

Internship Report On: “Internship Report on Marketing and Operations at Bangkor Pulp and Paper Corporation”



Report of:

Tanjidur Rahman Tanvie

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: “Internship Report on Marketing and Operations at Bangkor Pulp and Paper Corporation”



Submitted to:

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Major: Management Information Systems

Department: Bachelor of Business Administration

Registration Trimester: Fall 2024



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Date of submission: July 20, 2025

Letter of Transmittal

12th July, 2025

Ahmed Imran Kabir

Lecturer, School of Business & Economics

United International University

Madani Avenue, Badda, Dhaka.

Subject: Submission of Internship Report

Dear Altruist,

I am glad to submit my internship report on “Internship Report on Marketing and Operations at Bangkor Pulp and Paper Corporation” as a partial requirement for the degree fulfillment of Bachelor of Business Administration. In this report I have tried to follow the guidelines and instructions that you have given me. This report is generated based on my time working in the Sales & Operations department as a Marketing and Operations Intern at Bangkor Pulp and Paper Corporation. I was designated as the Marketing and Operations Intern under the supervision of the Sales & Operations department, and under the supervision of Jarzid Alam Neon.

I am thankful for your guidance, support and encouragement throughout the entire time of the report preparation. It would not have been possible to finish without your help. I hope that this report meets your criteria and standards, it withholds a comprehensive overview of my internship experience. I would be delighted to answer any queries or further information regarding this report, if required.

Thank you for your time and considerations.

Yours sincerely,

Tanjidur Rahman Tanvie

111191005

Management Information Systems, School of Business and Economics

Certification of Similarity Index

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Declaration of the Student

I hereby declare that-

- i. This internship report is an original work conducted by me during the period of March 1 2025, Saturday to June 30, Monday, which is titled as “Internship Report on Marketing and Operations at Bangkor Pulp and Paper Corporation”.
- ii. This report does not contain any material that has recently been distributed or composed by any other, aside from where this is referred to through full and exact referring to.
- iii. This report does not consist any material that has been used for any other degree or diploma at any other institution, nor does it form the basis of any other award, profession or otherwise.
- iv. This report has been prepared solely for the partial requirement of the internship program for the degree fulfillment of Bachelor of Business Administration under United International University.
- v. I also acknowledge the fact that all the provided information and assistance to me was during the period of preparation of this report.

Sincerely yours,

Tanjidur Rahman Tanvie

Student Identification: 111191005

Program: Bachelor of Business Administration

Major: Management Information Systems

School of Business and Economics

United International University

Corporate Evidence



TO WHOM IT MAY CONCERN

This is to formally certify that Mr. Tanjidur Rahman Tanvie, a student of United International University, has successfully completed his internship at Bangkor Pulp and Paper Corporation. His internship tenure was from March 1, 2025, to June 30, 2025, during which he served as a Marketing and Operations Intern under the supervision of the Sales & Operations Department, reporting directly to Mr. Jarzid Alam Neon.

Throughout his internship, Mr. Tanvie actively contributed to various projects. His responsibilities included assisting with client communications, preparing marketing proposals, supporting order tracking, and coordinating shipment operations. He consistently demonstrated dedication, professionalism, and a strong work ethic.

This internship was part of his academic curriculum and has provided him with valuable practical experience and insights into the Pulp and Paper industry.

For any further information or clarification, please feel free to contact us.

Sincerely,

A handwritten signature in black ink, appearing to read 'Jarzid Alam Neon'.

Jarzid Alam Neon

CEO
Bangkor Group

Acknowledgement

The credit for the help in the completion of this report goes to a number of people for their involvement. Without their help it would have been impossible for me to generate this report. Even though there were a lot of people who helped me with the report, only a special few can be acknowledged here.

First and foremost, I would like to thank my honorable academic supervisor Ahmed Imran Kabir, Research Scientist, Lecturer of Business Intelligence in the School of Business and Economics, United International University (UIU), also the Lecturer of Management Information Systems, Institute of Business Administration (IBA), for humbly taking me under his supervision, who is also highly responsible for educating me on the basics field of Management Information Systems. Also, I am grateful for your support, supervision, suggestion and motivation. These were very much required for the completion of this report.

I would like to express my heartfelt gratitude to Bangkor Pulp and Paper Corporation for giving me the opportunity to do intern in their organization, also special thanks to the President and founder of this group Md. Esharot Hossain for building such productive, impactful organization and supportive work environment. And all the staffs from the Marketing and Operations group, under the supervision of the Sales & Operations department that I got to meet and cooperate with during my time in Bangkor Pulp and Paper Corporation.

I am especially thankful to my internship supervisor Jarzid Alam Neon, who is the Chief Executive Officer of Bangkor Pulp and Paper Corporation. I am truly grateful for his valuable time, step by step guidance and teachings in every aspect during my time in that organization. I believe the experience I have gathered through his mentorship will definitely help me in the future.

Finally, I am thankful to my family members, friends and people dear to me for their patience and understanding during this entire period.

Executive Summary

Bangkor Pulp and Paper Corporation is one of our countries leading players in the industry. (Corporation, 2025) It is recognized both locally and internationally. This paper is composed of comprehensive overview of my experience as a Marketing and Operations Intern at Bangkor Pulp and Paper Corporation. From it's establishment in 1999 Bangkor Pulp and Paper Corporation has become trusted and renowned for importing and supplying high quality virgin kraft liner and other paper based packaging materials. Their services have significantly impacted the FMCG, export oriented garments and ecommerce sectors. The demand rise for sustainable and biodegradable packaging solutions has led to the companies growth in the last decade. They had strategically invested in automation, ERP systems and participating in international trade expos had led to its expansion in operational reach. Bangkor Pulp and Paper Corporation has committed itself toward ecofriendly practices and global partnerships, thus making themselves a reliable player amidst all the challenges that are being faced by the local mills. In the extent of internship as a Marketing and Operations Interns under the Sales and Operations department, I was assigned with various low caliber tasks, considering I am only an intern. The tasks consisted of assisting in client communications, preparing marketing proposals, supporting logistics tracking and conducting competitor analysis. As a result I was able to improve learn about time management, communication, data analysis, use of ERP tools. I contributed to initiatives like creating a lead database and supported promotional campaigns for product launching. Hopefully these works of mine added some measurable value to Bangkor Pulp and Paper Corporations workflow. This internship report also delves into the broader industry landscape of Pulp and Paper market of Bangladesh. The market is expected to reach USD 785 million by the year 2033. (Bloom, 2025) Some of these industries strengths are, government support and strong demands from locals, on the other hand the challenges are raw material dependency on import, environmental regulations and backdated technologies. The future of this industry can be ensured via technological upgrades, expanding export and by increasing the demand in ecommerce. My four months of internship experience provided me with exposure towards real world business practices, it also introduced me with the practical application of marketing and operational strategy. This internship experienced has enriched my understanding of sustainable industrial practices and equipped me with practical knowledge applicable to my future professional endeavors.

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Chapter 1: Introduction

1.1 Background of the Report

In order to complete my graduation, I am required to prepare a report on the basis of an organization that I have done my internship with as a partial requirement for the Bachelor of Business Administration program at United International University. I am a student who majored in Management Information Systems, but I was unable to secure an internship position in any organization as the sector is very small, making the internship positions limited, highly desirable and competitive for all MIS graduates around the country. But fortunately, I was able to secure an internship position in an internationally well reputed organization Bangkor Pulp and Paper Corporation as a Marketing and Operations Intern under the supervision of the Sales & Operations department, which is located in Shahid Syed Nazrul Islam Sharani, Purana Paltan, Dhaka. This report provides a comprehensive overview of my internship at Bangkor Pulp and Paper Corporation.

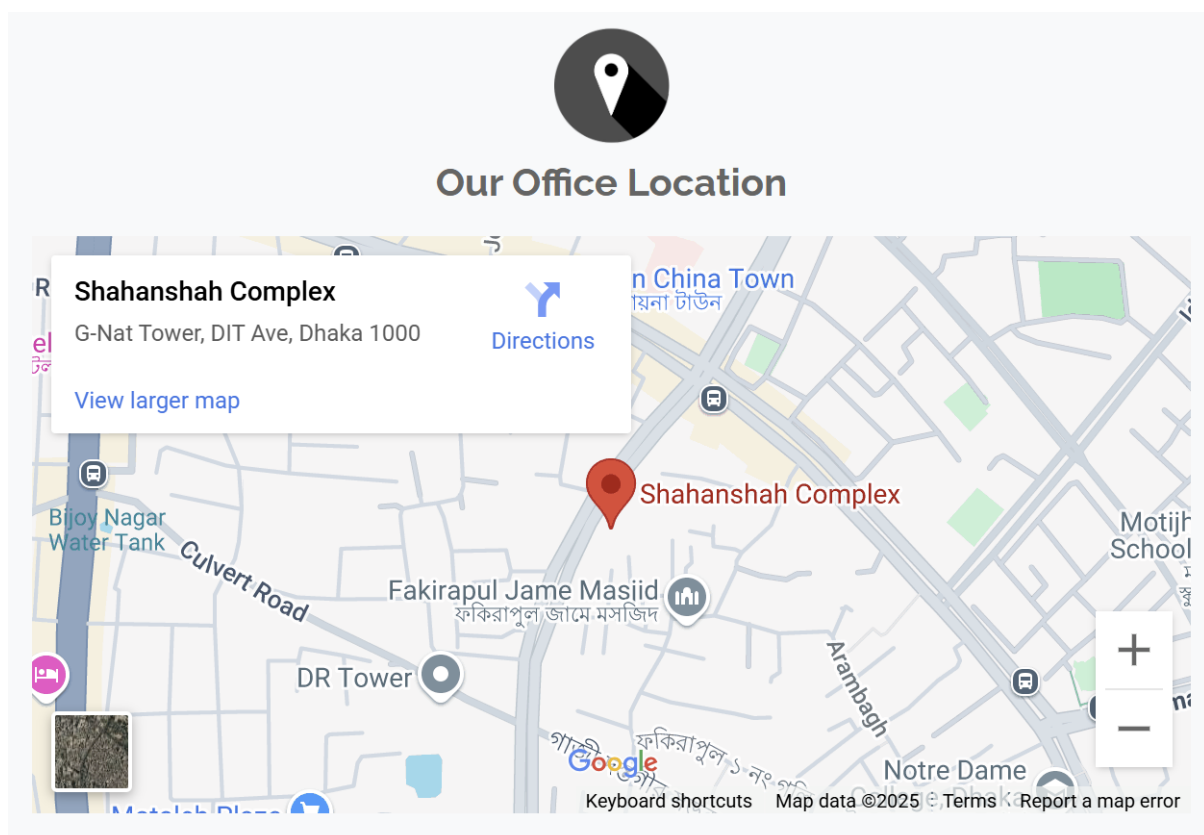


Figure 2: Google Map Location of both BD Office

This report is based on my internship experience as Marketing and Operations intern of Bangkor Pulp and Paper Corporation. Pulp and paper corporations specialize in the production of high-quality pulp and paper products in order to meet the demand for paper-based products. This industry operates large scale facilities that focus on converting wood and cellulose rich raw materials to wide range of papers, including writing papers, packaging materials, tissues and other specialty papers. Pulp and Paper corporations are becoming more efficient, productive and minimizing environmental impacts by implementing modern technology and ecofriendly process. I have collected and thoroughly analyzed the data about the industry through my internship period in Bangkor Pulp and Paper Corporation and tried to make this report according to the guidelines and assigned requirements that were given to me by my instructor.



Figure 3: Secondary Logo

1.2 Objectives of the Report

The main objective of this report is to describe the overall activities of Marketing and Operations at Bangkor Pulp and Paper Corporation. Also, to give an overview of the Pulp and Paper Corporations.

Specific objectives are:

- To provide a better understanding of Marketing and Operations in the Pulp and Paper sector
- To provide practical knowledge about the Sales and Operations at Bangkor Pulp and Paper Corporation

- Providing a brief overview of the industry
- To analyze the challenges in this sector
- To identify and provide areas of improvements

1.3 Rationale

This internship report is constructed as part of my degree requirement to connect the academic knowledge with practical. The rational for this report is to document my internship experience at Bangkor Paper and Pulp Corporation. The internship enabled me to experience the real world Marketing and Operations practices conducted in the Pulp and Paper Industry. I was involved in preparing marketing proposals, conducting competitor analysis, managing customer communication and supporting order tracking using ERP systems. This presented me with the opportunity to enhance my academic learning in a professional way. This report also analyzes the operational strategies taken by Bangkor Pulp and Paper Corporations and their market positioning in our countries growing demand for solutions towards eco friendly packaging. This report also presents the industry trends, organizational strengths and challenges, and some recommendations. This report serves as my internship learning experiences and the industry insight about Bangkor Pulp and Paper Corporations.

1.4 Scope and Limitations of the Report

The report is constrained to my time spent during internship, and is focused mostly on marketing and operations functions at Bangkor Pulp and Paper Corporation as I was assigned under the Sales and Operations Department. This report involves analysis on this companies operations, marketing strategies and the industry trends.

This report does not show any financial data or analysis as it would be against company secrecy policy. Also, the findings that are given in this report are solely based on my personal experience as a result it may tend to vary from some other person. Because of the same reason, this report does not cover all aspects of Bangkor Pulp and Paper Corporations operations.

1.5 Definition of Key Terms

Some of the definition of key terms used in this report is given below:

Key Term	Definition
Virgin Kraft Liner	This is a type of high strength paper that is being used for the production of Corrugated cardboard boxes. The raw material is virgin wood fiber and is used for strength and durability.
ERP System	Enterprise Resource Planning is a type of software that is used for managing and integrating the core business process of organizations. This system helps in keeping seamless operations by tracking inventory, management of orders, and maintains financial records.
Identing Farm	Are business that does intermediary acts between buyers and suppliers.
FMCG	Fast Moving Consumer Goods are sold fast at comparatively low cost.
CRM	Client Relationship Management is a type of system that does the management of current and probable clients.
Corrugated Paper	Papers that have two layers with fluted or wavey layer in between. The primary use of this product is in making packaging out of cardboard boxes, ensuring strength and protection for inner goods.
Sustainable Packaging	Is a type of packaging that helps to minimize its environmental impact.
Supply Chain Management	Is the coordination of the entire production flow from sourcing raw materials to delivering the finished goods.
Sustainable Business Practices	It includes the integration of social, economic and environmental considerations into companies operations, leading to ensure long term viability and minimizing negative impacts.
Biodegradable Packaging	Is used for products that materials that are designed to decompose naturally into the environment.

Market Penetration	It refers to selling goods or services to a specific market.
SWOT Analysis	It is a tool that is used to evaluate a Project or Businesses Strengths, Weaknesses, Opportunities and Threats.
Virgin Product	Are type of raw materials, that are never been used before, made of natural products that are not made from recycled or previously processed materials.

Chapter 2: Company and Industry Profile

2.1 Company Analysis

2.1.1 Overview and History

Bangkor Pulp and Paper Corporation was founded in 1999 by the perfect gathering of business marketing expertise. It is one of the leading firms in Bangladesh which specializes in virgin kraft liner and eco friendly paper based materials. The founder of this group is Md. Esharot Hossain(President). They would like to introduce themselves with their high-profile esteemed organization as a fully organized indenting house. They are one of the biggest distributors in Bangladesh of Pulp and Paper based products. Their well-educated and experienced work force engaging business with all sorts of Poly item, imported by different countries. From the inception of company, the main moto was to look towards the interest of both customers and overseas principal through rendering better customer services. To reach the goal, some dynamic officials had been recruited who performed their full efforts to make the company's goal successful through representing world renowned paper mills and petrochemical manufacturers. Another crucial thing about them is that, they are a company driven with women power, with 85% female staff. Only sales department has 90% male and 1 female for tele-marketing. Bangkor has 45 employees currently working in their Bangladesh Branch.



Figure 4: Expo at BCFCC

The company has grown significantly over the years. It has established itself as a well recognized name in the Pulp and Paper Industry. They have become a vital player in the industries supply chain by building a strong foundation in global sourcing and logistics. They emphasize on making a strong commitment toward sustainable



Figure 5: USA Production Facility

and innovative packaging solutions that has positioned them in meeting the increasing market demand for environmentally friendly products.



Figure 6: Bangladesh Indenting Agents Associations Award Ceremony

They are also the highest TAX payer in this industry. They have won the highest taxpayer and highest foreign currency remittance award consecutively from 2018 to till date, as a result they are highly recognized and supported by the government of Bangladesh. Bangladesh Indenting Agents Association has also awarded them with the Indenting Service Expo Award for their contribution towards our countries booming indenting industry.

2.1.2 Trend and Growth

People all around the world have become environmentally concerned these days. This led to the increase in trend of environmentally friendly and biodegradable products. As a result the company has seen a significant growth in the past decade as they focus on sustainable business practices and producing environmentally friendly and biodegradable products. Because of this trend their business has grown significantly in the past decade. They are continuously exploring new markets, both locally and internationally. Bangkor Pulp and Paper Corporations commitment to expanding it's network and adapting to global trends can be illustrated via it's participation in major global events like International Engineered Fabrics Conference & Expo. (IDEA) 2025, which took place in Miami, USA and APP customer meet, which was held in Beijing exhibition, China.



Figure 7: APP Customer Meet at Beijing Exhibition

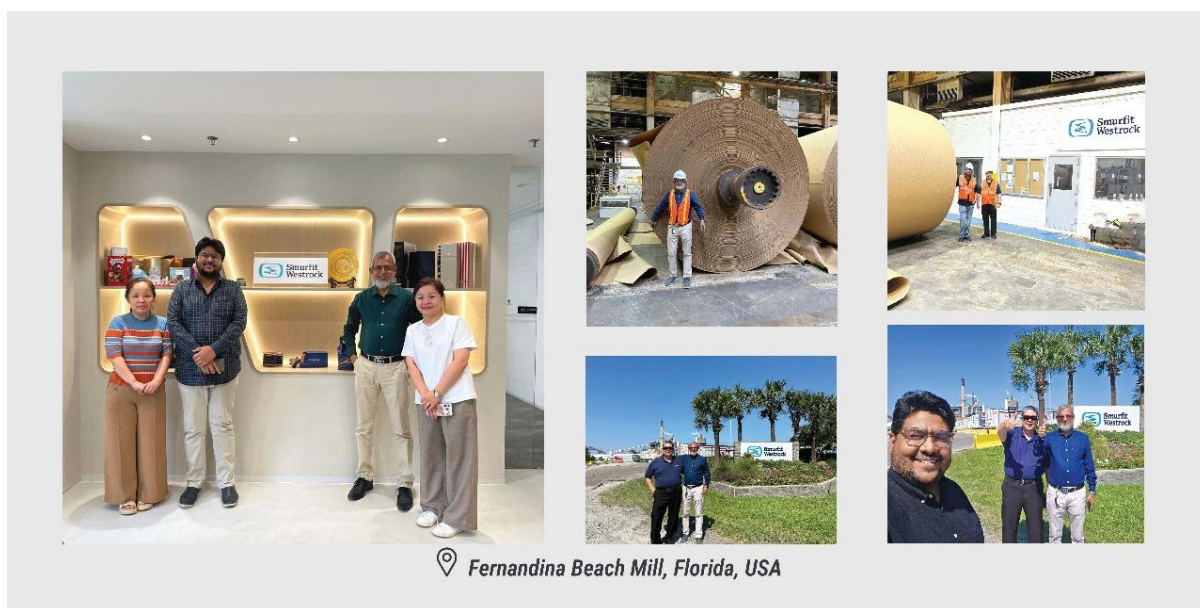


Figure 8: Production Facility Visit at Florida, USA



Figure 9: Supplier Visit at Ningbo, China

They have invested in automation, ERP systems, sustainable business practices has contributed towards their growth. As the local mills are struggling with cost pressures and over supplies, Bangkor Pulp and Paper Corporation has made itself valuable in the market by playing its role as an importer and reliable supplier of high grade paper products all over our country.



Figure 10: Sales Data

2.1.3 Product/ Service/ Customer Mix

Bangkor's core product lines include:

- Virgin Kraft Liner Reels
- Corrugated Paper Sheets
- Customized Packaging Solutions
- Art Card- Card Paper
- Duplex Board
- Swedish Board- Solid Card
- Liner Medium and many more



Figure 11: Product List

Their customer base includes:

- FMCG companies
- Export-oriented garment manufacturers
- E-commerce packaging suppliers



Figure 12: Supplier List

Countries they are currently doing business with:



Figure 13: Ongoing Business Deal Countries

2.1.4 Company Operations and Activities

The operation areas of Bangkor Pulp and Paper Corporation includes:

- Supply Chain and Logistics: effectively coordinate with international and local customers.
- Sales and Marketing: Conducting market research, engaging with clients and generating orders.
- Research and Development: Identify product innovations and sustainable alternatives.

A glimpse into Bangkor Pulp and Paper Corporations Leadership and Management Team Directory:

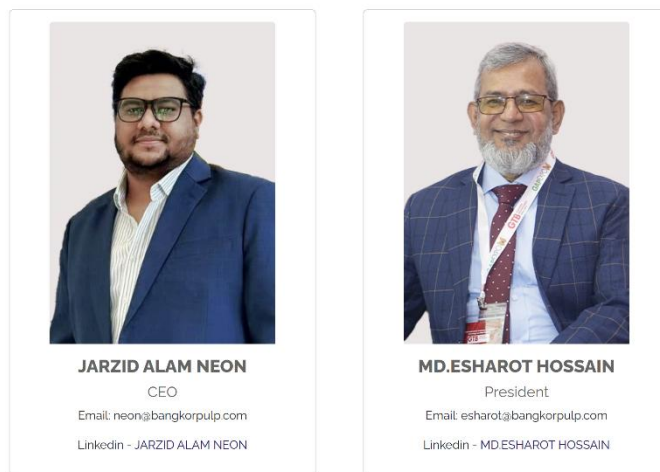


Figure 14: Leadership

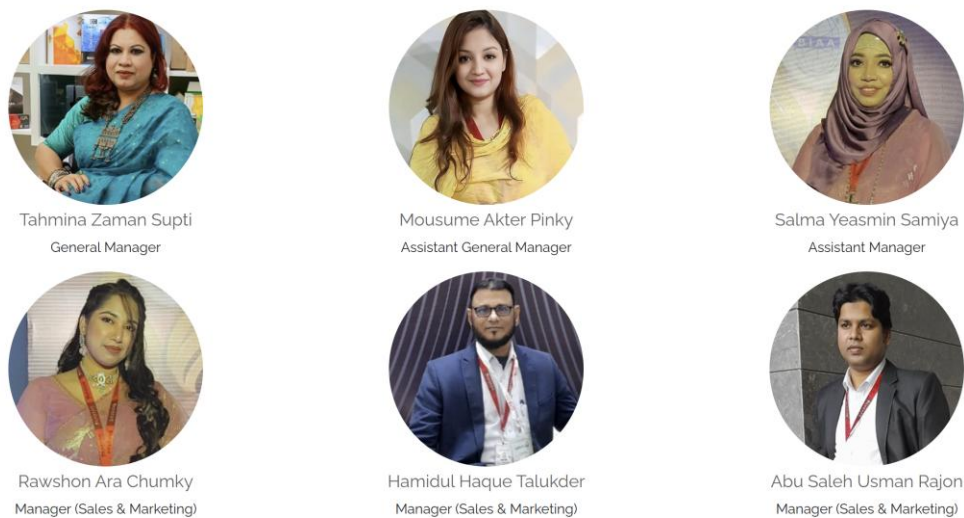


Figure 15: Top Management

2.1.5 SWOT Analysis

Strengths:

- They have a strong brand reputation in the Pulp and Paper Industry.
- Compared to other competitors, they have a higher production capacity.
- Their sustainable and eco friendly practices have ensures their growth and acceptance in the market.
- The company is famous for its high-grade export quality products.
- They fly to different countries to ensure higher quality and cheaper raw materials for production.
- Their highly skilled CEOs(Jarzid Alam Neon) negotiations skills are prominent and their strategy to import raw materials are so impressive that the Bashundhara Group was dependent on them for importing their raw materials.



Figure 16: Eco Friendly Product Banner

Weaknesses:

- Limitation in global market penetration
- Their dependency on import for high grade raw materials

Opportunities:

- Rising demand for biodegradable packaging
- Potential for export market expansion

Threats:

- Fluctuating raw material prices
- Regulatory pressures on emissions and waste
- Tariffs

2.2 Industry Analysis

2.2.1 Specification of the Industry

The Pulp and Paper Industry of this country plays an important role in the growing demand for paper-based products making it a critical component of our countries packaging and manufacturing sector. Rise in literacy rate, increase in food industries, garment industries has steadily increased the paper demand. Major players in the industry are Karnaphuli Paper Mills(Government owned), Bashundhara Paper Mills, Partex Paper, Bangkor Pulp and Paper Corporation. This is an old sector as a result it faces issues like outdated technologies, availability of raw materials in our country, environmental concerns because of inadequate and expensive waste management, regulatory shift. Environmental awareness has led to the increased emphasize on eco friendly and bio degradable materials, thus making the industry crucial for sustainable development. Despite all these challenges, the industry is growing rapidly.

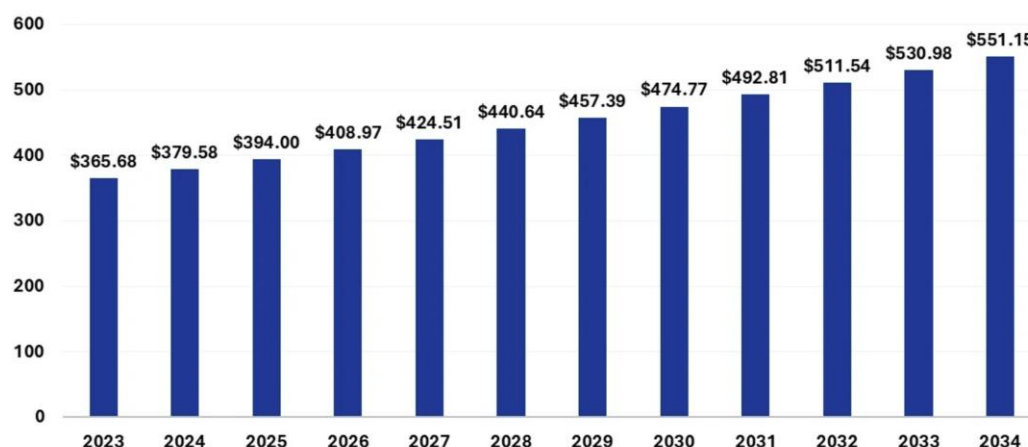


Figure 17: Production Facility at India

2.2.2 Size, Trend and Maturity of the Industry

Despite all the challenges that the Pulp and Paper Industries face, the industry has been growing steadily. Backed by packaging, garments and e-commerce industries demand, the Pulp and Paper Industries are expected to grow from approximately USD 485 million in 2024 to USD 785 million by 2033 in Bangladesh. The growth rate varies depending on the source.

Pulp and Paper Market Size 2023 to 2034 (USD Billion)

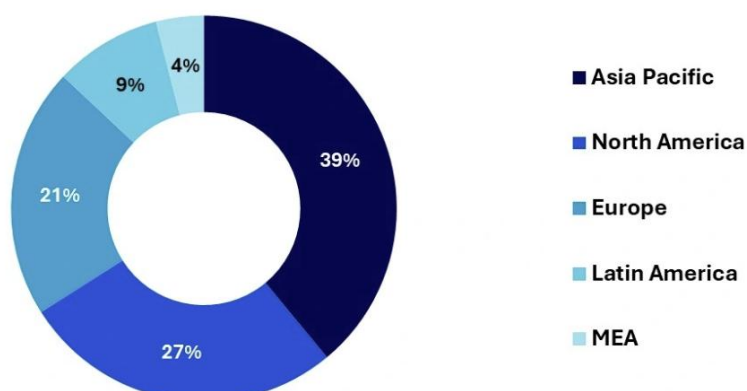


Source: <https://www.precedenceresearch.com/pulp-and-paper-market>

Figure 18: Global Industry Growth Prediction

Even though the industry is still developing, compared to global benchmarks, our countries demand is maturing. Companies such as Bangkor Pulp and Paper Corporations are leveraging the worldwide trend by adopting modern technologies and forming global supply chain partnerships. It is estimated that the global pulp and paper market is expected to rise from USD 356 billion in 2024, to USD 1,267.8 billion by 2033. (Insights, 2024) Some sources estimates it reach USD 551.15 billion by 2034. (Research, 2024)

Pulp and Paper Market Share, By Region, 2023 (%)



Source: <https://www.precedenceresearch.com/pulp-and-paper-market>

Figure 19: Global Market Share by Region

2.2.3 Industry SWOT Analysis

Strengths:

- Essential for multiple industries (packaging, education, etc.)
- Strong local demand
- Cost effective labor
- Government Support

Weaknesses:

- Lack of efficient workforce
- Dependence on high quality imported raw materials
- Outdated technology
- Environmental concerns
- Low investment in research and development

Opportunities:

- Growth in e-commerce boosting packaging needs
- Government incentives for sustainable industries
- Upgrading technology
- Expansion in export market
- Product Diversification

Threats:

- Environmental regulations
- Rising competition from digital alternatives
- Volatility in global pricing
- Competition from imports(cheaper products from india, China)
- Energy Supply Instability
- Tariffs

Chapter 3: Internship Experience

3.1 Position, Duties and Responsibilities

I was designated as the Marketing and Operations Intern under the supervision of the Sales & Operations department, and my supervisor was Jarzid Alam Neon. My key responsibilities included:

- Assisting with client communications
- Preparing marketing proposals and price quotations
- Conducting competitor analysis
- Supporting order tracking and shipment coordination

3.1.1 Assisting with client communications

My initial duty was to create promotional emails to customers and secondly follow up the existing campaign of newly launched product. At my beginning phase this company launched a new product in the market, which is a epoch making product in the industry.

The product was Fluff pulp. It is the main raw material for the hygiene industry. Main application for this product is sanitary napkins, baby and adult diapers. Bangladesh's birthrate in 2024 was 1.91 births per woman. (LLC., 2025) As a result the sell of baby diapers are booming. People are now more aware of their hygiene, mostly women are more concerned about their hygiene, as a result they are most likely to use the best solution to keep themselves healthy and risk free, making this product highly demandable in the growing market. Besides Fluff pulp, SAP(Super Absorbent Polymer) is one of the raw material, which is associated Fluff Pulp to make diapers and sanitary napkins. Bangkor has sourced this product from USA and



Figure 20: IDEA 2025 at Miami, USA

Europe. They did an exhibition of their product in Miami, USA. I was briefed about the upcoming potential of Fluff Pulp in Bangladesh's market. There are 8 companies in Bangladesh that are making sanitary napkins and baby diapers, and the market size of pad is Tk700 crore, diaper Tk800 crore. (Standard, 2023) My job was to create emails, to send the technical data sheets and sample request to manufacturers.

3.1.2 Preparing marketing proposals and price quotations

In Continuation with the previous duty, I was instructed to prepare different marketing campaigns, both online and offline. I was guided to brainstorm ideas with the Marketing department and Promotional department. We designed some promotional campaigns such as social media marketing. I made some advertisement, with price offers and exciting images.



Figure 22: Promotional Content 1



Figure 21: Promotional Content 2

As soon as I got any price update from foreign supplier, I made different promotional emails with price offers and kept sending them to the manufacturers of sanitary napkins and diapers. We used to get weekly prices. We had to follow the price trend as the pulp market is very volatile. The prices suddenly fluctuate a lot, because of that we had to monitor the price every week and I kept updating and sending the prices to manufacturers.

3.1.3 Conducting competitor analysis

In North America there are 11 Fluff Pulp manufacturers. (PaperIndex, 2024) Among which three of them have their own channel in Bangladesh market, they distribute their products through global distributors like global trading houses. The customers are also getting offers from the rest of the suppliers and due to being virgin product, there are very less differentiators in case of quality. Most of the produces are producing similar quality products. It is very difficult to compete with each other, the only factor was the price, making it the determining factor in order. The lead time from USA is same, so is the quality, price is the only factor that is making the manufacturers decide before placing the order. I used to check the world market scenarios, on how other markets were responding to the Fluff Pulp prices, helping us to understand the upcoming price trend of product. If the international price went up, so was ours, and if international price went down, we used to lower our price as well.

3.1.4 Supporting order tracking and shipment coordination

I used to go through my previous job responsibilities and on top of that I used to weekly get new work assignments. After the successful marketing campaign of Fluff Pulp, we used to get some initial orders for sample testing purposes from manufacturers. So the initial order we received was 50 tons/ 2 containers from each manufacturer. So we proceeded for the order, and used to send the purchase order to Fluff Pulp producer. These transactions were based on LC terms, once we sent the purchase order we used to share the sells confirmation to the local manufacturers. Then the manufacturers opened Letter of Credit to our beneficiary in the USA. After 15 to 20 days lead time for production, within the same month we made the shipment from the USA. Usually it takes 2 and half months(70 to 72 days) for the containers to arrive at Chittagong port, then we handover the original shipping documents to the manufacturers through banks. After receiving the documents, they cleared the LC payments immediately.

3.2 Training and Development

During my internship period I received training on:

- Paper production processes
- Sales strategy and client management
- Use of ERP systems for tracking orders
- Workplace safety and quality standards

3.2.1 Paper production process

They showed me video tutorials of paper productions process. There were some delegates from China and USA that came and joined with our sales training and showcased how the papers are produced in China and USA, their production capacity. So far I remember that China is producing 11 million tons of paper every year, and USA is producing 20 million tons.

3.2.2 Sales strategy and client management

Every two weeks there was a sales workshop that took place in the office, sometimes there were some external corporate trainers, sometimes there were in house sales specialists. They conducted some training sessions. During sessions we were demonstrated how we can boost our sales. They showed us how to map the customers in the market, how to show case the USP of the product. We had to do follow up meetings, calls, emails every week. We were designated for specific list of customers, some were under my supervision, as a result their management was under my control. I had to make the emails to them, I sometimes even had to meet them in person.

3.2.3 ERP systems for tracking order

The ERP sytem for tracking order included the entire supply chain management process. We used to send purchase order to USA, then the manufacturer from USA used to give us sales confirmation, then we shared the sales confirmation with the local manufacturer, then the local manufacturer used to open a LC against that sales contract for USA, once the letter of credit arrived in USAs Bank, then the producer in USA will produce the product and ensure shipment. After the shipment took place, it took 70 to 72 days for the products to arrive at the Chittagong port. Once the shipment

arrives the original shipping documents are sent to local manufacturers via bank to bank. After receiving the original documents, the local manufacturer made payments against it. And using the document they used to release the goods from Chittagong port and the payment was delivered to the USA through bank.

3.2.4 Workplace safety and Quality Standards

We used to get training on safety drill, fire drill, workshop, compliance training. These training helped us to learn about proper work place safety and how to maintain work quality standards. Compliance training taught us about the legal and ethical regulations and standards relevant to our job and industry.

3.3 Contribution to Organization/ Operations

My contribution to the organizations were:

- Creating a customer database for better lead management
- Drafting and editing promotional content for new product launches
- Analyzing order patterns for improving delivery schedules

3.3.1 Creating customer database for better lead management

We were given 20 pool of customers, we had to map them according to their needs and wants. To create value to them we had to distinguish which customer requires which kind of product, follow their purchasing behavior, their price sentiment, buying capacity. Using these information I created a lead database using Microsoft Access.

3.3.2 Drafting promotional content for new product launches

I was provided with some information and were instructed to create some ads, still pictures for promotional campaigns using Microsoft Powerpoint and Photoshop. That were used for new product launching.



Figure 24: Promotional Content 3



Figure 23: Promotional Content 4

I was also instructed to do some other editing works. Like creating a new business card for the CEO.



Figure 25 CEO's Business Card for Dubai Office

3.3.3 Analyzing Order Patterns for improving delivery schedules

The lead time is 70 to 72 days, so the customers need to order priorly. We have to create a pipeline for the materials, where one order that is in production process in USA, one sailing at sea and one order is at the warehouse. This is the supply chain we had to maintain every time, so that there is no shortage of materials in the manufacturing units.

3.4 Evaluation

My performance was assessed based on task completion, teamwork, and punctuality. I received positive feedback for my proactive attitude, communication skills, and ability to adapt quickly to organizational processes.

3.5 Skills Applied

- Communication and interpersonal skills
- Data analysis using Excel and Access
- Powerpoint, Photoshop for Promotional activities
- Report writing and documentation
- Time management and multitasking

Chapter 4: Conclusions and Key Facts

4.1 Recommendations

According to my experience here are some recommendations for Bangkor Pulp and Paper Corporation:

- Expanding to new markets through export incentives
- Investing more for customer engagement and digital marketing
- Offering structured onboarding programs in order to maximize impact

4.2 Key Understanding

This internship experience provided me with brief insight into the functioning of a global supply chain based company. This gave me the understanding of the need for efficient logistics, proper customer relationship management and the growing importance of sustainability in business operations.

4.3 Conclusion

My internship experience at Bangkor Pulp and Paper Corporation was enlightening. I got the opportunity to explore the Pulp and Paper Industry, which was a valuable experience. This internship experience helped me to develop my professional and interpersonal skills. The companies vision, mission, growth trajectory, operational strategies are well aligned with current global market trends, making it a dynamic and forward thinking organization.

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Appendix



TO WHOM IT MAY CONCERN

This is to formally certify that Mr. Tanjidur Rahman Tanvie, a student of United International University, has successfully completed his internship at Bangkor Pulp and Paper Corporation. His internship tenure was from March 1, 2025, to June 30, 2025, during which he served as a Marketing and Operations Intern under the supervision of the Sales & Operations Department, reporting directly to Mr. Jarzid Alam Neon.

Throughout his internship, Mr. Tanvie actively contributed to various projects. His responsibilities included assisting with client communications, preparing marketing proposals, supporting order tracking, and coordinating shipment operations. He consistently demonstrated dedication, professionalism, and a strong work ethic.

This internship was part of his academic curriculum and has provided him with valuable practical experience and insights into the Pulp and Paper industry.

For any further information or clarification, please feel free to contact us.

Sincerely,

A handwritten signature in black ink, appearing to read 'Jarzid Alam Neon'.

Jarzid Alam Neon

CEO
Bangkor Group