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INTERNSHIP REPORT

On

International communication of Uni -Trade Corporation LTD



Submitted to: Parvez Karim Abbasi

Assistant Professor

Department of Economics

East West University.

Submitted by : Issa Ruhullah

Department of Economics

East West University.

Date of submission- 21st May,2020

Letter of Transmittal

Parvez Karim Abbasi

Senior lecturer

Department of Economics

East West University.

Subject: Submission of Internship Report on UniTrade Multi Corporation.

Dear Sir,

I am pleased to submit my internship report on “UniTrade Multi Corporation” as per your instruction to fulfill the requirement of Eco 495 course. While preparing this report, I have tried my level best to include all the relevant information, explanations, things I learned from the organization, my contribution to the organization to make the report informative and comprehensive. It would not have been possible to complete this report without your assistance, of which I am very thankful. Working for three months at UniTrade Multi Corporation was amazing and a huge learning opportunity for me. Also, it was a great experience to prepare this report and I will be available for any clarification, if required.

Therefore, I pray and hope that you would be kind enough to accept my Internship Report and oblige thereby.

Sincerely,

Issa Ruhullah

ID: 2015-1-30-054

E-mail: Issaruhullah014@gmail.com

Declaration

I am Issa Ruhullah , a student of Economics at East West University declare that this report on UniTrade Multi Corporation has been authentically prepared by me. During the preparation of this internship report I had not ruptured any copyright act purposefully and I also further declare that I did not submit this report to any other institution for awarding any degree of certificate.

.....

Issa Ruhullah

ID- 2015-1-30-054

Acknowledgement

I would start by thanking my honorable faculty Parvez Karim Abbasi who has provided me with the necessary guidance and information needed to complete this internship report. I would like to thank Mohammad Obidur Rahman (Head of QMT) for all his support, necessary tips and guidelines during the activation period, and the entire team for being helpful and supportive in every little help I needed and for creating the opportunity for me to bring out my best performance.

Also, I would like to thank my team leader Shaila Nuri Wahra Assistant manager(trade and communication) for teaching me all the basics of my tasks and patiently showing me every elaborate details and guiding me throughout my internship period. I am very much thankful to UniTrade Multi Corporation LTD, its management, especially employees of Sales and marketing department for their cordial support to prepare this internship report.

Finally, I would have to thank my friends who also supported me during the preparation of this report and express my gratitude to everyone involved.

Executive Summary

This report is a detailed overview of my internship journey at UniTrade Multi Corporation Limited. During my Internship I have learned a lot about Communication with International seller, Digital Marketing, and its different applications. I have known about the work flow of Import based companies along with the functions the sales and marketing department performs. I have learned to work in a corporate space which not only enriched me professionally but also helped me grow personally as well. My contribution was appreciated by my supervisor and other members of the department. The career path I would be selecting for myself is quite influenced from my internship as I have had a great opportunity to practically see how sales and digital marketing sector is working and evolving in Bangladesh. However, this report has been written in a short time. I have tried my level best to make it meaningful by reflecting my works at the UniTrade Multi Corporation Limited. Also, I have summarized my overall experience, with my learning and challenges faced as an intern.

“International and domestic communication in Import business”

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Introduction

An import is a good or service bought in one country that was produced in another. Imports and exports are the components of international trade. And International Marketing Communication. International marketing communication includes all methods companies use to provide information to and communicate with existing and potential customers and other stakeholders. Each country and the cultures within a country bring communication challenges to businesses. Good international business communication practices help maintain these intricate business dealings. Bad communication practices can cause loss of business and even international tension among countries. In my internship program I've learned how should I contact international clients and sellers.

Adapt your communication style. ...

1. A little use of the local language can go a long way. ...
2. If you try speaking in the local language, keep your comments short. ...
3. Speak clearly and slowly. ...
4. Outline each point you want to make. ...
5. Be descriptive.

UniTrade handle this challenge very well. In service sector the main problem is managing customers. Service managers and academic researchers are now focusing their efforts on understanding how customers perceive the quality of services and how these perceptions translate into customer satisfaction and behavioral intentions. And in international communication sector. I am working in UniTrade as an International trade and communication officer so I have to find out the best way to communicate with my international clients and check the products if it fulfill my requirement or not. It is not an easy task as there are a lots of competitor in the market. My main task is communicate with the client via mail. And check out the medical equipment available. And on the basis of requirement I have to communicate them to see the samples. And then I arrange meeting face to face with the sellers And after clearance on the sample I will purchase those product in a bulk quantity. In UniTrade I did another work that's related in my department too. In terms of international purchasing company have to update the quantity it sell in the market and quantity the company has left in their hand. I update this information on my client's website.

RESEARCH PROBLEM

As a compulsory part of the Internship Program, this report is prepared on the topic “International and domestic communication in import business ”. The internship program provides students with real life experience of work environment. Students can implement their academic skills gained from the educational institution.

Methodology of the Study

This report has been prepared on the basis of experience gathered during the period of internship and my own learn and understanding. The entire process has been made by collecting primary data which played a vital role and easy to write down the report and secondary data was needed for supportive structured buildup to the report

I have designed the methodology or the method in which way the data will be collected in the following way:

Primary data sources: Inspection in different desks, talking with employee's in the office and organized and planned analysis are the Main resources.

Secondary data sources: Brochures and instructions of UniTrade Corporation, different journal publications of Bangladesh health sector data are the secondary data sources. Extensive and elaborate study of the existing files, convenient case clarifications, observation interview with the employee were done to identify the execution and control and monitoring process of the banking system.

Scope of the Study:

With the whole internship period it was a great experience to know and got chance to work in the foreign exchange department. It's also a great achievement for me to learn and implement by practically the entire procedure of export trade. BRAC UNIVERSITY PAGE20 Internship Report on Foreign Trade Activities To be trained about the issuing EXP form, sorting EXP forms, required document checking, payment moods register entry and also got to know regarding Bangladesh Bank reporting. All of these opportunities I had captured in that practical field and also to expand knowledge. This report is entire based and prepared on my practical work experience while working at UniTrade Multi Corportion. It will surely help the students to reduce the distinction between realistic and hypothetical knowledge and additionally it will also help them to clear the confusion between practical knowledge and theoretical knowledge. This report significantly helped me a lot to understand the atmosphere and environment of an organization. As I am an internee of UniTrade, I have access to many different sectors like Application and using of biomedical equipment, negotiating with the international sellers, dealing with the buyers, communicate with clients guide them about the latest biomedical equipment, participate training program, product promotion,survey before any newly launched product. It was near impossible task for me to learn everything about all as it was a large sales and marketing sector with such a limited span of time.

Limitations of the report:

- Sometimes the concerned personnel may not provide enough time due to rush office hours.
- As a matter of fact three months is too short after that I had tried to give best effort to my learning purpose.
- The Stellar software is not so much advanced and for this it takes more time to finish the work.
- Due to the lack of information and customer is government only, market survey could not be conducted. This means that in order to take the research forward a full-fledged survey needs to be conducted.
- Also due to confidentiality issues, I was not shared many information of S. R Trading which would have been helpful for my project like finding the analysis and product evaluation.

Overview of the Organization

UniTrade Multi Corporation Ltd. was founded in 2012 by a group of professionals having experience in multinational organizations and imports Medical equipment, device, also skin care product in Bangladesh. This Corporation has some associate company, They are-

1. UniTrade Corporation.
2. Furnica Industries Limited.
3. Furnica Limited
4. S.L. Enterprise
5. Unimax Logistics Ltd.

UniTrade Multi Corporation's objectives is to develop a professionally managed healthcare organization for bringing innovative products and services from international companies for the benefit of patients in Bangladesh and the region. UniTrade has some selected business Areas, They are

- Pharmaceuticals
- Diagnostics & Medical Devices\

There core customers are National Institute of Neuro-Sciences & Hospital (NINS&H), National Institute of Cardiovascular Diseases (NICVD), Dhaka, Dhaka Shishu Hospital, Islami University, Kushtia, BIRDEM, Bangladesh TV Hospital, Bangladesh Head & Neck Institute, Central Medical Store Department, Bangladesh, Dinajpur Medical College & Hospital, Central Jail, Dhaka, Bangladesh Police Hospital, Bangladesh. They have some specific products like- Cadiac, home care, neuro interventional, Mother and child care, imaging, dental, clinging and herbal. They have a lot of international reknown seller too. They have a qualityful team to supervise the newly launched product and the other section will negotiate the price via online. Then one of the representative of seller will send their demo product.

A list of companies are the distribution partner for UniTrade Multi Corporation LTD

Medtronic Micro Vention®
TERMO Penlon ♦ NewTech BPL

Lec
MEDICAL

CA-MI
Italian
Medical
Touch

SGHealthCare

BLT

Clean's

DRTECH
DIGITAL RADIOGRAPHY TECHNOLOGIES

BANGKOK
botanica

COVENANT
SURGICAL PARTNERS

COVIDIEN
Medtronic

USA

MicroVention®
TERUMO

Japan

Lec
MEDICAL

UK

CA-MI
Italian
Medical
Touch

Italy

BANGKOK
botanica

Bangkok

Clean's

France

elektro-mag®

Turkey

MagVenture

Denmark

They operate in the medical sector. UniTrade mainly purchase medical equipment and sell it to the reknown local hospitals.

-Their mission is t o contribute to human welfare by application of biomedical engineering in the research, design, manufacture, and sale of instruments or appliances that alleviate pain, restore health, and extend life.

To direct their growth in the areas of biomedical engineering where they display maximum strength and ability; to gather people and facilities that tend to augment these areas; to continuously build on these areas through education and knowledge assimilation; to avoid participation in areas where they cannot make unique and worthy contributions.

To strive without reserve for the greatest possible reliability and quality in their products; to be the unsurpassed standard of comparison and to be recognized as a company of dedication, honesty, integrity, and service.

To make a fair profit on current operations to meet their obligations, sustain -growth, and reach goals. UniTrade's top distributor is Medtronic. Medtronic was founded in 1949 as a medical equipment repair shop by Earl Bakken and his brother-in-law, Palmer Hermundslie.

Did these two men set out to change medical technology and the lives of millions of people? No. But they did have a deep moral purpose and an inner drive to use their scientific knowledge and entrepreneurial skills to help others.

That spirit — combined with our founders' personal integrity and passion — became our guiding philosophy .

their first life-changing therapy — a wearable, battery-powered cardiac pacemaker — was the foundation for many more Medtronic therapies that use our electrical stimulation expertise to improve the lives of millions of people.

Over the years, we developed additional core technologies, including implantable mechanical devices, drug and biologic delivery devices, and powered and advanced energy surgical instruments. Today, our technologies are used to treat nearly 40 medical conditions.

PESTEL ANALYSIS

PESTEL analysis is a business measurement tool, looking at factors external to the organization. PESTEL analysis is an acronym for Political, Economic, Social, Technological, Environmental and Legal factors that commonly affect business activities and performance.

Political Instability of the political situation has an impact on the organization. When Hartal or the incident of Holy Artisan occurred, the international suppliers from Japan, China didn't want to take any risk by sending their engineers which delayed the tender process. Last year the turnover of SR Trading went down to \$ 10 Lac from \$ 30 Lac. Sometimes the qualified company like UniTrade does not get the tender due to the bureaucracy of the government. Most of the time small company like SR Trading faces problem to get the tender because of the high level of corruptions in the government sector.

Economic

Due to high interest rate which is nearly 14%, small company like UniTrade faces burden to attend the tender.

Social

Since there are many holidays in Bangladesh, the employees take leave more often which breaks the continuity of the business. Apart from that as a small company, social culture doesn't affect much.

Technological

Due to the advancement of the technology, trading and communicating with the suppliers has become easy for companies like UniTrade Corporation.

Environmental

Environmental factor is a huge factor for a trading company. Due to the bad weather, shipment of the product becomes tougher. Legal Usually UniTrade Corporation tries to maintain the 8hrs office timing but sometimes they have to work overtime because of the dead line of the tender submission.

Assigned Department

International and domestic Trade and communication Department:

I was given supporting jobs to accomplish. They provide the opportunities to an intern to learn many things. Working at a trading company like UniTrade Multi Corporation was a true corporate orientation for me. Employees perform their regular duties and they involved me as a support to achieve those. I basically accomplished several duties. The principles were set by them and I was just a follower. Sometimes I tried to put my academic knowledge to make it better. They always appreciate that. To work with these professional people, theoretical and practical knowledge were necessary.

I was assigned to UniTrade Multi Corporation LTD's International and domestic trade and communication department where I have to communicate with the international clients as the representative of UniTrade corporation. It is one of the company's most important departments in terms of communication in sales and purchase. This department manages several prominent brands ' customer queries. Most of the work is done through Mail. The IDTC(International and domestic Trade and Communication) department basically plays a third party role. Among all of the top biomedical companies around the world & Contribution to the Organization.

Receiving the products from the port: Sometimes I had to personally receive the products from the Chittagong port along with the MD.

Maintaining the relationship with the existing customers: After communication sales service is very strong department in UniTrade Multi Corporation. I had to contact with the existing customer for their feedback and passed the information to the service department.

Networking and liaising with suppliers: I used to search for the suppliers over the internet for the required equipment. Once I get the desired supplier for a specific product then I used to contact with them for their work order including price, product specification and information of profit sharing.

Contributing to marketing plans and strategies: Brainstorming is one of the most common scenario in S.R Trading. Most of the time, we used to sit together or go outside for making a better plan and strategies for the company

Overview of the Department:

You can have the greatest business in the world, but without promoting your company and the products it offers, nobody will know you exist. That's where a good communications department comes in.

Whether your business is just starting up, an established mid-sized company or a large corporation, having a communications department is vital to getting the word out about your business and what you do.

The communications department may assume your public relations or public affairs department. The department works closely with other departments to ensure it understands the dynamics of your business and the information it needs to communicate. The communications department plays a crucial role in an organization's success. The role of corporate communication is to establish your brand, promote your products or services and gain new customers. When done well, corporate communication will not only help you get new customers but will encourage your existing customers to stay loyal to your brand. Corporate communications include social media, media relations, client events and advertising.

Corporate communications goals should also include internal company communication. This helps management keep other staff in the know about what's going on and helps to strengthen the various departments at your company. Internal communications include company newsletters, regular emails and staff team-building events.

In most instances, your communications department is led by a communications director or manager. This is the person who helps you to strategize what methods of external and internal communication will work best for your company. She will also implement the strategies you choose, either on her own or with a communications team.

If you have a very small company, the role of the communications director may be one that's absorbed into another position. For instance, your sales team may be the ones running your social media accounts or your staff may put on client events.

Whatever the communications department looks like at your company, it should exist in some form so that you can meet your corporate communications goals.

Assignment and contribution to the organization:

There are many functions of a communications department. You may find that your company needs some more than others. You may also find that some functions of the communications department work better than others for your particular industry and brand.

Functions of a communications department include:

- Managing your website and social media, including working with website developers, posting regular social media updates and engaging with people on your social media channels.
- Managing blogs, including creating a relevant editorial calendar, writing articles and working with freelancers to create content.
- Running promotions, either on social media or at physical locations.
- Holding events, such as continuing education opportunities, networking mixers or an open house.
- Overseeing media relations, including writing and distributing news releases, responding to media inquiries and maintaining a media kit about your company.
- Public speaking, including representing your company in public settings and preparing executives to speak at events such as news conferences.
- Managing marketing materials, including brochures, newsletters and mailers.
- Finding opportunities for advertising, whether in print, on TV or online.
- Handling crisis communications when an event threatens public safety or your company's reputation, such as an accidental death, a toxic spill or layoffs.
- Creating and implementing an annual communications plan, often in conjunction with other departments.
- Overseeing internal company communications, including internal announcements and training.

All of these functions of a communications department help to strengthen your company, brand and marketing efforts. They help make sure everyone in your company is on the same page when it comes to how your company is represented and the public image you have. These functions also build the confidence of clients and customers since they'll know what to expect from your company. Through your communications, they'll have an understanding of your mission statement, values, target audience, personality and the products and services you provide. The more confidence your clients and customers have, the more likely they are to continue using your products or services.

The role of corporate communication is an important one. You want to have someone overseeing your corporate communications goals who has the skills and ability to carry out all of the functions of communications that are important for your company.

Finding an experienced communications manager is the first step to establishing your communications department. This person may report to a communications director and will be in charge of a variety of important tasks, so you want to make sure you find someone who's capable and competent. Ideally, this person will have experience in your particular field so the

learning curve isn't as steep. While it's helpful to hire someone with a degree in communications, public relations or a similar field, it isn't always necessary if the person has a significant amount of relevant experience.

When it comes to the role of the communications manager, what the person does depends on the role of corporate communication at your company. You may need someone to focus only on internet marketing, such as websites, blogs and social media. You may want someone who can research print advertising in local cities or who can come up with and put on amazing events. You may just want to hire a communications manager to oversee internal communications or build out a company intranet.

What a communications manager does also depends on the size of your communications department. If you have a one-person team, the communications manager is going to handle many more functions than if you have a large communications department. With a smaller team, you'll have to prioritize what you have your communications manager do since he will only have so much time to do his job. If he oversees a communications department, he's likely to be more hands-off when it comes to day-to-day tasks and take a more managerial, bigger-picture role. When you have a communications department, you may have one person managing the internet, one managing advertising, one managing public relations and one managing internal communications.

The role of a communications manager or director also varies depending on if the business is a startup or a more established company. In a startup, the communications director will spend a lot of time creating strategy, developing a brand, researching target markets, testing communication techniques and creating company collateral. These are all things that need to be done before a communications plan is put into place.

In a more seasoned company, the communications director has a base from which to start. A lot of the groundwork and research have already been done. While there may be opportunities to develop a new strategy and branding, a communications director or communications manager at an established company may spend more time expanding on what's been done before or finding new areas to explore.

When choosing someone to be your company's communications director, make sure you find someone with strong communication and people skills, who is organized and can handle a lot of projects under deadline pressure. They should be creative, have the ability to write clearly and be a team player.

With the right communications strategy and communications director in place, your communications department is sure to thrive.

Communication for purchase:

As an intern I have done some communication process in UniTrade. One of my first consignment was deal with a Chinese company named “Ecomed”. Where I have to buy OT Light. That’s why at first I contact with them with their south asia region office via mail. And then I let them know that UniTrade are interested to buy OT lights from them. I am sharing the mail here-



to sales ▾

Dear Sir/Madam

I am writing this letter on behalf of UniTrade Multi Corporation Limited, as a distribution apply for your OT light products. We are highly interested in reselling your products in our country.

To help you decide whether we are a suitable candidate for the dealership or not, we have enclosed our profile and other needed documents with this letter for your review. We are a team of dedicated professionals who work hard to maintain the sales.

Kindly review the documents attached with the letter before you make your decision. We will be highly pleased if you choose us as your Distributor in Turkey. We also have adequate number of employees and infrastructure to support the business.

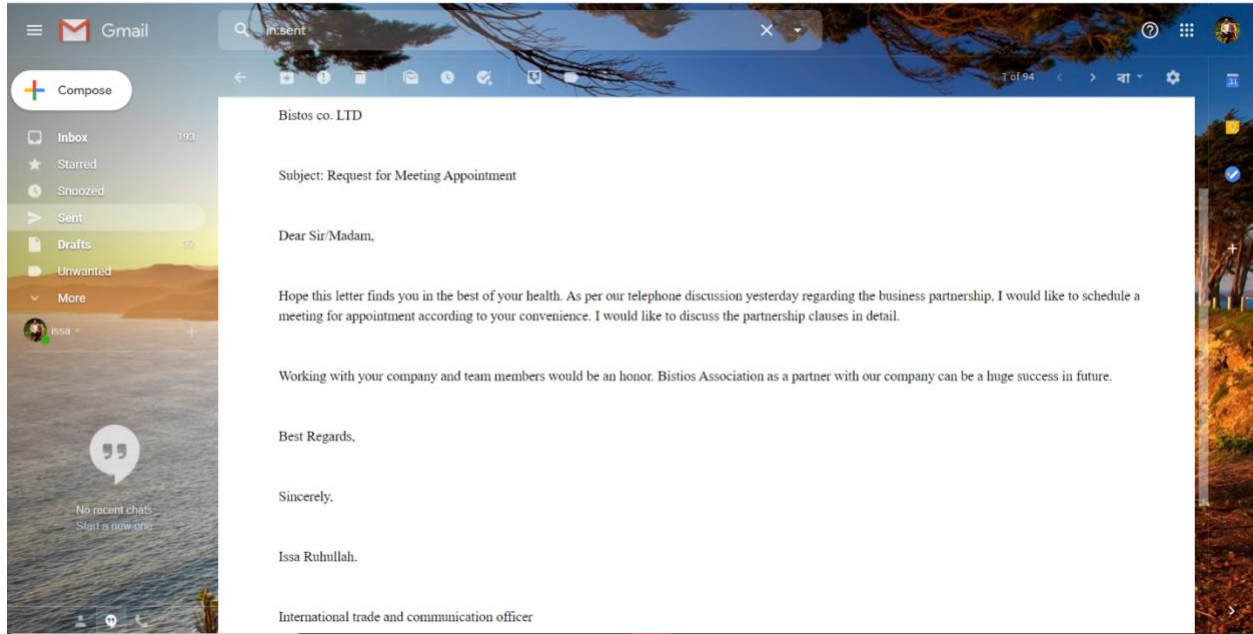
We are looking forward to working with you.

Sincerely,

Issa Ruhullah
International communication officer
UniTrade Multi Corporation Limited

Arrange meeting:

In February,2020 I’ve asked by UniTrade to fix a meeting between our Managing Director and Bistos Export a South Korean based company. UniTrade is their regular client for 5 years. That’s why I had mail them and started a conversation. As their Managing Director is in Bangladesh so I had to fix a meeting of our MD with them.



And by that I had arrange a meeting.

I did another work in UniTrade. I have to update how much quantity of product is sold out in domestic marker on my distributor's website. As example, if I purchase from 10 icu machine from Medtronic and after one month if I able to sell 5 of them then I have to update this information on their website. So they can know I have less amount of product. So the seller can offer me some new product. I am sharing an example of this here-

Medtronic

SSTA 2.0

1564666 - Unitrade Multi Corporation Ltd. | Bangladesh

Customer ID: 1564666

Online

MAIN NAVIGATION

DashBoard

Add New Order

Add Sales Order

Acknowledge Receipt

List Of Orders

Bulk Update Delete

Deleted History

Acknowledge receipt

Please enter invoice number

Filter

Clear Filters

Please select records to acknowledge

	Invoice Number	Serial No	CFN	Base Quantity
	8940018659	11144572	N353001	9
	8940018659	11161271	N143001	6
	8940018499	A832162	PRP35-07-150-120	1
	8940018499	A922150	PRP35DR-06-200-120	3
	8940018499	A922205	PRP35DR-07-200-120	2
	8940018659	A941584	PRP35-05-080-120	2
	8940018499	A944207	PRP35-07-100-120	1
	8940018499	A945666	PRP35-07-100-120	1

First

Previous

1

2

3

4

Next

Last

Responding Queries:

Customer queries appear directly from National Institute of Cardiovascular Diseases (NICVD), and BSMMU on their recent purchase of ventilation system.

My task was to answer them efficiently at the same time following the guidelines

given by National Institute of Cardiovascular Diseases (NICVD), and BSMMU Bangladesh . Good customer service is defined as a service that treats customers with a friendly attitude and attempts to solve their problem or question as efficiently as possible. Excellent customer service is one of the organization's key tools to achieve its future goal. The main focus was on the quality of the answers. However, I had to balance quality and quantity properly.

Manage clients:

Managing client is the hardest work as client frequently change their mood and behavior.

The main challenge for a import company is to understand client behavior and maintain the change of the behavior.

Developing strategies to communicate with clients by Email:

Measures such as repurchase intentions, word of mouth, loyalty, complaining behavior, and price sensitivity can capture behavioral intentions. High service quality (as seen by the customer) often leads to favorable behavioral intentions while low service quality tends to lead to unfavorable behavioral intentions. Behavioral intentions can be seen when a customer decides to stay with or defect from the company. The more positive the experience of the customer, the more likely he or she is willing to reuse the service (F. Olorunniwo, M. K. Hsu, 2006)

Behavioral Changes in Clients:

Researchers described emotional experiences that were categorized as annoyance, anxiety, disappointment, dissatisfaction, distress, depression, rage, stress and tension during the switching processes, and in only three cases was there no evidence of emotions. An interesting and more surprising finding is to identify emotional expressions during influential and situational processes of switching. By definition, customers experiencing influential and situational triggers perceived a change in their personal lives or reacted to marketing efforts by competitors, which eventually influenced their relationships. Initially, this did not give rise to any emotional hypotheses (I. Roos, M. Friman, 2008).

- ☐ Annoyance
- ☐ Anxiety
- ☐ Depression
- ☐ Disappointment
- ☐ Dissatisfaction
- ☐ Distress
- ☐ Rage
- ☐ Stress
- ☐ Tension Unease

Consumer behavior can be broadly classified as the decisions and actions that influence a consumer's buying behavior. What drives consumers to choose a particular product with respect to others is a question that is often analyzed and studied by marketers. Most of the purchasing selection process is based on emotions and reasoning. The study of consumer behavior not only helps to understand the past but even predict the future (2018, July 25). The below underlined factors pertaining to the tendencies, attitude and priorities of people must be given due

importance to have a fairly good understanding of the purchasing patterns of consumers (2018, July 25).

Factors Influencing Consumer Behavior:

1. Purchasing Power
2. Group Influence
3. Personal Preference
4. Marketing Campaign

Purchasing Power

Consumer purchasing power plays an important role in influencing consumer behavior. Consumers generally analyze their purchasing capacity before making a decision to purchase products or services. The product may be excellent, but if it fails to meet buyers buying ability, its sales will have a high impact on it. Segmenting consumers based on their buying capacity would help to determine better results for eligible consumers. Understanding, analyzing and keeping track of consumer behavior is very critical for a marketing department to maintain its marketplace position. Different customers want to buy different medical equipment according to their budget. Generally, , Dhaka Shishu Hospital,wanted to buy Ventilator machine, on the other hand, Dhaka Police hospital mostly buys ICU bed and hospital bed. So, if we cannot provide their desired offers, customer got furious. After that, we had to console them and provide the exact offers that they want. This is very hard because when a customer become disappointed they do not want to listen anymore. In that time, we have to understand their purchasing power and provide the alternative solutions to them. But not every time we have the alternative solutions and this the hardest time for the service people. So, we have to think according to consumer perspective so that we can easily understand their purchasing power for the pharmaceutical purpose. Some time after distributing to the domestic custiomer some of the product did not work. Then we have to let this know to the seller and ask them for a replacement or fix it. Then

they will replace the desired product. For this some of the customer are felt disappointed. Our marketing team work to console them. As they don't lose hope on us.

Threats

Changes in the external environment also may present threats to the firm. Some examples of such threats include

1. Emergence of substitute product
2. Too many strong competitors.
3. Competitors
4. Increased trade barriers
5. New regulations
6. Some local threats always exist so that taking part in tenders becomes difficult

Situation Influence

Situation influence is also seen to affect a consumer's decisions. The primary influential group consisting of family members, classmates, immediate relatives, and the secondary influential group consisting of neighbors and acquaintances are seen to have greater influence on a consumer's purchasing decisions.

As an example I can talk about the recent corona virus pandemic. In corona virus treatment ventilator is most important thing. Governments and manufacturers are adopting drastic measures to produce more ventilators as the coronavirus pandemic places unprecedented demand on the world's hospitals.

The UK government has turned to a wartime solution, enlisting manufacturers including aerospace and engineering group Rolls-Royce and vacuum company Dyson to produce this

essential equipment. In February, when the city of Wuhan was the epicenter of the coronavirus outbreak, China turned to the rest of the world to help with a severe shortage. China's industrial equipment department said it had produced more than 15,000 ventilators and was setting up "accelerated channels" to import more.

Now that the epicenter of the outbreak has shifted to Europe, the Chinese Red Cross is transporting supplies to Italy, where there have been 31,000 cases and more than 2,500 deaths. On Tuesday, Chinese state media reported that a second team had traveled to Italy with 30 pulmonary ventilators, 200,000 masks and 9 tons of other supplies. Suddenly the demand for ventilator rises drastically. Countries like India are trying to invent and use ventilator domestically.

Communication with the distributors :

Now I want to discuss on some of our top distributor.

NewTech-

NewTech, a professional manufacturer and marketer in medical field, has been actively providing products and services to thousands of hospitals and clinics users through hundreds of distributors and partners with its international headquarters and offices.

BPL-

BPL Medical Technologies, the Indian multinational, spearheads pioneering efforts in medical technology and innovation, keeping with legacy since 1967. They provide reliable products and dependable service to their customers. Their products manufactured in an ISO 9001 : 2008 and 13485 : 2003 certified facility conform to global standards of quality assurance and best practices.

DRTECH-

DRTECH, established in 2000 is one of the leading global providers of high quality flat-panel x-ray detectors for digital radiography. They are USA FDA cleared.

SG healthcare-

SG HealthCare is the global leader in the medical diagnostic equipment industry with world class technology advancements. X-ray, MRI & Ultrasound systems made by SG HealthCare are widely used all over the world from tiniest mobile clinics to national hospitals. SG HealthCare has proven itself to be revolutionizing the field of medical diagnostic systems and continues to help people all around the world .

CA-MI Italian medical Tech –

CA-MI is a family-run factory founded in the early 80's and committed in the production of electro-medical equipments - among which AEROSOL DELIVERY SYSTEMS used in aerosoltherapy for the treatment of respiratory pathologies. The expertise and know-how achieved with over 30 years of experience make today CA-MI in the position to export to more than 90 countries and provide comprehensive answers to medical operators. The recent acquisition of new and larger premises nearby Parma - in the North of Italy.

Growth of UniTrade Multi Corporation-

When UniTrade has started his journey in 2012, it didn't see the profit. In 2013 fit for the first time which was USD 2 lac. Later on, it never saw the loss. In 2015, the profit increased and it was USD 10 lac. In 2016, 2017, 2018 and 2019 profit was respectively USD 28 lac, 35 lac, 50 lac and 60 lac.



Economics

A) For private institutions –

1. Pricing strategy

An important aspect of your company's pricing analysis is the determination of market objectives. For example, is your company attempting to penetrate a new market, seeking long-term market growth, or looking for an outlet for surplus production or outmoded products? Marketing and pricing objectives may be generalized or tailored to particular foreign markets. For example, marketing objectives for sales to a developing nation, where per capita income may be one-tenth of that in the United States, necessarily differ from marketing objectives for sales to Europe or Japan.

Costs

The actual cost of producing a product and bringing it to market is key to determining if exporting is financially viable.

- Cost-plus method is when the exporter starts with the domestic manufacturing cost and adds administration, research and development, overhead, freight forwarding, distributor margins, customs charges, and profit. However, the effect of this pricing approach may be that the export price escalates into an uncompetitive range once exporting costs have been included.
- Marginal cost pricing is a more competitive method of pricing a product for market entry. This method considers the direct out-of-pocket expenses of producing and selling products for export as a floor beneath which prices cannot be set without incurring a loss. For example, additional costs may occur because of product modification for the export market. Costs may decrease, however, if the export products are stripped-down versions or made without increasing the fixed costs of domestic production.
- Other costs should be assessed for domestic and export products according to how much benefit each product receives from such expenditures, and may include:
 - Fees for market research and credit checks
 - Business travel expenses
 - International postage and telephone rates
 - Translation costs
 - Commissions, training charges, and other costs associated with foreign representatives
 - Consultant and freight forwarder fees
 - Product modification and special packaging costs

After the actual cost of the export product has been calculated, you should formulate an approximate consume.

Market Demand

For most consumer goods, per capita income is a good gauge of a market's ability to pay. Some products (example, popular U.S. fashion labels) create such a strong demand that even low per capita income will not affect their selling price. Simplifying the product to reduce its selling price may be an answer for your company in markets with low per capita income. UniTrade company must also keep in mind that currency fluctuations may alter the affordability of its goods.

Competition

In the domestic market, UniTrade carefully evaluate their competitors' pricing policies. They will also need to evaluate competitor's prices in each potential export market. If there are many competitors within the foreign market, you may have to match the market price or even underprice the product or service for the sake of establishing a market share. If the product or service is new to a particular foreign or domestic market, however, it may actually be possible to set a higher price than is feasible in the domestic market.

UniTrade select their import price in some way.

1. Purchase price. Most importers forget that a purchase price is often quoted in dollars or another foreign currency.
2. Freight costs.
3. Insurance.
4. Customs duty.
5. VAT.

The main channel for selling goods in Bangladesh is through a local agent that is an agent, wholesaler or distributor. If authorized, companies may use their local agents to service industrial consumers and bid on government contracts. More than half of Bangladesh's imports are made through tender or direct purchase by public sector corporations and government controlled corporations. These organizations prefer to deal with local firms acting as exclusive agents or distributors of foreign manufacturers and suppliers. Foreign firms should consider hiring an exclusive agent/distributor to monitor these projects. Agent-principle agreements may be either exclusive or non-exclusive. Non-exclusive arrangements are common for commodities where brand names are not important. The government has moved to reduce the number of items on its list of banned imports and has eliminated the need for import licenses. However, some products are still banned from importation, including certain maps, obscene materials, socially or

religiously offensive items, all types of wastes, and substandard or rejected goods, as well as all imports from South Africa or Israel. All commercial importers are issued pass books in which their import authorizations are validated. The issuance of a pass book is a formality for items not on the controlled or restricted lists. Pass books are valid for 12 months

Import Duties:

Despite some recent reductions, tariffs in Bangladesh remain high, averaging over 50percent. At the recommendation of the World Bank, Bangladesh has placed a 100percent tariff ceiling on most goods, with the intention of bringing the ceiling down to 60percent in fiscal year 1993-94. A value-added tax (VAT) of 10 to 20 percent and additional fees, typically adding up to 15 percent of the cost and freight value, are also applied to imports. Duties are reduced to 2.5 percent for installation of imported machinery in less developed areas. Duties are also reduced to 2.5 percent for capital machinery and factories which use 70 percent or more indigenous materials and for imported machinery for export-oriented industries. Exemptions from duties and the import sales tax are available for a variety of goods. 17 Documentation: Documentation required for commercial shipments.

Link between my internship concept and economics-

In my internship I've learned so many things. But the main focus was on international purchasing. In that sense it has a direct link with the international trade I've learned in economics. International trade allows countries to expand their markets for both goods and services that otherwise may not have been available domestically. As a result of international trade, the market is more competitive which results in more competitive pricing which brings a cheaper product home to the consumer. International trade is the exchange of goods and services between countries. Trading globally gives consumers and countries the opportunity to be exposed to goods and services not available in their own countries, or which would be more expensive domestically. Global trade allows wealthy countries to use their resources—whether labor, technology or capital more efficiently. Since countries are endowed with different assets and natural resources (land, labor, capital, and technology), some countries may produce the same good more efficiently and therefore sell it more cheaply than other countries. If a country cannot efficiently produce an item, it can obtain it by trading with another country that can. This is known as specialization in international trade. In UniTrade I had chat with international seller. As like if I have got any machine that is less expensive then I had ask the price and started

the process of purchasing. Let's take a simple example. Country A and Country B both produce cotton sweaters and wine. Country A produces ten sweaters and six bottles of wine a year while Country B produces six sweaters and ten bottles of wine a year. Both can produce a total of 16 units. Country A, however, takes three hours to produce the ten sweaters and two hours to produce the six bottles of wine (total of five hours). Country B, on the other hand, takes one hour to produce ten sweaters and three hours to produce six bottles of wine (a total of four hours).

But these two countries realize that they could produce more by focusing on those products with which they have a comparative advantage. Country A then begins to produce only wine, and Country B produces only cotton sweaters. Each country can now create a specialized output of 20 units per year and trade equal proportions of both products. As such, each country now has access to 20 units of both products. UniTrade purchase those medical equipment which are not available in Bangladesh. If any of the company wants produce it locally then the price will be much higher. So that's why we try to import it and sell it to the local hospitals. The comparative advantage is to import it. If we want to produce this equipments locally then the opportunity cost will be higher.

Throughout the course of my three-month internship, I was given the opportunity to see first-hand what it takes to run a business while also implementing a professional team. I was able to work with the marketing and promotions team to ensure that every aspect of the business ran smoothly. I had the huge responsibility of making sure everything was set up before any deal is about to sign, which was sometimes harder than I could have imagined.

RECOMMENDATION

Trading businesses have been doing really good in Bangladesh. But complains also like UniTrade Corporation must have to technologically more advanced, still they are doing the traditional business.

I would like to recommend few things that are written below:

- UniTrade should hire some efficient people in terms of using new technology. Though they have employees who are very experienced in this field but sadly most are technologically challenged. So there should be a mix of both experienced and techsavvy employee in the firm at this point.
- There should be some strict regulation about the delay that the manufacturers cause because of their unprofessionalism, so that if they ask for an extension of the desired time, they must compensate.
- The government should also make some strict rules regarding the ‘speed money’ and corruption, so that it does not hinder the business of small companies like UniTrade Corporation and if such rules can be ensured, then companies will have maximum profit.

Conclusion –

Doing my internship in UniTrade gave me the opportunity to take a close look at the import business scenario in our country. It is fair to say that National health sector are the front runner of the country. We get the prove in this covid 19 era. And UniTrade import various types of medical equipment and sell those to local top hospitals. My goals as an intern are to obtain skills that will transfer to my future entry level position, as well as to work on projects and be able to explain them well enough that the experience will be considered valid and valuable by another potential hiring firm. Certainly, I'm also looking at this experience as an extended, two-way interview. A free trial period, if you will. But if we look at the return and the final report, we can understand why they're doing it. More than 10 thousand people in our country are affected by corona virus till today's date and as we know we don't have much production of medical equipment. Company like UniTrade importing this and local hospital can use it for general people. As a result, the importance of biomedic in marketing sectors is also increasing. Not

only are organizations becoming aware that they are also hiring digital agencies to maintain their presence in the digital arena. The evolution continues from traditional business to the digital era.

Once upon a time when advertisements were made and run by some of the world's most creative minds, the current world is taking more of a logical and complicated way of crunching data. Creativity is still there, but to the new data driven world it is losing the driving seat. 19 It'll be amazing to see where we'll land in the digital marketing field from today to the next 5 years. With new technologies like, AI, IOT or blockchain, it's easy to say that in the coming days this field will evolve beyond recognition. To be prepared for these new challenges, advertisers need to be much more vigilant and skilled with the latest technologies. As a user, we must also be prepared to accept those changes and move towards a brighter and more prosperous future.

My work this semester in career services has solidified the importance and joy of relationship building that I have found in this specific unit of student affairs. I am more of a relator rather than the woo type; this work emphasizes the importance of possessing that trait. I enjoy meeting with students, learning about their lived experience and goals, and offering both challenge and support to help them achieve their idea of career success. Furthermore, I value input; I love to collect and store all kinds of information. I enjoy learning new things and meeting new people each and every day. I enjoy dynamic environments and building stable relationships within them. In the future, I will seek out employment that offers a similar environment. Additionally, I have identified another important facet of relationships to be crucial in my personal career goals: the relationship that I have with my supervisor. The challenge and support that a potential supervisor is able to provide will play a huge role in my upcoming job search and personal career goals.

The work that I am doing in career services is helping me to further explore and investigate my personal career goals. At this point in time, the specific title or position that I would like to attain is still nebulous. However, my internship is allowing me the space to reflect on what I truly want my career to encompass in the future, specifically in regards to the themes of relationships, fit, and competence

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