

Internship Report on the marketing department of Maxon Power Limited

Nuzhat Sraboni Islam

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

Internship Report on the marketing department of Maxon Power Limited

Submitted to:

Dr. Seyama Sultana

Associate Professor

Marketing

School of Business and

Economics

Submitted by:

Nuzhat Sraboni Islam

ID: 111 183 019

Marketing

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School of Business and Economics

United international university

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Dr. Seyama Sultana

Associate Professor,

School of Business & Economics

United International University

Subject: Submission of internship report on the marketing department of Maxon Power Limited

Dear Madam,

I am submitting my internship report on the “marketing department of Maxon Power Limited” that you have assigned me as an essential requirement of Internship program. I tried my level best to prepare an effective report by gathering knowledge from Maxon Power Limited. This report helps to understand about general banking and foreign exchange department’s activities.

Your’s obediently,

Nuzhat Sraboni Islam

ID: 111 183 019

Certification of similarity index

[Arial, 12 pt., 1.5 line space]

Declaration of the student

The work and learning which is presented in the report on marketing department of Maxon Power Limited has been carried out by me under the supervision by Dr. Seyama Sultana, **Associate Professor. The report has not been previously submitted to the other university and other internship report. The report which I make, do not breach any copyright rules and any part is not copied from any source.**

Acknowledgement

I want to sincerely thank Maxon Power Limited for giving me the priceless chance to work as an intern in their marketing division. I've had a rewarding and instructive experience working with Maxon Power Limited, where I've been able to apply my academic understanding to practical marketing plans and operations.

I am especially grateful to my supervisor and all team members who were supportive, encouraging, and always willing to share their expertise. Their guidance has played a significant role in enhancing my understanding of the industry and the essential aspects of marketing management.

A special thanks to the entire marketing team for fostering a friendly and cooperative work atmosphere that allowed me to advance both professionally and personally. My abilities and professional goals have benefited immensely from the practical experience and exposure to different projects.

Lastly, I want to thank Maxon Power Limited's management and employees for their unwavering dedication to quality and innovation, which has made my internship experience genuinely unforgettable.

Executive summary

This report is prepared as part of the Internship phase of the BBA program at United International University, Dhaka, Bangladesh. The Internship Program, along with this report, is an essential component of the Business Administration course. After completing various courses in different areas of study, students are placed in reputed business organizations to gain real-life experience. For my internship, I worked in Maxon Power Limited, where I focused on understanding the marketing strategies and performance of the company.

I would like to express my heartfelt thanks to Dr Seyama Sultana miss, my internship supervisor, for her support, guidance, and encouragement throughout my internship. I am deeply grateful for the opportunity to learn from her and for the trust she placed in me to contribute to the team.

This report has been prepared based on the practical experience I gathered during my internship period. In addition to my firsthand experience, I have also referred to the company's marketing data, website, and other relevant resources to support the findings and analysis presented in this report.

The results of my contributions are highlighted in the report, along with the procedures I used to assess the effectiveness of marketing plans and the knowledge I acquired from performance metrics. I also looked at rival tactics and market trends, offering suggestions on how Maxon Power Ltd. might improve its customer engagement and marketing initiatives.

Overall, this internship has significantly contributed to my professional development and has provided me with valuable industry knowledge that I will carry forward in my career.

Key Words

Internship experience

Marketing department

Campaign Analysis

Market Research

Customer Engagement

Professional Growth

Mentorship

Business Growth

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List of Abbreviation

1. **Maxon Power Ltd.** - Maxon Power Limited
2. **SAIF Power Group (SPG)** - SAIF Power Group
3. **CRM** - Customer Relationship Management
4. **SEO** - Search Engine Optimization
5. **ROI** - Return on Investment

CHAPTER I: INTRODUCTION

I.1 Background of the Report:

My internship at Maxon Power Ltd. in Dhaka, Bangladesh, where I worked in the marketing department, served as the basis for my report. A sister company of SAIF Power Group (SPG), Maxon Power Ltd. focuses on selling and servicing diesel generators, cranes, and material handling equipment. It offers comprehensive power solutions and industrial machines that are customized to meet the demands of different sectors in Bangladesh. I helped the marketing team with a variety of tasks throughout my internship, including customer engagement, campaign management, content production, and market research. In addition to offering a thorough analysis of the marketing department's operations and my general experience at the company, this report aims to give a full description of my tasks, contributions, and learnings during the internship.

I.2 Objectives of the Report

- To give a thorough explanation of the internship's duties, responsibilities, and contributions to Maxon Power Ltd.'s marketing division.
- To evaluate the internship's training and development opportunities and the ways in which they advanced my career.
- To evaluate the abilities I used throughout my internship and the new ones I acquired while working with the marketing team.
- To assess how academic information is applied in a real-world professional setting.
- To evaluate the entire internship experience and pinpoint areas in need of professional and personal growth.

I.3 Motivation of the Report

This report is driven by my desire to record the knowledge and understanding I gained from my internship at Maxon Power Ltd. and to consider how the experience has improved my comprehension of the marketing domain, especially in the context of an organization that specializes in power solutions and industrial equipment. The purpose of this report is to highlight the practical abilities I have acquired through direct involvement in marketing activities and to show how a marketing academic background can be utilized effectively in a real-world company situation. Additionally, this report offers a chance to offer input on the internship program and emphasize the aspects of the business's marketing strategies that have worked successfully, as well as any areas that might use improvement.

I.4 Scope and limitations of the Report

An examination of my internship in the marketing department at Maxon Power Ltd. is the main focus of this report. My involvement in campaign management, content production, market research, and digital marketing initiatives are all covered in the report. Along with assessing the application of academic information in a real-world work setting, it also looks at the abilities that were gained and used during the internship. The report does not, however, go into great detail on Maxon Power Ltd.'s overall performance or financial standing, nor does it offer a thorough examination of the business's activities outside of marketing.

I.5 Definition of Key terms

- **Marketing Department:** A division within a company responsible for promoting and selling products or services, including activities such as market research, advertising, public relations, and digital marketing.
- **Market Research:** The process of gathering, analyzing, and interpreting information about the market, competitors, and customers to inform business decisions and marketing strategies.
- **Content Creation:** The process of producing material (e.g., text, graphics, videos) for use in marketing campaigns, social media, websites, and other promotional channels.
- **Digital Marketing:** The use of online platforms and digital technologies to promote products or services, which may include social media marketing, search engine optimization (SEO), email marketing, and content marketing.
- **Customer Relationship Management (CRM):** A strategy or software system used by companies to manage interactions with current and potential customers, aiming to improve business relationships, customer retention, and sales growth.

CHAPTER II: COMPANY AND INDUSTRY PREVIEW

2.1 Company Analysis

2.1.1 Overview and history



Maxon Power Ltd. is a well-known company in the building and energy industries based in Dhaka, Bangladesh. Maxon Power Ltd., a sister company of the well-known SAIF Power Group (SPG), is an expert in offering complete power solutions, which includes diesel generator set sales and maintenance. Additionally, the business provides a wide variety of material handling and construction equipment. Slewing jib cranes, level luffing cranes, floating dock cranes, port equipment, derricks, and custom material handling solutions are just a few of the specialty cranes that Maxon Power Ltd. serves. The company's activities are intricately linked to the development of Bangladesh's infrastructure, contributing significantly to industries including ports, construction, power generation, and logistics.

Maxon Power Ltd. was founded with the goal of assisting Bangladesh's expanding energy and infrastructure requirements. The business has developed into one of the top service providers in the construction equipment and power generating industries throughout the years. To satisfy the wide range of market demands, Maxon Power Ltd. has increased the range of products and services it offers by utilizing its affiliation with SAIF Power Group. The company's history is distinguished by a persistent dedication to innovation, quality, and customer service, all of which have helped it establish a solid

reputation in the market. By increasing operational efficiencies in both public and private sector projects, Maxon Power Ltd. has consistently contributed to the development of the nation with an emphasis on delivering dependable and sustainable power solutions.

2.1.2 Trend and growth

Maxon Power Ltd. has grown significantly in recent years due to rising need for sophisticated construction and material handling solutions as well as a steady supply of electricity. The need for diesel generators, cranes, and other material handling equipment has increased in Bangladesh due to the country's growing industrialization, urbanization, and infrastructure development. The business has effectively benefited from these changes by growing its clientele and enhancing its service offerings. Furthermore, the expansion of port infrastructure and the rise in the renewable energy industry have created new opportunities for Maxon Power Ltd.'s product line. Maxon Power Ltd. is well-positioned to grow further and make progress in both domestic and foreign markets as Bangladesh's economy continues to expand.

2.1.3 Customer mix

A wide range of industries are served by Maxon Power Ltd.'s clientele. Large industrial manufacturers, building firms, logistics corporations, port authorities, and government organizations engaged in infrastructure projects are among its clients. The company is a major supplier to industries like power generation, construction, logistics, and marine services because of its proficiency in offering customized power solutions and industrial equipment. Maxon Power Ltd. has established enduring connections with its clients by providing superior technical support, effective maintenance services, and high-quality goods. The business's reputation as a reliable partner for both major projects and routine operational requirements has been cemented by its capacity to meet the particular requirements of many sectors.

2.1.4 Product/service mix

The products and services offered by Maxon Power Ltd. are diverse and serve a range of industrial industries. Diesel generator sets, which are essential for guaranteeing a dependable power supply throughout industries, make up the majority of its product line. The business provides comprehensive power solutions that cover these generators' installation, upkeep, and repair, guaranteeing consistent and ideal operation. With a product line that includes industrial cranes (slewing jib cranes, level luffing cranes, and floating dock cranes), port machinery, derricks, and bespoke material handling solutions, Maxon Power Ltd. is also an expert in construction and material handling equipment. To guarantee that its equipment keeps performing at its best, the company offers emergency repair services, spare parts supply, and after-sales support. Additionally, Maxon Power Ltd. offers engineering and consulting services to assist customers in creating and putting into practice customized power and material handling systems.

2.1.5 Operations

The smooth delivery of goods and services is guaranteed by Maxon Power Ltd.'s highly qualified team and cutting-edge facilities. Its activities are dispersed over important industries like logistics, construction, and energy. The company's network of service centers and sales offices spreads throughout Bangladesh, with its headquarters in Dhaka acting as the focal point for coordination. Additionally, the business has a strong supply chain that sources top-notch machinery from international producers and ships it to the regional market. In order to reduce downtime and improve customer satisfaction, Maxon Power Ltd. places a high priority on prompt delivery, attentive customer support, and efficient maintenance plans. Its dedication to ongoing development, staff training initiatives, and investments in cutting-edge machinery and technology support its operations.

2.1.6 SWOT analysis



Swot Analysis

- *Strengths:* In Bangladesh, Maxon Power Ltd. enjoys a solid image as a brand thanks to its affiliation with the reputable SAIF Power Group. The company can serve a variety of sectors thanks to its wide range of products, which includes specialist cranes and dependable power generation equipment. High customer satisfaction is ensured by Maxon Power Ltd.'s well-established after-sales service infrastructure and skilled technical staff.
- *Weaknesses:* Maxon Power Ltd.'s reliance on imported machinery and technology is one of its problems, as it occasionally causes supply chain interruptions. Furthermore, even if the business is well-established domestically, it still has a small global presence, which may be room for expansion.
- *Opportunities:* For Maxon Power Ltd., Bangladesh's quick industrialization and infrastructure growth offer substantial prospects. There is opportunity for new product offerings and markets due to the rising demand for sustainable energy solutions and the rise in port expansion projects. Additionally, in order to diversify

its sources of income, Maxon Power Ltd. might investigate both domestic and foreign markets.

- *Threats:* In the markets for construction equipment and power generation, the corporation is up against both domestic and foreign competitors. Operational costs may also be impacted by changes in international fuel prices and exchange rates. The company's growth trajectory may potentially be hampered by Bangladesh's shifting regulations and unstable economy.

2.2 Industry analysis

2.2.1 Specification of the industry

Power generating and construction and material handling equipment are Maxon Power Ltd.'s two main business sectors. Diesel generators and associated products are the main focus of the power generating sector since they supply vital electricity to a range of commercial, residential, and industrial facilities. The company provides port equipment, heavy-duty industrial cranes, and specialized material handling solutions for the construction and material handling industries. In Bangladesh and around the world, these sectors are essential to the growth of infrastructure, industrial output, and logistics. Rapid urbanization, industrialization, and increased trade activity—especially in emerging countries like Bangladesh—are driving up demand for dependable power generation and effective material handling equipment.

2.2.2 Size, trend, and maturity of the industry

Bangladesh's growing industrial base, developing infrastructure projects, and growing need for dependable power sources are all contributing to the country's fastgrowing power generating and construction equipment industries. With a notable increase in the quantity of building projects, port expansions, and energy generation requirements, the industry is undergoing strong growth trends. Because of their dependability and affordability, diesel generators in particular are still in demand across a range of sectors, including industry, telecommunications, and agriculture. Due to investments in new ports, transportation networks, and industrial facilities, the construction and material handling industries are also expanding. The business is anticipated to grow even more as the nation's economy develops, particularly with government-led programs for energy security and infrastructural development. The construction equipment industry, especially the area pertaining to specialist cranes and port gear, is still growing and offers growth prospects, whereas the power generation industry is more established.

2.2.3 External economic factors

Maxon Power Ltd.'s success is greatly impacted by external economic forces. Businesses in the construction and power generating industries benefit from Bangladesh's general economic health, which is marked by consistent GDP growth, increasing industrial production, and infrastructure investments. However, operational costs can be impacted by economic factors including inflation, gasoline price increases, and currency exchange rate fluctuations. For example, as energy prices are a major factor in determining operational efficiencies, fluctuations in the price of fuel globally can have a direct impact on the demand for diesel generators. Furthermore, Bangladesh's dependence on imports for sophisticated machinery may expose the business to fluctuations in trade regulations and exchange rates. The availability and cost of raw materials can be impacted by the global economic environment, which affects both the construction equipment and power generation industries. This includes changes in supply chains and international trade.

2.2.4 Technological factors

The industry that Maxon Power Ltd. operates in will be significantly shaped by technological developments. The market dynamics have changed as a result of advancements in power generation technologies, such as the incorporation of renewable energy sources and increases in the efficiency of diesel generators. One of the main forces in the business is the move toward automated, eco-friendly, and fuel-efficient machinery; in order to remain competitive, Maxon Power Ltd. must constantly embrace and adjust to these technological developments. Innovations in automation, control systems, and crane design have greatly raised safety standards and operational efficiencies in the construction equipment industry.

Furthermore, the emergence of digital technologies is changing how equipment is maintained and serviced. Examples of these technologies include predictive maintenance tools and IoT-enabled generator monitoring systems. Maxon Power Ltd. must stay abreast of these technological developments in order to guarantee the long-term sustainability and viability of its goods and services.

2.2.5 Barriers to entry

The construction equipment and power generation industries have moderate to high entry barriers. The substantial financial outlay necessary to enter the market is one of the primary obstacles. Heavy-duty industrial equipment, such as diesel generators and cranes, comes with high manufacture, import, and maintenance expenses. Furthermore, the sector needs specific technical know-how and proficiency for both operating and maintaining such machinery. Since well-established businesses like Maxon Power Ltd. have developed solid client relationships over time, it can be difficult for newcomers to establish a respectable brand and win over clients. Regulations that serve as obstacles to entry include those pertaining to crane safety and generator emissions, which guarantee that only businesses with adequate funding and technical know-how can effectively compete.

2.2.6 Supplier Power

Supplier power is moderate in the construction equipment and power generation sectors. Manufacturers of heavy-duty cranes, motors, and diesel generators are important suppliers of Maxon Power Ltd. Maxon Power Ltd. relies on these suppliers for high-quality products and components because many of them are well-known international companies with well-known trademarks. Supplier power is partly reduced, though, because the corporation can choose to acquire products from a variety of vendors. Multiple vendors are available for essential components, which guarantees flexibility and helps maintain affordable rates. However, supply chain disruptions like worldwide shortages or higher tariffs can affect component availability and pricing, especially during periods of high demand or global economic uncertainty.

2.2.7 Buyer Power

In the construction equipment and power generating industries, buyer power ranges from moderate to high. Buyers usually have significant purchasing power, particularly large-scale industrial clients, government organizations, and construction companies. These clients are searching for dependable goods, affordable prices, and extended service contracts. Customers are becoming more price-sensitive and pickier about product quality and after-sales services as a result of the industry's increased rivalry, which makes it easy for them to compare vendors. However, Maxon Power Ltd. has maintained a devoted clientele by establishing a reputation for providing superior, customized solutions and first-rate customer support. However, purchasers have considerable negotiating power due to the availability of substitute suppliers and the commoditization of particular goods (such as diesel generators).

2.2.8 Threat of Substitutes

The construction equipment and power generating industries face a moderate threat from replacements. Grid electricity, natural gas generators, and solar energy are alternatives to diesel generators for power generation. Diesel generators are still a vital choice in Bangladesh, though, where the electrical grid is still erratic in some areas and there is still a significant demand for off-grid power sources. Alternatives such as human labor, cranes from other areas, or less expensive, subpar equipment could be a challenge for construction and material handling equipment. However, because of their sophisticated features and technological requirements designed for extensive industrial and port operations, high-end specialist cranes and material handling systems, like those offered by Maxon Power Ltd., have few alternatives. The threat of alternatives is kept in check as the need for specialized solutions increases, but the business must continue to be on the lookout for new trends in the industry and emerging technology.

2.2.9 Industry rivalry

There is moderate to intense industry competition in the construction equipment and power generation industries. Although there are many rivals in both industries, Maxon Power Ltd. sets itself apart with a wide selection of products, first-rate aftersales support, and tailored solutions for particular customer requirements. The business is up against both domestic and foreign competitors that sell comparable goods, including both well-known companies and fresh arrivals. Businesses that offer renewable energy sources or diesel generators fight for market share in the power generation sector. Competing businesses in the construction equipment market supply material handling equipment and cranes. As the demand for industrial equipment and energy solutions has grown, so has the level of competition. Maxon Power Ltd. continues to prioritize quality, technological innovation, and customer service in order to keep a competitive edge. However, competition is predicted to heat up as the business expands, necessitating ongoing differentiation and innovation.

In conclusion, Bangladesh's construction equipment and power generation sectors provide both potential and difficulties. Although Maxon Power Ltd. is in a good position to handle these dynamics, in order to maintain its growth trajectory, it needs to continue to be sensitive to outside economic conditions, technological developments, and industry competition.

CHAPTER IV: INTERNSHIP EXPERIENCE

4.1 Position, duties, and responsibilities

I was given a variety of tasks and responsibilities to do during my internship in the marketing department of Maxon Power Ltd., which gave me practical experience in the industry. My main responsibilities included helping with data analysis, market research, and marketing material creation. In order to increase the company's market awareness, I also assisted in creating promotional content, such as presentations, brochures, and web resources. Along with creating post content, and tracking client engagement, I also assisted with digital marketing initiatives.

4.2 Training

Throughout my internship, I received training in various aspects of marketing, including market research techniques, digital marketing tools, and customer relationship management systems. Additionally, I received training on how to use software for data analysis and report generation, which enabled me to monitor the effectiveness of marketing initiatives and pinpoint areas in need of development. I gained a thorough understanding of the business's branding and customer interaction tactics from the training sessions, which improved my ability to contribute to current marketing initiatives.

4.3 Contribution to departmental functions

I made a variety of contributions to the departmental operations. By offering insights from market research that helped uncover consumer preferences, trends, and market gaps, I contributed to the development of marketing strategies. Along with developing material for print and digital media, I also assisted in the development of advertising campaigns. By updating the material on the company's website, keeping an eye on social media activity, and supporting email marketing efforts, I also helped manage its online presence. I made sure that marketing initiatives were in line with customer demands and corporate objectives by working closely with the sales and product teams.

4.4 Evaluation

My performance was evaluated according to the quality of my research, my ability to fulfill deadlines, and the impact of my contributions to marketing efforts. I was able to advance my abilities through frequent feedback sessions, especially in areas like consumer outreach, digital marketing, and content development. I received praise for my originality in coming up with fresh ideas to interact with the company's target market and encouragement to take the initiative.

I used a variety of abilities I had acquired in my academic pursuits, including data analysis, communication, and research techniques, throughout my internship. For instance, I helped develop the company's marketing strategy by using my aptitude for analyzing consumer data and market trends to determine the target audiences for its products.

4.5 Skills applied

I used a variety of abilities I had acquired in my academic pursuits, including data analysis, communication, and research techniques, throughout my internship. For instance, I helped develop the company's marketing strategy by using my aptitude for analyzing consumer data and market trends to determine the target audiences for its products. Additionally, I used my understanding of digital marketing strategies to improve the business's online campaigns and social media presence.

4.6 New skills developed

Throughout my internship, I also learned a number of new skills. I improved my capacity to manage consumer interactions and gauge the effectiveness of marketing efforts by becoming adept with marketing software tools, such as CRM platforms and analytics tools. Additionally, I developed my writing and design skills by gaining practical experience creating material for print and digital media. In addition, I gained knowledge about event and trade show coordination, which improved my comprehension of the industry's event marketing component.

4.7 Application of academic knowledge

Using my academic expertise was a major part of my internship experience. I have a solid basis in consumer behavior, market research, and advertising tactics thanks to my marketing background. I helped create campaigns and content that matched business objectives and consumer expectations by putting these theoretical ideas to use in practical marketing procedures. All things considered, this internship helped me develop both professionally and personally in the marketing industry by combining my academic knowledge with real-world experience.

CHAPTER V: CONCLUSIONS AND KEY FACTS

5.1 Recommendations for improving departmental operations

To improve the operations of the Marketing Department at Maxon Power Ltd., it is recommended to enhance the digital marketing strategy by increasing the company's online presence through SEO, social media engagement, and targeted campaigns. Integrating a robust CRM system would streamline customer interactions and improve lead management, while fostering better coordination between marketing, sales, and service teams can ensure alignment with business goals. Emphasizing data analytics and performance reporting will allow the team to make data-driven decisions and optimize marketing efforts. Additionally, focusing on content marketing by producing valuable, industry-specific content can further position Maxon Power Ltd. as a thought leader. Ongoing training for marketing staff will keep the team updated on the latest trends, while strengthening brand awareness and expanding market research activities will provide deeper insights into customer needs and competitor strategies, helping the company stay competitive.

5.2 Key understanding

The key understanding gained during my internship at Maxon Power Ltd. is the importance of integrating marketing strategies with overall business objectives to drive growth and customer engagement. I learned how effective market research, digital marketing, and content creation can help position a company as a leader in its industry, while also improving customer retention and attracting new clients. The internship highlighted the significance of data-driven decision-making and cross-departmental collaboration to optimize marketing efforts and achieve business goals. Additionally, I gained a deeper understanding of how branding, communication, and technology can be leveraged to enhance a company's presence and reputation in a competitive market.

5.3 Conclusion

I was able to apply my academic knowledge and acquire critical skills during my internship at Maxon Power Ltd., which gave me excellent real-world experience in the marketing industry. I now have a thorough grasp of how marketing supports customer connections and business growth because to my exposure to the company's marketing activities, which include market research, content production, digital marketing, and customer engagement. During my time at Maxon Power Ltd., I learned how crucial it is to use digital technologies, promote departmental teamwork, and match marketing strategies with overarching corporate objectives. In addition to improving my professional abilities, the experience helped me better understand how dynamic marketing is in the industrial sector. The report's recommendations seek to further enhance departmental operations and guarantee the company's competitiveness in the dynamic market. All things considered, this internship has been a fruitful educational experience that has given me the skills and information I need to be successful in the marketing sector.

Reference:

<https://maxonpowerltd.com/service.php>

<https://maxonpowerltd.com/about.php>

<https://blog.hubspot.com/marketing>

<https://www.researchgate.net/>

<https://maxonpowerltd.com/clients.php>

Appendix-A:

- What were the main findings from customer surveys related to recent products or campaigns?
- How satisfied are customers with Maxon Power products based on recent feedback?
- What common themes or concerns did customers express in their feedback?
- How do customer preferences differ across age groups or geographic regions?
- How do our marketing strategies compare to those of key competitors?
- What successful tactics or campaigns have our competitors used that we can learn from?