# Internship Report
# on
# Promotional Strategy of Skin Care Products: A Case Study on EOS (Pvt.) Limited

**Submitted by:**

**Minto Roy**
ID: 1902017018
Program: BBA
Major: MARKETING
Semester: Spring - 2023
Sonargaon University (SU)

**Submitted to:**

Department of Business Administration
Sonargaon University (SU)
Submitted for the partial fulfillment of the degree of
Bachelor of Business Administration




Sonargaon University (SU),
147/I, Green Road, Tejgaon, Dhaka-1215, Bangladesh.

Date of Submission: May 11, 2023

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**Submitted by:**

**Minto Roy**
ID: 1902017018
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**Submitted to:**

Sharmila Sikder
Assistant Professor
Department of Business Administration
Sonargaon University (SU)
Submitted for the partial fulfillment of the degree of
Bachelor of Business Administration




Sonargaon University (SU),
147/I, Green Road, Tejgaon, Dhaka-1215, Bangladesh.

Date of Submission: May 11, 2023

# Letter of Transmittal

May 11, 2023
Sharmila Sikder
Department of Business Administration
Sonargaon University

**Subject: Submission of Internship Paper.**

Dear Madam,
I am hereby submitting my Internship paper entitled "Promotional Strategy of Skin Care Products: A Case Study on EOS (Pvt.) Limited" which was assigned to me as a requirement for the completion of the BBA Program. I have discovered this paper very interesting, beneficial, and insightful. The entire report is based on my practical experience in EOS (Pvt.). I expect this paper to be informative as well as comprehensive. This Internship paper will help me a lot in my future career life.

Thank You very much for your guidance and cooperation during the course without which this Internship paper cannot be completed. Moreover, if you have any further inquiries concerning any additional information, I would be very pleased to clarify that.

Yours Sincerely

.....
**Minto Roy**
ID: 1902017018
Program: BBA
Major: Marketing
Department of Business Administration
Sonargaon University

# Declaration of Student

This is to notify you that, the Internship paper on **"Promotional Strategy of Skin Care Products: A Case Study on EOS (Pvt.) Limited,"** has been prepared as a part of my dissertation formalities. It is an obligatory part of my BBA program to submit a Internship Paper.
Moreover, I was inspired and instructed by my supervisor **Sharmila Sikder**, Assistant Professor, Faculty of Business, Sonargaon University.

I am further declaring that I did not submit this report anywhere for awarding any degree or certificate.

Yours Sincerely

.....
**Minto Roy**
ID: 1902017018
Program: BBA
Major: Marketing
Department of Business Administration
Sonargaon University

# Certificate of Supervisor

This is to certify that the Internship report **"Promotional Strategy of Skin Care Products: A Case Study on EOS (Pvt.) Limited" has** been prepared as a part of completion of the BBA program from Department of Business Administration, Sonargaon University (SU), carried out by Minto Roy, bearing ID: BBA1902017018 under my supervision. The report or the information will not be used for any other purposes.

……..

**Sharmila Sikder**
Assistant Professor
Department of Business Administration
Sonargaon University (SU)

# Letter of Authorization

This is to certify that this project report titled "Promotional Strategy of EOS (Pvt.) Limited: A Case Study on Head Office, Dhaka" is the internship work of Minto Roy, who carried out the under my supervision. Certified further that to the best of my knowledge, the work reported herein does not form part of any other project report or dissertation based on which a degree or award was conferred on an earlier occasion on this or any other candidate.

.....
Sharmila Sikder
Assistant Professor
Department of Business Administration
Sonargaon University (SU)

# Acknowledgment

In the beginning, I would like to convey my sincere appreciation to the Almighty for giving me the strength and ability to finish the task.

I want to thank my academic supervisor **Sharmila Sikder**, Assistant Professor, Faculty of Business, Sonargaon University, for providing me with all the necessary help for the completion of this report. I want to give the greatest thanks to her for guiding me as an advisor to start and complete this report successfully.

The opportunity I had with EOS (Pvt.) Limited is a great chance for deep learning and professional development. I consider myself a very lucky individual as I was provided with an opportunity to be a part of it. I am also grateful for having a chance to meet so many wonderful people and professionals who led me through this period.

I would like to express my deep sense of thankfulness to Md. Noor Nobee Haque, Sr. Manager, Marketing Department, Head Office, EOS (Pvt.) Limited for his enormous help and endless support throughout the dissertation period. And last but not the least; thanks to all my office colleagues working at EOS (Pvt.) Limited. The opportunity I had with EOS (Pvt.) Limited is a great chance for deep learning and professional development. I consider myself a very lucky individual as I was provided with an opportunity to be a part of it. I am also grateful for having a chance to meet so many wonderful people and professionals who led me through this period.

# Executive Summary

This Internship report is a case study on the promotional strategy of EOS (Pvt.) Limited, a good cosmetics manufacturer in Bangladesh. The aim of this study is to analyze the effectiveness of the company's promotional activities and to provide recommendations for improving their promotional strategy. The research methodology included both qualitative and quantitative data collection methods, including surveys, interviews, and content analysis. The findings indicate that EOS (Pvt.) Limited has a comprehensive promotional strategy, including advertising, sales promotion, personal selling, and public relations. However, there is room for improvement in certain areas, such as social media marketing and event sponsorship. The study concludes with recommendations for enhancing the company's promotional efforts and maintaining their competitive advantage in the cosmetics industry in Bangladesh.

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