through online media. I also played a role in generating press releases and executing PR plans aligned with Sharee Centre's values, showcasing the skills I developed and learned during my internship.

The final part of the report presents my recommendations and major takeaways from the internship experience, offering insights into how Sharee Centre can further strengthen its position in the growing saree market of Bangladesh.

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CHAPTER I: INTRODUCTION

I.1 Background of the Report

Sharee Centre is a leading retailer in Bangladesh, specializing in traditional and modern sarees, offering a wide range of high-quality, fashionable sarees to customers across the country. Over the years, the brand has grown to be a household name by focusing on delivering exquisite designs that resonate with Bangladesh's rich cultural heritage while catering to the evolving fashion preferences of modern women.

In recent times, Sharee Centre has expanded its product line to include a broader selection of sarees, ranging from handwoven traditional silk sarees to contemporary, trend-driven designs. While their primary offering remains sarees, they also stock complementary fashion accessories to provide customers with a complete shopping experience. The company is focused on digital transformation, and the launch of their e-commerce platform has played a key role in this strategy, allowing customers to shop their extensive collection online from the comfort of their homes.

However, like other brand in the fashion retail industry, Sharee Centre faces challenges in effectively communicating its unique value proposition to a broad customer base. The competitive landscape in Bangladesh's fashion retail industry is intense, with numerous established and emerging brands vying for customer attention.

The long-term vision of Sharee Centre is to position itself not just as a saree retailer but as a brand synonymous with both tradition and innovation in fashion. The brand aims to enhance its digital presence, create seamless online-to-offline shopping experiences, and expand its customer base by leveraging strategic marketing initiatives.

One of Sharee Centre's key focuses in this digital journey is their online store and app, which provides an enhanced customer experience by showcasing their full product range, offering personalized recommendations, and allowing for quick and easy purchases. To connect more deeply with its customers, Sharee Centre has also

introduced "StyleHub," a digital content platform (Facebook Group) where fashion enthusiasts can learn about styling tips, saree care, and the latest trends.

The Digital Media, Customer Relationships and Marketing team at Sharee Centre is responsible for creating and implementing PR strategies to highlight the brand's unique offerings. They work closely with various stakeholders such as fashion influencers, media professionals, and industry analysts to boost the brand's visibility. To overcome the challenges of customer perception and awareness, the PR team has launched campaigns designed to promote key initiatives such as the online store, StyleHub, and the exclusive saree collections.

By utilizing both primary and secondary research, the digital media team continuously gathers insights to tailor its messaging and ensure that the brand stays relevant to its target audience. This approach has allowed Sharee Centre to maintain its reputation while positioning itself as a leader in both traditional and contemporary saree fashion in Bangladesh.

This report aims to provide insights for anyone looking to understand the intricacies of Digital Media strategies and Customer Relations in the fashion retail industry, particularly in the context of a brand like Sharee Centre, which balances cultural tradition with modern innovation.

I.2 Objectives of the Report

□ **Explore Digital Media Strategies to Enhance Sharee Centre's Online Presence**

Analyze and explore the existing digital media strategies at Sharee Centre, focusing on how these strategies showcase their diverse product portfolio and engage with a modern, tech-savvy customer base.

□ **Provide Insights into the Fashion Retail Industry in Bangladesh**

Examine the current landscape of the fashion retail industry in Bangladesh, highlighting the role of digital transformation in driving customer engagement and increasing brand loyalty.

□ **Analyze Sharee Centre's Digital Media Approach to Customer Engagement**

Investigate the digital tools and platforms Sharee Centre is using to enhance customer relationships, including social media, email marketing, and e-commerce solutions, with an emphasis on personalization and customer experience.

□ **Evaluate the Development and Execution of Digital Media Campaigns**

Study the process of idea generation, development, and execution of Sharee Centre's digital media campaigns, focusing on the integration of content marketing, influencer collaborations, and e-commerce initiatives.

□ **Identify Key Success Factors in Sharee Centre's Customer Relationship Management**

Pinpoint the key factors contributing to Sharee Centre's success in building strong, long-lasting relationships with their customers, including personalized communication, loyalty programs, and customer feedback loops.

□ **My Personal Learning and Experience from the Internship**

Reflect on my experience and key takeaways from working on digital media strategies during the internship, with insights into how academic knowledge was applied in real-world scenarios.

□ **Highlight the Integration of Academic Courses with Practical Experience**

Review how the theoretical concepts from academic courses, such as Digital Marketing, Strategic Management, E- business, and Consumer Behaviour, were implemented and integrated into Sharee Centre's digital strategies and Customer relationships.

□ **Provide Recommendations for Enhancing Sharee Centre's Digital Customer Relationship**

Offer practical recommendations to improve Sharee Centre's customer relationship management through the use of emerging digital tools, customer data analytics, and innovative content strategies, ultimately driving better engagement and loyalty.

I.3 Motivation of the Report

My internship journey with Sharee Centre began with a deep curiosity about how digital media strategies and customer relations can shape up a brand's identity and create meaningful connections with its customers. This internship is also a critical step toward my graduation in BBA marketing. The motivation of this report:

- **How Sharee Centre Leads through Digital Media and Marketing:** Understanding the model of Sharee Centre's Marketing & Communications Teams in leveraging digital media to enhance customer engagement.
- **Fashion Retail Industry in Bangladesh—An Overview:** Overview of Bangladesh's retail landscape, saree, and fashion sectors with an increasing footprint in digital commerce.
- **Development of Recommendations for Other Retailers:** Providing valuable advice on what to do and not to do for other fashion retailers who want to develop or improve their digital media strategies, so they can better advertise their products.
- **Evaluate Public Relations and Digital Media Strategies with Key Stakeholders:** Checking Sharee Centre's partnerships with influencers, customers, and media to improve their PR and digital campaigns.
- **Lessons Shared on Sharee Centre's Digital Media Strategies:** Upon reflection of the main takeaways and highlights from my internship, it was largely derived in terms of how Sharee Centre handled their digital media as well as customer relationships to target a wider community.
- **A BBA (Marketing) Doing Justice with the requirements of my undergraduate degree:** Doing this report as one of the academic purposes that I have to pass with my undergraduate degree, relating what I have done in marketing methodology to real-life situations at Sharee Centre.

I think this report may come in handy for anyone who wants to know more about a fashion retail store's digital media strategies and customer relationships. I have also been inspired to write this report because Sharee Centre is rooted with our country's culture, sharee is one of the main traditional wear in our country. It is a tradition-

centric storytelling for creativity and fashion, which can be applied in any business as well, regardless of size or industry.

Finally, I need this report to graduate university and the cautions I draw from this report will be instructive for future work.

I.4 Scope and Limitations of the Report

In my internship journey with Sharee Centre, I faced both valuable learnings and a few constraints, in the process of preparing this report. But the scopes are most and there were fewer constraints.

The scopes were:

- Understanding the digital landscape: Insights into developing and executing a sound digital media strategy in order to promote Sharee Centre's products through Facebook, Instagram & WhatsApp.
- Customer engagement: How Sharee Centre interacts with their customers via social media channels and other online platforms to foster relationships with existing and new customers.
- Content creation and marketing: I was responsible for designing guidelines on the type of engaging content that brings out cultural and aesthetic values in its sarees.
- Monitoring customer sentiments and activity: Using digital tools to understand what customers are saying about their services, how they feel about the products/services on offer, as well as pinpointing emerging consumer preferences.
- Influencer collaboration: Learning how to collaborate with fashion influencers for saree promotion and brand visibility in the digital world.
- Customer retention via personalized marketing: Exploring how Sharee Centre uses custom digital marketing, based on email campaigns and loyalty programs, for customer retention.

The limitations were:

- Data availability restricted: Since some customer-sensitive data and proprietary digital strategies were inaccessible, the analysis could not be performed fully due to privacy constraints.
- Time constraints: The short tenure of involvement made it impossible to go beyond simple digital media strategies and see long-term results play out.
- Lack of control: Sharee Centre depended heavily on external platforms like FB or WhatsApp, and changes to their algorithms automatically affected customer reach, making results hard to manage or predict.
- Budget constraint for digital marketing: Financial limitations affected the range of digital media activities and limited experimentation with premium marketing options.
- Participation in internal meetings: Senior management was engaged in long-term marketing planning and strategic discussions, which were confidential, limiting access.

Though problematic, this offered a unique learning experience in digital media strategies and customer service in fashion retail at Sharee Centre.

I.5 Definition of Key Terms

SC: Sharee Centre

PR: Public Relations

FB: Facebook

CHAPTER II: COMPANY AND INDUSTRY PREVIEW

2.1 Company Analysis

2.1.1 Overview and History

One of Bangladesh's top retail establishments, Sharee Centre is well-known for its extensive selection of both traditional and contemporary sarees. It has quickly expanded to become one of the nation's most popular destinations for saree lovers. But this famous store wasn't always called Sharee Centre; it has evolved from its modest origins to become the well-known brand it is today.



1996: With a license to operate in 2 shops in Munshiganj, Sharee Centre Ltd. was first founded with the goal of supplying traditional sarees to clients outside to major cities.

1997: With the goal of bringing high-quality sarees to additional areas, the store formally opened as a joint venture between Bangladeshi and Indian partners.

In 1998: Sharee Centre expanded its selection of sarees and added GSM (Great

Saree Market) services, which increased the store's customer base. Also, they have shifted to Dhaka from Munshiganj.

In 2005, Sharee Centre has made entry into two new markets in the Dhaka City at that time, Plaza A R and Bashundhara City. One of the biggest and famous shopping mall till date is Bashundhara City. Sharee Centre has managed to buy 6 shops in the Bashundhara City and they have established a very good reputation there. There are many retailers who are still trying to buy and establish their business in the Bashundhara City.

In 2008, They have renamed their shop in Plaza A R from Sharee Centre into Kalanjali Sharees and started their wholesale journey there. They have started to import sharee from India and wholesale into each and every markets in Bangladesh.

2.1.2 Trend and Growth

Sharee Centre has experienced a notable increase in revenue, driven by its expanding customer base and strong market presence. The growing demand for sarees, particularly during festive seasons and wedding celebrations, has contributed to the surge in sales. Sharee Centre's ability to introduce fresh collections and exclusive designs has attracted a diverse audience, boosting overall revenue. Additionally, their online presence and strategic marketing efforts have allowed them to tap into broader markets, reaching customers beyond local boundaries. This rising revenue highlights the brand's successful growth strategy and the increasing popularity of sarees as a fashion choice.

Sharee Centre sarees have seen a significant rise in popularity due to their blend of traditional craftsmanship and contemporary designs. The brand focuses on high-quality fabrics and intricate detailing, catering to the fashion preferences of modern women who appreciate ethnic wear. The trend of wearing sarees for various occasions, such as weddings and festivals, has fueled the growth of the saree market, with Sharee Centre standing out for its innovative styles and diverse collection. This growth reflects a broader revival of interest in cultural attire, with Sharee Centre successfully tapping into both local and global markets.

2.1.3 Customer Mix

The in-depth understanding of the customers' needs and preferences allows Sharee Centre to widen the realms of their marketing, service provision, and digital engagements. They meet the varied demands of their customers and keep the world on platforms like Facebook busy. Here is how the customer mix of Sharee Centre aligns:

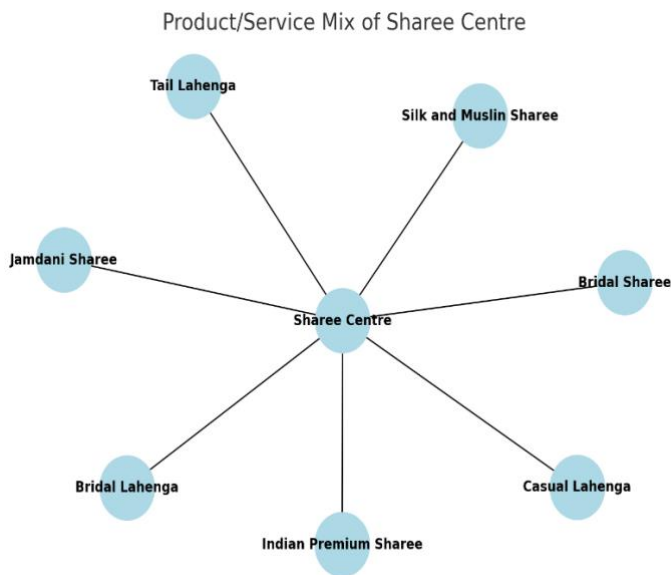
Wedding Customers: Brides, family members, and event guests seeking elegant and traditional attire to wear to weddings. Sharee Centre has collections of exclusively combined touch of luxury cum tradition to meet their expectations.

Casual Customers: Regular customers who buy stylish, yet comfortable to wear, sarees. The Sharee Centre has a range of casual and semi-formal sarees for these customers who wear sarees on a daily basis to go to work, for casual outings, or special events.

Festive Customers: Those customers who want exclusive, colorful, and cultural designs in festivals like Eid and Puja. Sharee Centre also develops special festive collections to meet up the demand for ethnic and celebratory attire, enhancing the festive spirit.

Digital Media Engagement-Facebook Customers: Sharee Centre utilizes its digital presence in various media, especially on Facebook, to reach these segments. It shares updates, introduces new collections, and directly interacts with customers for the purpose of handling customer requirements. Various promotional activities, festive greetings, and special offers are shared very often to attract and retain different types of customers, making their requirements easily accessible. Sharee Centre ensures smooth shopping in both ways, either online or offline, by understanding and being focused on the effective reaching of each segment.

2.1.4 Product/Service Mix



Here is a product-service mix diagram for Sharee Centre, portraying the different offerings such as Bridal Sharee, Bridal Lahenga, Jamdani Sharee, Silk and Muslin Sharee, Tail Lahenga, Casual Lahenga, and Indian Premium Sharee.

Following are the key points about the services provided by the Sharee Centre:

Easy online selection and ordering:

They have made it easy for customers to browse and choose their outfits online through their Facebook page, Sharee Centre. Orders can also be placed through their WhatsApp number for convenience.

Tailor Service:

Sharee Centre offers tailoring service to its customers who would wish to stitch blouses or lahengas after purchasing their outfit.

Courier services across Bangladesh:

They also deliver through courier services to all cities and rural areas within Bangladesh. This ensures convenience for customers that are located out of Dhaka.

2.1.5 Operations

Sharee Centre aims to deliver quality and homely service, ensuring customers feel comfortable and valued. The focus is on offering what customers desire to wear at the best price, encouraging repeat visits by creating a welcoming atmosphere.

Some of Sharee Centre's core functions are listed below-

1. Attracting New Customers:

Diversified Product Range: Expand the selection of sarees to include styles from various Indian cities, highlighting the unique designs and cultural aspects of each region. This will attract customers looking for authentic, diverse options.

Customized Fusion Sarees: Introduce exclusive, customized fusion sarees blending traditional and modern styles. This could appeal to younger customers seeking unique and trendy attire.

Festival Offers and Promotions: Capitalize on festivals and special occasions by offering attractive discounts, bundle deals, or limited-edition sarees. Create a sense of urgency with time-bound promotions to boost sales.

2. Customer Service for Existing Customers:

Loyalty Programs: Implement loyalty rewards such as discounts, vouchers, or special access to new collections for repeat customers. This will help in retaining existing customers by giving them added value.

Personalized Shopping Experience: Train staff to provide personalized recommendations based on customers' previous purchases and preferences. This can make shopping more pleasant and personalized.

After-Sales Support: Offer services like easy exchanges, alterations, and quick delivery options, ensuring a hassle-free shopping experience.

3. Importing Sarees from India:

Strategic Partnerships: Develop partnerships with manufacturers and artisans across Indian cities to source high-quality, authentic sarees. This can also help in gaining exclusive designs, making the product range more appealing.

Quality Control: Establish a robust quality control system to ensure that the imported sarees meet the high standards expected by customers, reinforcing trust and brand reputation.

4. Enhancing Customer Communication:

Utilize Digital Media: Engage customers through various digital platforms, including social media, email newsletters, and mobile apps. Use visually appealing content such as images, videos, and customer testimonials to build trust and showcase products.

Regular Updates and Interaction: Maintain an active online presence with regular updates on new collections, upcoming sales, and events. Engage customers through comments, direct messages, and interactive posts to build a community.

Feedback Mechanism: Implement a system for gathering customer feedback and suggestions, and make adjustments based on this input to improve services.

5. Sustaining Present Customers & Festival Offers:

Seasonal Collections & Promotions: Launch seasonal collections with themes that resonate with cultural events and holidays. Exclusive festive offers, like discounts during Durga Puja, Diwali, or Eid, can attract both new and existing customers.

Membership Programs: Create a membership program offering exclusive deals, early access to sales, and customization services. This could provide a sense of belonging and privilege to members.

6. Marketing and Digital Strategy

Social Media Marketing: Leverage platforms like Instagram, Facebook, and Pinterest, which are popular for fashion brands. Post engaging content that highlights the uniqueness of your sarees, shares styling tips, and features customer stories. Collaborate with influencers to reach a wider audience.

Email Campaigns: Use email campaigns to keep customers informed about new arrivals, ongoing sales, and personalized recommendations based on their shopping history.

By focusing on these strategies, Sharee Centre can not only attract and retain customers but also strengthen its brand presence in a competitive market. Ensuring that customers feel valued and receive quality products at competitive prices will help build long-term loyalty and repeat business.

2.1.6 SWOT Analysis

Strengths	Weaknesses
• Diverse product range with sarees from various Indian cities. • Customized fusion sarees offering unique styles. • Strong focus on quality and affordable pricing. • Personalized, homely customer service.	• Limited awareness outside the local market. • Dependence on external suppliers for imported sarees. • Limited online presence compared to larger competitors. • Inventory management challenges due to diverse products.
Opportunities	Threats
• Expanding digital marketing to reach a broader audience. • Growing trend for fusion and customized fashion. • Capitalizing on festival seasons with exclusive offers. • Collaborating with influencers to increase brand visibility.	• Intense competition from local and online saree retailers. • Fluctuations in import costs and supply chain disruptions. • Changing fashion trends leading to decreased demand. • Economic downturns affecting consumer spending behavior.

This table outlines the internal strengths and weaknesses, along with the external opportunities and threats, providing a clear picture of where Sharee Centre stands and what strategies can be prioritized.

Here's a more detailed elaboration of the SWOT analysis for Sharee Centre Sarees:

Strengths-

- A) Diverse Product Range with Sarees from Various Indian Cities: Sharee Centre has a broad selection of sarees sourced from different regions of India, such as Banarasi, Kanjeevaram, Chanderi, and more. This variety allows them to cater to diverse tastes, appealing to customers looking for traditional and regional styles. The ability to source from multiple locations enhances the product's

authenticity and quality, setting Sharee Centre apart from competitors who may not have such a wide range.

- B) Customized Fusion Sarees Offering Unique Styles: By creating fusion sarees that blend traditional designs with modern elements, Sharee Centre taps into the growing demand for unique, contemporary fashion. This customization allows the brand to appeal to a younger, fashion-forward demographic looking for a mix of cultural heritage and modern style. It helps to differentiate the brand and build a niche in the market.
- C) Strong Focus on Quality and Affordable Pricing: Maintaining high-quality standards while offering competitive prices ensures that customers receive value for their money. This focus on quality helps build trust and loyalty, leading to repeat business. Affordable pricing makes the sarees accessible to a broader audience, which is crucial in a price-sensitive market.
- D) Personalized, Homely Customer Service: Sharee Centre prides itself on creating a welcoming shopping experience. Customers are treated with warmth and attention, making them feel comfortable and valued. This personalized approach encourages long-term relationships and helps in building a loyal customer base. Friendly staff who can provide style advice and cater to individual needs further enhance the shopping experience.

Weaknesses

- A) Limited Awareness Outside the Local Market: Despite having a strong product line, Sharee Centre's brand awareness is mostly confined to its local area. This limits its reach and ability to attract customers from other regions or countries. Expanding brand visibility through online marketing and strategic partnerships is needed to overcome this challenge.
- B) Dependence on External Suppliers for Imported Sarees: Relying heavily on external suppliers can lead to issues such as inconsistent quality, delays, or disruptions in supply chains. This dependence makes the business vulnerable to fluctuations in availability and costs, which can impact profitability and customer satisfaction.
- C) Limited Online Presence Compared to Larger Competitors: In an age where e-commerce is booming, having a limited online presence puts Sharee Centre at a disadvantage. Competitors with robust online stores can attract a wider

audience, both locally and internationally. A well-developed e-commerce platform could significantly boost sales and brand recognition.

D) Inventory Management Challenges Due to Diverse Products: Managing a wide range of sarees from different regions and styles can lead to inventory issues, such as overstocking or understocking certain products. Efficient inventory management systems are essential to ensure a balanced stock that meets customer demand without incurring high holding costs.

Opportunities

A) Expanding Digital Marketing to Reach a Broader Audience: Digital marketing offers numerous opportunities for growth. By leveraging platforms like Instagram, Facebook, and Google Ads, Sharee Centre can reach a larger audience outside its local market. Engaging content such as video tutorials on saree draping, customer testimonials, and behind-the-scenes content about sourcing and making sarees can attract more potential buyers.

B) Growing Trend for Fusion and Customized Fashion: The rise in demand for fusion fashion presents a significant opportunity. Sharee Centre can capitalize on this trend by offering more customized saree options, allowing customers to choose fabrics, patterns, and designs that match their unique style. Offering customization not only attracts a new customer segment but also encourages premium pricing.

C) Capitalizing on Festival Seasons with Exclusive Offers: Festivals are prime shopping seasons in many cultures. Sharee Centre can create exclusive collections and attractive offers during these periods, encouraging customers to make purchases. Limited-edition designs and bundles can generate excitement and drive sales during peak shopping times such as Diwali, Eid, and other local festivals.

D) Collaborating with Influencers to Increase Brand Visibility: Influencer marketing is a powerful tool to reach a targeted audience. Partnering with fashion influencers, bloggers, and local celebrities can help Sharee Centre showcase its products to a broader audience, building brand credibility and trust. This strategy can be particularly effective in gaining exposure on social media platforms where visual content thrives.

Threats

- A) Intense Competition from Local and Online Saree Retailers: The market for sarees is highly competitive, with numerous local retailers and large online stores offering similar products. Competing against established brands with significant marketing budgets can be challenging. Sharee Centre needs to differentiate itself through unique products, superior customer service, and strategic marketing.
- B) Fluctuations in Import Costs and Supply Chain Disruptions: Variations in import costs due to currency exchange rates, taxes, or geopolitical factors can affect pricing and profitability. Supply chain disruptions, whether due to natural disasters, political instability, or logistic challenges, can also impact the availability of products. Effective contingency planning and diversifying suppliers can mitigate these risks.
- C) Changing Fashion Trends Leading to Decreased Demand: Fashion trends are dynamic, and the popularity of traditional sarees can vary. While the interest in fusion and modern styles is growing, shifts in consumer preferences could lead to a decline in demand for certain styles of sarees. Regular market research and product innovation are necessary to stay ahead of trends and meet changing customer tastes.
- D) Economic Downturns Affecting Consumer Spending Behavior: Economic challenges, such as inflation or a recession, can lead to reduced discretionary spending, affecting sales. During such times, customers might prioritize essentials over luxury or traditional attire. Sharee Centre must be prepared to adapt its pricing strategy and product offerings to accommodate changing economic conditions, such as introducing more budget-friendly options or value packs.

2.2 Industry analysis

2.2.1 Specification of the industry

The saree and ethnic wear industry is a significant segment within the broader fashion and apparel market. It is deeply rooted in cultural traditions, particularly in South Asia, where sarees hold a symbolic value during festivals, weddings, and special occasions. In recent years, the industry has also seen a growing acceptance of ethnic wear in daily fashion, not just in South Asia but globally, as diasporas spread across continents.

2.2.2 Size, trend, and maturity of the industry

Global Ethnic Wear Market: The global ethnic wear market has been steadily growing, with an increasing interest in traditional attire not just among residents of India, Bangladesh, and other South Asian countries, but also among the diaspora communities in countries like the United States, the UK, Canada, and the Middle East. The saree market is a substantial part of this sector, valued at billions of dollars annually.

Bangladesh Saree Market: In Bangladesh, sarees are one of the most popular forms of attire, and the market is vast and competitive. The demand peaks during festive seasons (e.g., Eid, Pohela Boishakh, Durga Puja) and wedding seasons. The market has been growing, driven by increasing disposable incomes, a rise in fashion consciousness, and the availability of diverse styles.

2.2.3 Key Trends in the Industry

1) Growing Demand for Fusion and Contemporary Styles:

Younger consumers are leaning towards modern, fusion styles that blend traditional saree elements with contemporary fashion. This trend has led to an increase in demand for customized, unique designs that cater to younger, urban populations.

Sharee Centre can capitalize on this by offering more innovative fusion sarees that appeal to modern tastes.

2) Shift Towards E-commerce and Digital Platforms:

The saree industry has seen a major shift towards online shopping. Customers now prefer buying sarees online due to the convenience of browsing various styles, easy returns, and doorstep delivery. E-commerce platforms, social media marketplaces, and online boutiques have become important sales channels.

Sharee Centre, with a stronger online presence, can leverage these digital platforms to reach a broader audience and offer virtual shopping experiences.

3) Sustainability and Ethical Fashion:

There is a growing awareness of sustainable and ethical fashion. Consumers are more inclined towards brands that promote eco-friendly fabrics, sustainable production processes, and support local artisans.

Introducing eco-friendly sarees or collaborating with local artisans can help Sharee Centre position itself as a socially responsible brand.

4) Increasing Popularity of Regional and Authentic Designs:

Consumers are showing more interest in authentic, regional designs, which has led to a resurgence of traditional weaves and patterns like Banarasi, Kanjeevaram, Jamdani, and Chanderi sarees.

Sharee Centre's strategy of importing sarees from various cities in India and offering a diverse range is aligned with this trend. Expanding to include more regional varieties can further strengthen their market position.

2.2.4 Competitive Landscape

- 1) **Local Competitors:** The local saree market in Bangladesh is competitive, with numerous established stores that offer a range of products from high-end designer sarees to budget-friendly everyday wear. Competitors range from traditional saree shops to modern boutiques that cater to fashion-conscious customers. Differentiating through unique fusion styles, personalized customer service, and exclusive collections can help Sharee Centre stand out.
- 2) **Online Retailers:**
Online saree retailers have been gaining traction, offering customers easy access to a wide range of products without the need to visit physical stores. They often compete on price, variety, and delivery speed. Some of these platforms also offer customization options, making it easier for customers to get exactly what they want. To compete effectively, Sharee Centre needs to enhance its digital marketing efforts, improve its online shopping experience, and focus on building a strong brand presence online.
- 3) **Artisanal and Boutique Brands:** A niche market has emerged for artisanal sarees that are handcrafted by local weavers. These sarees tend to be more expensive but are valued for their craftsmanship and authenticity. Customers are willing to pay a premium for exclusive, handwoven sarees. Collaborating with artisans to create exclusive designs can help Sharee Centre tap into this segment and appeal to customers looking for premium, authentic products.

2.2.5 Customer Demographics and Preferences

- 1) **Target Market:**
 - **Age:** Primarily women aged 18-55. The younger demographic (18-35) prefers trendy, fusion styles, while the older demographic (35+) often leans towards traditional, classic designs.
 - **Geography:** Urban and semi-urban areas in Bangladesh, along with potential international customers from the diaspora community.

- Income Level: Middle-income to upper-middle-income households. The diversity in product pricing allows Sharee Centre to cater to different income groups.
- 2) Customer Preferences:
 - Comfort and Quality: Customers seek sarees that are comfortable to wear for extended periods, especially during events. High-quality fabrics and durability are crucial.
 - Style and Design:
 - Unique designs, vibrant colors, and intricate patterns attract customers. There is a growing preference for designs that can be worn on multiple occasions, enhancing the versatility of the saree.
 - Customization:
 - Many customers appreciate the option to customize their sarees, such as selecting specific fabrics, patterns, and embellishments.

2.2.6. Growth Opportunities

1) Expanding Product Line:

Sharee Centre can consider adding complementary products such as blouses, petticoats, and accessories like jewelry to create a one-stop shopping experience for customers.

Offering saree draping tutorials and workshops can enhance customer engagement and loyalty.

2) E-commerce and Digital Expansion:

Investing in an e-commerce platform with features like virtual try-ons, customer reviews, and seamless checkout processes can attract tech-savvy customers.

Digital marketing campaigns, including influencer collaborations, social media contests, and festival promotions, can boost brand visibility and drive traffic to online stores.

3) International Market Expansion:

Targeting the South Asian diaspora through online sales can open up new markets. Sharee Centre can establish shipping options to key regions like North America, the UK, and the Middle East, where there is a high demand for traditional and fusion sarees.

Collaborations with local stores abroad or participation in international exhibitions can also help increase brand exposure.

2.2.7 Supplier Power

Sharee Centre works with a wide range of suppliers, from fabric manufacturers to wholesalers. The abundance of suppliers in the Bangladeshi garment sector limits their individual power, as the retailer can easily switch if needed. While some suppliers with exclusive designs or high-demand products (e.g., Banarasi silk sarees) may have more leverage, this can be mitigated by diversifying suppliers. Low switching costs and potential for backward integration—sourcing directly from weavers—further reduce supplier influence. Since most suppliers are small to medium-sized, they exert limited power over Sharee Centre.

2.2.8 Buyer Power

Sharee Centre serves a broad and diverse customer base, ranging from bridal wear to daily sarees. This wide range of buyers lessens individual influence over pricing and product decisions. However, the market is highly price-sensitive, especially in the mid-to-low segments, where customers actively compare prices across stores, increasing buyer power.

Low switching costs make it easy for customers to explore alternatives, while online platforms offer transparency in pricing and reviews, further boosting buyer influence. Yet, strong product differentiation and brand loyalty can reduce this power. Bulk purchasing for weddings or festivals allows for negotiating

better deals, especially in the premium segment, where buyers expect personalized service and exclusive designs.

2.2.9 Threat of Substitutes

- 1) **Alternative Ethnic Wear:** In addition to sarees and lehengas, other forms of ethnic wear like salwar kameez, kurtis, and gowns serve as close substitutes. These alternatives are popular choices for casual wear, festive occasions, and even weddings, presenting a considerable substitution threat.
- 2) **Western Apparel:** Western clothing is becoming increasingly popular in Bangladesh, especially among younger generations. Dresses, jeans, and tops offer more convenience and flexibility, potentially reducing demand for traditional sarees and lehengas.
- 3) **Ready-to-Wear Options:** Ready-made sarees and stitched lehengas offer convenience compared to unstitched sarees or lehengas that require additional tailoring. The ease of these options makes them appealing to time-conscious customers, increasing substitution risk.
- 4) **Casual Fusion Wear:** The growing trend of fusion wear—where ethnic elements blend with modern styles—also poses a substitute threat. These designs provide a balance of tradition and comfort, appealing to a broader audience.
- 5) **E-commerce Platforms:** Online stores provide easy access to a wide range of ethnic and western wear, often at competitive prices. This adds to the threat of substitutes, as consumers can effortlessly explore alternative brands and styles.

- 6) Local Boutiques: Custom tailoring services offered by local boutiques present another substitute option. These boutiques can produce personalized designs at competitive prices, attracting customers who prefer unique, made-to-order apparel.

Overall, the threat of substitutes for Sharee Centre is moderate to high, driven by the availability of alternative ethnic wear, increasing westernization, and rising demand for convenience and personalization.

2.2.10 Industry Rivalry

Monerekho Sharees is a classic, well-established saree retailer known for its strong brand reputation and long-standing customer loyalty. Competing with such a historic brand is challenging, as Monerekho enjoys a loyal customer base built over decades. Sharee Centre must focus on product differentiation, exclusive collections, and personalized customer service to compete effectively against Monerekho's brand legacy. Also, Nibir Sharees, a new entrant in the market, actively leverages digital media for aggressive promotions. Their strong online presence allows them to engage with younger, tech-savvy customers. To counter this, Sharee Centre must enhance its digital marketing strategies, use social media channels effectively, and create engaging online content like influencer collaborations, video campaigns, and digital storytelling to boost brand visibility.

Moreover, despite being a newer player, Gulshan Sharee Museum has quickly established itself as a strong competitor due to its curated collections and focus on the high-end saree segment. Competing with them will require Sharee Centre to not only offer unique, high-quality sarees but also create a premium shopping experience, both in-store and online, to attract discerning customers.

On the Contrast, Adi Mohan Kanjilal, another emerging competitor, has gained a reputation for its quality products and unique designs. To compete with Adi Mohan Kanjilal's design-centric approach, Sharee Centre should focus on offering exclusive and trendy designs, collaborating with designers, and highlighting craftsmanship in its marketing campaigns.

In summary, Sharee Centre faces intense rivalry from both traditional players like Monerekho Sharees and newer entrants like Nibir Sharees, Gulshan Sharee Museum, and Adi Mohan Kanjilal. The competition is marked by a blend of strong brand loyalty, digital engagement, and premium offerings, requiring Sharee Centre to innovate and adapt to maintain its market position.

CHAPTER IV: INTERNSHIP EXPERIENCE

4.1 Position, duties, and responsibilities

Managing Director: Shabana Imran

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CEO: Imam Hossain Imran

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HR Admin: Ashraful Islam

Sales Executive: Anwar Hossain

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Intern: Nourin Hossain

My responsibilities at Sharee Centre as a Digital Media Strategies and Customer Relationship intern includes:

Digital Media Strategies:

- 1) Content Creation: Assist in developing engaging content for social media platforms like Facebook, Instagram, and Twitter, tailored to the interests of the Sharee Centre's customer base.
- 2) Social Media Management: Monitor and manage social media accounts, ensuring consistent posting schedules and engaging with followers to enhance brand presence.

- 3) Digital Marketing Campaigns: Support the creation and execution of digital marketing campaigns, including promotions, advertisements, and email newsletters.
- 4) Research Trends: Stay up-to-date with digital media trends, tools, and best practices to suggest new strategies for online engagement.
- 5) Content Scheduling: Use tools like Buffer or Hootsuite to schedule posts and maintain a steady flow of content.
- 6) Graphic Design Assistance: Create simple graphics using Canva or similar tools for social media posts and advertisements.

Customer Relationship Management:

- 1) Customer Interaction: Respond to customer inquiries and comments on digital platforms in a timely and professional manner to maintain a positive brand image.
- 2) Feedback Collection: Gather customer feedback through surveys or social media polls and report insights to the management for service improvements.
- 3) Customer Data Management: Help maintain a database of customer interactions and feedback to track preferences and improve communication strategies.
- 4) Loyalty Program Support: Assist in managing loyalty programs or special offers designed to retain customers and increase repeat business.
- 5) Personalized Marketing: Use customer data to help craft personalized marketing messages that resonate with different segments of the Sharee Centre's clientele.
- 6) Problem Resolution: Address any customer complaints or concerns on digital platforms and escalate more serious issues to the appropriate team members.
- 7) Customer Engagement Initiatives: Participate in planning and executing customer engagement activities, like online contests or virtual events, to strengthen customer relationships.

This internship offers a hands-on experience in both digital media strategy and customer relationship management, allowing me to develop practical skills that are essential in today's digital marketing landscape.

4.2 Training

My initial training at Sharee Centre did not feel like any routine training. Firstly, they were being flexible randomly talking and was trying to know about my aspirations, my skills on Digital Media and on Consumer Behavior. My training actually was fun and homely because I could ask for assistance as many times as needed. Then on the actual gaining knowledge about the concepts like Search Engine Optimization (SEO), Search Engine Marketing (SEM), Pay-Per-Click (PPC), social media marketing, content marketing, and email marketing. Training on how to create compelling content for blogs, social media, and websites, tailored to different audiences. Hands-on experience with tools like Hootsuite, Buffer, or Sprout Social to schedule posts, analyzing social media metrics, and engage with followers. Understanding keyword research, on-page optimization, and backlink strategies to improve organic traffic. Basic training on how to use Google Analytics to track website traffic, user behavior, and campaign success, as well as setting up Google AdWords campaigns. These training was given by their HR Admin Ashraf Islam mainly. He made sure that I was clear about each and every details. He also taught me how to craft email campaigns, segment email lists, and analyze open and click-through rates to improve engagement.

Secondly, Mr. Anwar Hossain their sales executive and also has a role in customer service helped in knowing to learn how to segment customers based on demographics, purchase behavior, and preferences to deliver personalized marketing. Also, developing strong communication skills for interacting with customers on digital platforms, including responding to inquiries, resolving complaints, and providing information. Also, to know about feedback mechanisms, learning how to create and use surveys, feedback forms, and social media polls to gather customer insights. In building strategies for retaining customers through loyalty programs, personalized offers, and consistent engagement on social media and email.

By this training, I have gained a solid foundation in how to attract and retain customers through digital channels, using a blend of creative content and data-driven strategies. This hands-on learning experience is key to developing the skills necessary for a successful career in digital marketing and customer relationship management.

4.3 Contribution to departmental functions:

The Digital Media Strategies department at Sharee Centre focuses on enhancing the organization's online presence and engagement through various digital platforms. Its primary goal is to create, implement, and optimize digital marketing campaigns that effectively reach and resonate with the target audience. The department leverages social media, content marketing, search engine optimization (SEO), and other digital tools to boost brand visibility and communicate the Centre's mission and initiatives. By analyzing trends and performance metrics, the team continuously refines strategies to stay ahead in the dynamic digital landscape.

On the other hand, the Customer Relationship department is dedicated to maintaining and improving the Centre's connection with its audience, ensuring a positive and lasting impact. This department manages customer feedback, addresses inquiries, and resolves issues to enhance the overall experience. It focuses on building strong, long-term relationships by understanding customer needs and expectations, tailoring communication strategies, and fostering loyalty. Together, these departments play a crucial role in driving Sharee Centre's growth by integrating digital outreach with effective relationship management.

My role in Sharee Centre was basically contributing to the Sharee Centre as an intern in the Digital Media Strategies and Customer Relationship department, in involving engaging in various tasks to enhance the organization's digital presence and improve customer relations. The role included assisting in the development of digital marketing strategies, managing social media campaigns, and creating content that resonates with the target audience. Additionally, efforts were directed toward analyzing customer feedback and interactions to optimize communication strategies. The experience provided a comprehensive understanding of digital media's impact on customer engagement and the importance of effective relationship management in achieving organizational goals.

4.2 Evaluation

The evaluation of my work by the HR Admin, Digital Media, and Customer Service departments at Sharee Centre highlighted my strong performance and dedication. HR Admin appreciated my punctuality, teamwork, and ability to follow procedures effectively. The Digital Media team praised my creativity and contribution to enhancing online campaigns, while Customer Service acknowledged my efforts in handling customer feedback and resolving issues promptly. Overall, the feedback emphasized my commitment to quality work and continuous improvement across all tasks.

Thus, I was thrilled to get appreciations from the team and specially from HR Admin.

4.3 Skills Applied

As an intern at Sharee Centre, I applied a variety of skills to contribute effectively. My communication skills helped in collaborating with the team, addressing customer inquiries, and sharing ideas clearly. I utilized technical skills like social media management and basic graphic design to support digital campaigns. Fashion skills were valuable in creating relevant content and understanding industry trends, enhancing the Centre's style-focused initiatives. Also, data analysis skills and to research about so many things.

Additionally, my presentation skills came into play when showcasing campaign results and suggesting new strategies, allowing me to convey information confidently and professionally.

4.6 New skills developed

During my internship at Sharee Centre, I developed several new skills while working in the Digital Media Strategies and Customer Relationship departments. I gained expertise in digital marketing techniques, such as content creation, social media analytics, and search engine optimization (SEO), which helped improve online engagement. I also enhanced my problem-solving abilities by addressing customer concerns and finding effective solutions. Working closely with the team boosted my collaborative skills, and I learned how to adapt communication strategies to different customer needs, fostering stronger relationships. Overall, these experiences significantly broadened my skill set in both digital media and customer service.

During my time at Sharee Centre, I developed a deeper understanding of digital tools and strategies.

Working in a fast-paced environment taught me time management and multitasking, allowing me to balance various tasks efficiently. I also gained experience in coordinating with different departments, which broadened my perspective on integrating digital strategies with customer service initiatives for a more cohesive approach. These skills have not only boosted my confidence but also prepared me for future roles in digital marketing and customer relationship management.

4.7 Application of academic knowledge

I think, I am very lucky as a student that I got some finest and soft-hearted faculties from my University, they are more like my guardians. Always guiding me with more than the bookish language.

I would have not come this far so easily and confidently without their constant help and support.

My major is Marketing and I find absolute joy in exploring and learning more this background always.

Some of my favourite courses which actually helped me shaping in what I am today are-

BUS 2112 Business Communication- this course has improved my ability to communicate clearly and professionally, whether writing emails, creating content, or interacting with customers. The course also taught me how to adapt my communication style for different audiences, which was essential in managing customer inquiries and collaborating with team members. Overall, it strengthened my skills in presenting ideas, writing effectively, and building strong relationships, all of which contributed to a successful internship experience.

MKT 3336 Marketing Management-the course in Marketing Management proved valuable during my internship at Sharee Centre. It provided me with a solid understanding of marketing principles, such as targeting the right audience, positioning strategies, and analyzing market trends. This knowledge helped me contribute to digital marketing campaigns, optimize content, and suggest strategies to enhance online engagement. The course also gave me insights into consumer behavior, which was useful in addressing customer needs and improving relationship management efforts during the internship.

MKT 4311 Brand Management- The Brand Management course from my university was instrumental during my internship at Sharee Centre. It taught me how to maintain a consistent brand image and effectively communicate the brand's values, which helped in creating engaging content that aligned with the Sharee Centre's identity. The course also covered strategies for building brand loyalty and recognition, which I

applied while working on digital campaigns and customer relationship initiatives. This background helped me understand the importance of brand positioning and consistency, contributing to a more impactful marketing approach during my internship.

MGT 4356 Strategic Management- This course I did in my last trimester and it was very impactful to me for many reasons. It was very helpful during my internship at Sharee Centre. It provided me with skills to analyze situations, set goals, and develop strategies for achieving them. This knowledge helped me contribute to planning digital marketing campaigns and improving customer engagement strategies. Understanding strategic planning also enabled me to think critically about the long-term impact of our initiatives and align tasks with the Sharee Centre's overall objectives, making my contributions more effective and goal-oriented during the internship.

CHAPTER V: CONCLUSIONS AND KEY FACTS

5.1 Recommendations for Improving Departmental Operations

Although Sharee Centre is a homely environment for every employees working there and all the employees are treated as family. They are great in customer relationship but as they have recently started taking their business online. There are some points I want to write which will make the company more unbeatable.

Investing in social media advertising can expand the Centre's reach and drive more traffic to the website. Regularly boosting contents online to grab people's attention.

Enhancing online customer interaction by promptly responding to comments and reviews will build stronger engagement. Additionally, training staff in digital marketing skills will ensure effective execution of strategies, ultimately boosting the Sharee Centre's digital presence and marketing efforts.

5.2 Key understanding

As an intern at Sharee Centre, focusing on digital media strategies and customer relationship, I gained several key insights. I learned the importance of a well-structured digital marketing plan to drive brand visibility and engagement, including the strategic use of social media and content creation. Understanding how to target specific audiences and measure campaign performance using analytics was crucial in refining strategies for better results. I also realized the value of consistent and high-quality content in building a strong online presence.

In the area of customer relationship management, I understood how vital it is to actively engage with customers, respond to their feedback, and address issues promptly to maintain a positive brand reputation. Building strong customer relationships involves not only resolving problems but also anticipating needs and tailoring communication to different audiences. These experiences highlighted the interconnected nature of digital strategies and customer service in achieving organizational goals, reinforcing the idea that effective digital media efforts go hand-in-hand with maintaining strong customer relationships.

These skills foster better communication, problem-solving, and relationship-building, which are essential in various aspects of life. Overall, the experience not only boosts professional capabilities but also equips me with practical skills for navigating today's digital and customer-centric world.

5.3 Conclusion

Sharee Centre is a retail store with a promising potential to grow and succeed in the competitive market. By focusing on improving its digital media strategies, the store can enhance its visibility and connect with a broader audience online.

Additionally, strengthening customer relationships through responsive service and engagement will help build a loyal customer base and boost brand reputation. With a commitment to adapting to changing market trends and customer needs, Sharee Centre can continue to expand its reach and establish itself as a trusted and customer-centric retail destination.

Together, these efforts will not only drive growth but also ensure that Sharee Centre remains competitive in the evolving retail landscape.

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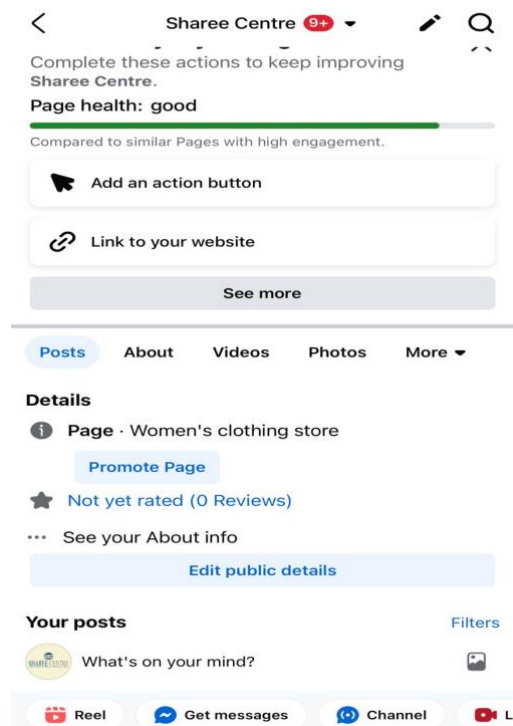
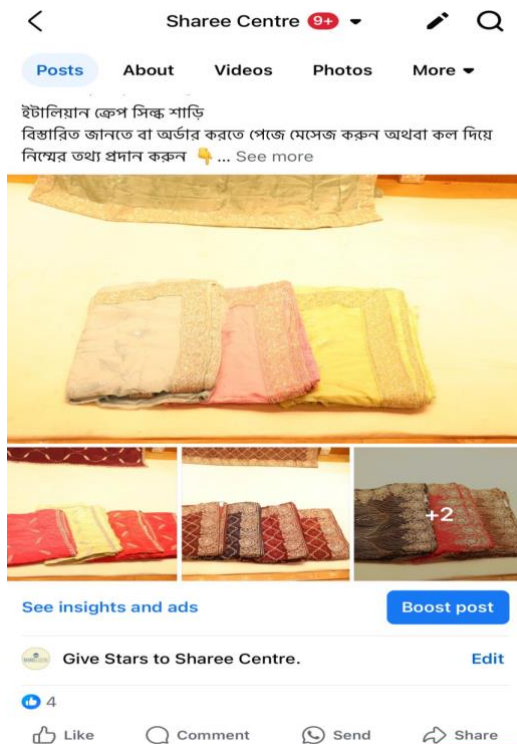
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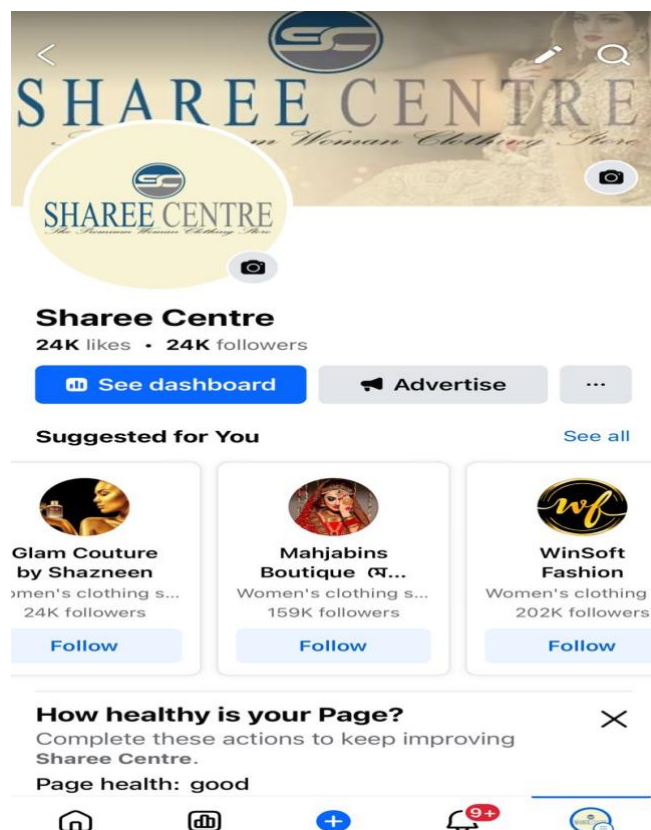
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Appendices :



Appendix A: Digital representation of Sharee Centre facebook page



Appendix B: My Internship experience at Sharee Centre

