

**Internship Report  
On  
Health Marketing at Praava Health**



**Submitted to:**

**Islamic University of Technology**  
in partial fulfillment of the requirements for the degree  
of BBA in Technology Management (BTM)

**Submitted by:**

I understand that my final report will become part of the permanent collection of the Islamic University of Technology (IUT) in partial fulfillment of the requirements for the degree of BBA in Technology Management. My signature below authorizes the release of my final report to any reader upon request.

**Juairah Jahan Zara**

ID: 200061108

Department of Business and Technology Management  
Islamic University of Technology (IUT)

**Approved by:**

**Md. Abdullah Al Mamun**

Assistant Professor

Department of Business and Technology Management  
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This internship report is submitted to the Department of Business and Technology Management (BTM) at the Islamic University of Technology (IUT) as a part of the course BTM 4800

## Letter of Transmittal

August 20, 2025

**Md. Abdullah Al Mamun**

Assistant Professor

Department of Business and Technology Management

Islamic University of Technology (IUT)

Board Bazar, Gazipur.

**Subject: Submission of Internship Report**

Respected Sir,

I hereby submit the Internship report titled “Health Marketing at Praava Health” which is a mandatory part of the internship program.

I have attempted to present a clear overview of the company, my responsibilities as an intern, and the future opportunities of the organization. The internship has given me the chance to connect the theoretical knowledge I have gained over the past four years with real-world practices. I firmly believe that the practical experience and insights I have acquired contribute to my professional growth in the years ahead.

Sincerely yours,

Juairah Jahan Zara

ID: 200061108

Department of Business and Technology Management

Islamic University of Technology (IUT)

### Declaration

I, Juairah Jahan Zara, a student of the Department of Business and Technology Management (BTM) of the Islamic University of Technology (IUT), hereby attest to the fact that this report is purely my work and has been prepared under the supervision of Md. Abdullah Al Mamun, Assistant Professor in the Department of Business and Technology Management.

I also ascertain that I have not given this report to any other person or organization in return for any kind of certificates. Furthermore, I take full responsibility for any violations of the university's plagiarism and AI detection policies.

#### Student's Signature

**Juairah Jahan Zara**

ID: 200061108

Department of Business and Technology Management

Islamic University of Technology (IUT)

#### Supervisor's Signature

**Md. Abdullah Al Mamun**

Assistant Professor

Department of Business and Technology Management

Islamic University of Technology (IUT)

## Acknowledgement

To begin with, I want to express my heartfelt gratitude to the Almighty Allah for granting me the opportunity to undertake this internship and the perseverance to complete it and prepare the report successfully.

My deepest appreciation goes to the Department of Business and Technology Management at the Islamic University of Technology for allowing me the opportunity to undertake this mandatory internship course as part of the BBA in Technology Management program. Along with that, I would be forever grateful to my internship supervisor, Md. Abdullah Al Mamun, Assistant Professor, for his unmatched feedback, consistent guidance, and encouragement throughout my internship period and the preparation of this report.

I would also sincerely thank Praava Health for giving me the scope to do an internship under their Brand wing of the Marketing department. I would like to give a special thanks to my internship supervisor, Humayara Momotaz, and the overall Marketing department as they both were very welcoming and supportive of me which helped me to settle into my role and accomplish my tasks comfortably.

Finally, I would like to thank my family and friends whose support is inspirational and has been extremely helpful and encouraging to me, particularly when faced with adversity. The support they have shown has been the impetus in my journey.

## Executive Summary

Praava Health is one of the patient-based healthcare centers in Dhaka designed as a combination of technology and personalization. It is characterized by a reputation of its high values and culture and its tendency towards laboring on better healthcare experience within Bangladesh.

My 12 weeks of the internship at Praava occurred in the Marketing Department where I had an opportunity to utilize academic knowledge in a professional environment. The position helped me learn about the relationship between medical care and Internet marketing.

The internship started with an orientation in Praava mission, values and work culture. My initial talks with the leadership allowed me to know the long-term vision of the company and how marketing can help in the achievement of this vision.

My duties were drafting content, helping develop campaigns and aiding in the launches of PraavaMD which is their health blog. These activities assisted to inspire my creativity and thinking.

Beyond creative work I also did performance audits, proposal writing, referral ideas and corporate stakeholder engagement. I have frequently liaised with other departments including Medical Services, Finance and Operations which provided me with the opportunity to gain an insight into cross-team strategy.

To sum up, the internship experience enhanced my understanding of the area of healthcare marketing, organizational strategy, and collaboration. It was an enriching experience that equipped me with practical experiences and career development.

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## **Chapter 1: Introduction**

## **1.1 Background of Study**

Praava Health is a leading healthcare facilities provider in Bangladesh, and the organization has built a reputation of having high-quality medical expertise coupled with sophisticated diagnostic facilities and patient-centered treatment. The company provides different types of services such as family health consultations, advanced diagnostics, specialist care and wellness programs. These are the result of the mission of Praava that is to transform the healthcare experience in the country.

The three-month internship experience with Praava Health allowed a first-hand experience with healthcare sector in Bangladesh and the inner workings and managerial activities within the organization. The internship was performed under the Brand department of the Marketing department. This department is instrumental in defining the image of the company in the eyes of the population, advertising the services provided, and making the contact between the company and the patient meaningful. Those strategies and actions that assisted Praava Health in strengthening its brand presence and creating long-term relationships with its client are reported.

## **1.2 Purpose of the Study**

The Marketing department will be charged with devising and implementing the strategies that will enable the value of the organization to be communicated effectively to the target audience, build stronger brand recognition, and develop higher customer loyalty. Praava Health places emphasis on marketing activities aimed to establish and nurture trusting relationships with the patients as well as develop a high brand visibility in the field of healthcare in Bangladesh. Through a matching of strategy formulation and innovative implementation, the department will be able to deliver services in a manner that tap into the desires of the patients and make them stay long-term. These efforts contribute to the organization's sustained growth and competitive position in the market.

### **1.3 Objective of the Study**

The main goals of this internship were learning the practice in a professional cross-functional business environment. The target is to realize how the marketing strategies can be developed to meet the sensitive industries such as the healthcare industry. To discuss the application of content production, performance measurements and online resources in service-based outreach. To acquire transferable soft and technical competencies like communication, project management and creativity in ideation. This internship was intended to help me connect the learning that I have done in the classroom and apply it to solving real-world problems, in addition to helping me to have a positive impact on an organization that is having a social impact.

### **1.4 Methodology**

The internship experience was based on such principles as active observation, project collaboration, and applications of digital tools to facilitate data-driven marketing. Tasks were done in the following ways:

**Shadowing & Across-Departmental Exposure:** I followed the flow of operations in the clinic, the front desk routine, logistics, and supply chains to see how all of these processes are reflected in the marketing stories of Praava.

**Content & Campaign:** I closely cooperated with the design and copy team, using such tools as ClickUp, Google Docs, and Excel, following the tone of the brand, and healthcare communication guidelines.

**Research Performance Analysis:** I used Google Analytics, Facebook Business Suite, and native platforms to diagnose the performance of the campaigns, the engagement of the users and ROI.

**Feedback Loops:** Engaging in regular feedback with my supervisor and creative leads allowed me to make continual updates to my outputs, particularly in regards to outbound campaigns, wellness product releases and blog content.

This mixed approach (observation, strategy, creativity, and analysis) enabled me to be a part of the Praava mission and learn more about value-based data-driven marketing.

### **1.5 Significance of the Study**

In the competitive healthcare sector of Bangladesh, strategic marketing is vital for upscaling brand recognition, attract patients, and sustaining loyalty. Praava Health demonstrates how targeted marketing initiatives can be aligned with the commitment to quality care while contributing to brand strength and patient engagement.

By examining branding strategies, communication channels, and campaign execution, the findings can help understand how healthcare marketing can influence service uptake and overall customer retention.

### **1.6 Limitations of the Study**

Preparing the study required real-time data to ensure maximum accuracy. As the internship was conducted under the Marketing department, much of the data produced during the period was confidential and could not be disclosed as those were patient-sensitive. Some insights are based on direct observation during a three-month tenure that concluded before the third quarter of the year, and circumstances may have changed since then. The scope of the study is, therefore, limited to available historical data and personal observations made during the internship period.



## **Chapter 2: Company Overview**

## 2.1 About Praava Health

Praava Health is an innovative medical organization in Bangladesh that combines high-quality clinical care, modern technologies, and individual experience. Started in 2016, the company appeared under the impact of the increased demand in the country concerning ethical, accessible, and data-based healthcare services (Marchand, 2021). Its business model is hybrid i.e. it provides both in-person and online services therefore it enables patients to access the brand across various platforms. These include its web platform, phone-based application, home sample delivery model, GhoreLab (as shown in Figure 1), and through health partnerships with different business corporations (Jarin & Forhad, 2024).



Figure 1: Praava Health's GhoreLab Launch

## 2.2 History of Praava Health

Praava Health was founded by Sylvana Quader Sinha back in 2016. Her inspiration to create Praava stemmed from a personal experience in 2010, when her mother suffered severe complications during a routine operation in one of Bangladesh's top hospitals. This incident exposed her to the shortcomings of the country's healthcare system, particularly a lack of trust, inadequate doctor-patient interaction,

and unreliable diagnostics.

In 2014, she committed to addressing these issues by creating a healthcare provider focused on building trust and delivering accurate diagnostic services. After extensive research and global consultation with healthcare professionals, she launched Praava Health by hiring its first employee. However, it started its full-fledged operation on August 24, 2018 which is now deemed as Praava's date of inception. Today, Praava is known for its patient-centered approach, guaranteeing a minimum 15-minute doctor consultation and maintaining high standards in diagnostics to improve the overall healthcare experience in Bangladesh.

## 2.3 Company At a Glance

Company Name: Praava Health Bangladesh Limited

Industry Type: Healthcare

Operating Years: 8 Years

Operating Area: All over Bangladesh

Head of Company: Sylvana Quader Sinha (Chair of the Board), Mohammad Abdul Matin Emon (CEO)

Total Employees: 350+

Patient Base: 800,000+ (as of 2025)

Notable Performance Metric: Net Promoter Score consistently over 90

## 2.4 Key pillars of Praava Health

**Vision:** To be a world class healthcare system that always puts patients' needs on top.

**Mission:** An aspiration to be a trusted partner in healthcare by empowering patients to

manage health in a manner that is aligned with healthy lifestyle and preventive care.<sup>1</sup>

### Values and Objectives:

Table 1: Values of Praava Health

| Values                                                                                                                                     | Strategic Objectives                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
|--------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"><li>• Service</li><li>• My Praava</li><li>• Integrity</li><li>• Listening</li><li>• Excellence</li></ul> | <ul style="list-style-type: none"><li>• Praava is a safe place that warmly welcomes everyone and offers personalized services.</li><li>• Every employee is accountable for their responsibilities and plays an important part of Praava.</li><li>• Praava means trustworthy and quality care for all patients.</li><li>• Compassionate care starts with listening to all patients and to each other within Praava.</li><li>• Praava is setting a whole new standard for patient-centric care in Bangladesh.</li></ul> |

---

<sup>1</sup> OUR MISSION, VISION, AND VALUES by Praava Health (<https://www.praavahealth.com/about/our-mission-vision-and-values/>)

## Organogram:

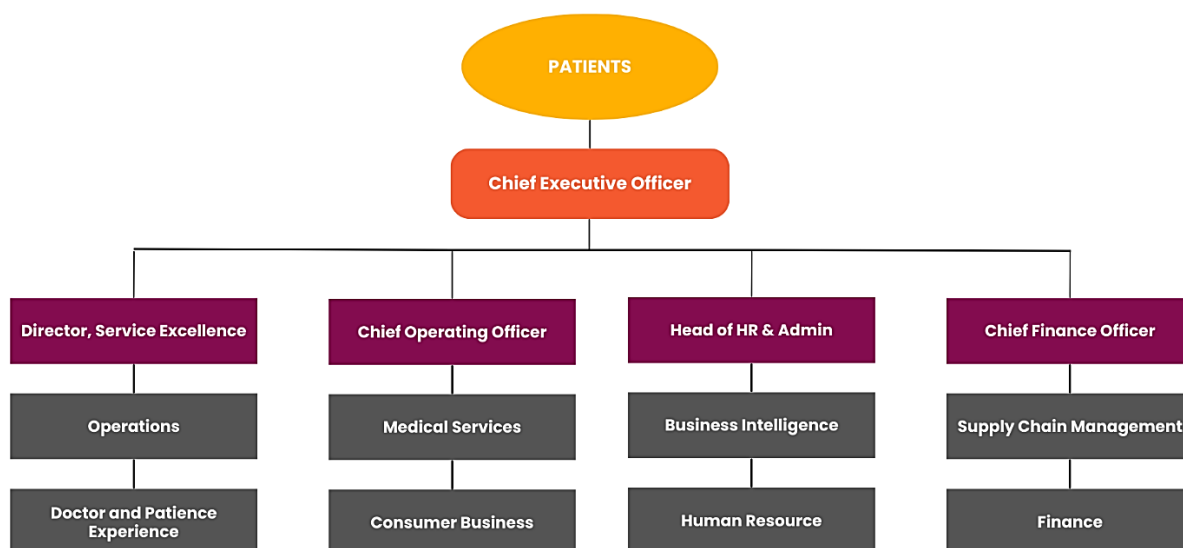


Figure 2: Organogram of Praava Health

## 2.5 Services

Praava Health offers various services that are designed to serve a patient base of all ages. A comprehensive list of services is given as per categories.

Table 2: Services of Praava Health

| Category      | Services                                                                                                                                                  |
|---------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------|
| Consultations | <ul style="list-style-type: none"><li>• In-Person Consultation</li><li>• Video Consultation</li><li>• Amar Jotno Plan (Video Consultation Plan)</li></ul> |

|                                     |                                                                                                                                                                                                                                                                                                                 |
|-------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Diagnostics</b>                  | <ul style="list-style-type: none"> <li>• Lab</li> <li>• Imaging</li> <li>• Molecular Cancer Diagnostics</li> </ul>                                                                                                                                                                                              |
| <b>Pharmacy and E-Pharmacy</b>      | <ul style="list-style-type: none"> <li>• In-House Model Pharmacy</li> <li>• GhoreLab Pharmacy</li> </ul>                                                                                                                                                                                                        |
| <b>Health Checks &amp; Packages</b> | <ul style="list-style-type: none"> <li>• His Health Check</li> <li>• Her Health Check</li> <li>• Home Health Check</li> <li>• Complete Body Health Check</li> <li>• Child Health Check</li> <li>• Comprehensive Diabetes Health Check</li> <li>• Comprehensive Cardiac and Hypertension Health Check</li> </ul> |
| <b>Membership Plans</b>             | <ul style="list-style-type: none"> <li>• Praava Gold Annual Membership Plan</li> <li>• Praava Silver Annual Membership Plan</li> <li>• Praava Platinum Annual Membership Plan</li> <li>• Prediabetes Plan</li> <li>• Diabetes Plan</li> </ul>                                                                   |
| <b>Remote &amp; Home Services</b>   | <ul style="list-style-type: none"> <li>• GhoreLab Sample Collection</li> <li>• Home Doctor</li> <li>• Home Nurse</li> <li>• Home Physiotherapy</li> <li>• Home ECG</li> </ul>                                                                                                                                   |

|                          |                                                                                                                                   |
|--------------------------|-----------------------------------------------------------------------------------------------------------------------------------|
| <b>Beauty + Wellness</b> | <ul style="list-style-type: none"> <li>• Your Skin</li> <li>• Your Smile</li> <li>• Your Body</li> <li>• Your Wellness</li> </ul> |
|--------------------------|-----------------------------------------------------------------------------------------------------------------------------------|

## 2.6 SWOT Analysis

Praava Health is one of Bangladesh’s first “click-and-brick” healthcare platforms, combining in-person care with digital solutions such as telemedicine, patient app, and home sample collection. To evaluate its current position in the healthcare sector and understand its scope and challenges, a SWOT analysis is conducted below.

### 2.6.1 Strength

For the past 8 years, Praava Health has been operating one of the only 11 internationally accredited labs in the country and was the first to offer molecular cancer diagnostics locally. Its hybrid model ensures both accessibility and convenience, allowing patients to manage their health digitally while accessing world-class facilities. Praava has also demonstrated strong resilience during crises such as COVID-19 by being among the first private providers to offer testing and home-based services. With high patient satisfaction scores (NPS > 90) and recognitions from global institutions like the World Economic Forum and Harvard Business Review, Praava has a strong reputation and credibility in the healthcare sector.

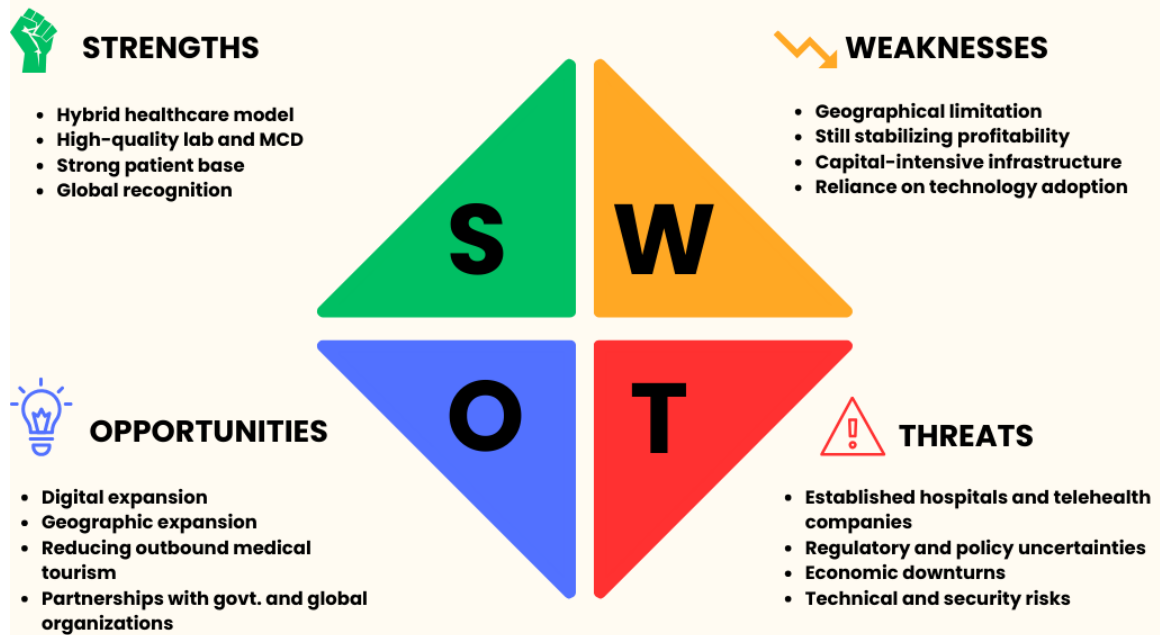


Figure 3: SWOT Analysis of Praava Health

### 2.6.2 Weakness

Despite its strengths, Praava still faces some internal challenges. Its home sample collection service covers the entire country but it is operative largely in Dhaka. The process of expansion is very capital-intensive in terms of investment in infrastructure, technology and increased manpower, which might be a problem in terms of resources. Being a relatively young company, Praava is not yet fully stable in terms of the long-term financial sustainability, and profitability has not yet stabilized. However, its dependence on the high-tech can be dangerous in the case of the low adoption rate by members of particular population groups.

### 2.6.3 Opportunity

Praava Health has a number of growth prospects in a very fast growing healthcare

landscape in Bangladesh. The increased need in digital healthcare opens space to increase the number of video consultations and mobile-based care which Praava offers. The hub-and-spoke model that it has features a high potential of geographic expansion into other large cities such as Chittagong. Additionally, Bangladesh is projected to spend approximately 500 million dollars every year on outbound medical tourism where Praava can cut down on the expenditure through provision of quality domestic services. The partnerships with the global institutions, NGOs, and government health initiatives also can unlock the scale of impact and further brand-building.

#### **2.6.4 Threats**

Since the healthcare industry is competitive, Praava might be threatened by the other already established hospitals and those others intending to venture into telehealth platforms. Its operations can also be influenced by regulative changes in the healthcare policies in Bangladesh. Economic downturns are bound to decrease the health care expenditure of the patients particularly when Praava is running in a fee-for-service model. This can be restrictive to the poorer sector of the society. Moreover, it is highly reliant on online platforms and thus becomes vulnerable to technical risks such as a cyber-attack, loss of patient-data, or loss of connectivity as a whole.



### **Chapter 3: Industry Analysis of Praava Health**

### 3.1 Brief Description of the Healthcare Industry

One of the most critical sectors of Bangladesh's development journey is the healthcare industry. Even though government hospitals and public health services remain the first point of contact for most citizens, the private healthcare sector has emerged as an essential pillar in addressing the gaps where public services alone cannot reach. The Ministry of Health and Family Welfare (MoHFW) regulates the system while a growing number of private hospitals, clinics, and digital health startups contribute to expanding healthcare access across the country.

Bangladesh currently has more than 650 public hospitals and over 5000 registered private hospitals and clinics<sup>2</sup>. As shown in Figure 4, in the financial year 2021-2022, Bangladesh's health spending budget was in average 241.5 billion BDT compared to 227 billion BDT in 2025, which is one of the lowest in South Asia. This reflects both affordability challenges and the need for more investment in this sector. Despite this, the healthcare market is expanding due to a rising demand for quality services and an increasing burden of non-communicable diseases.

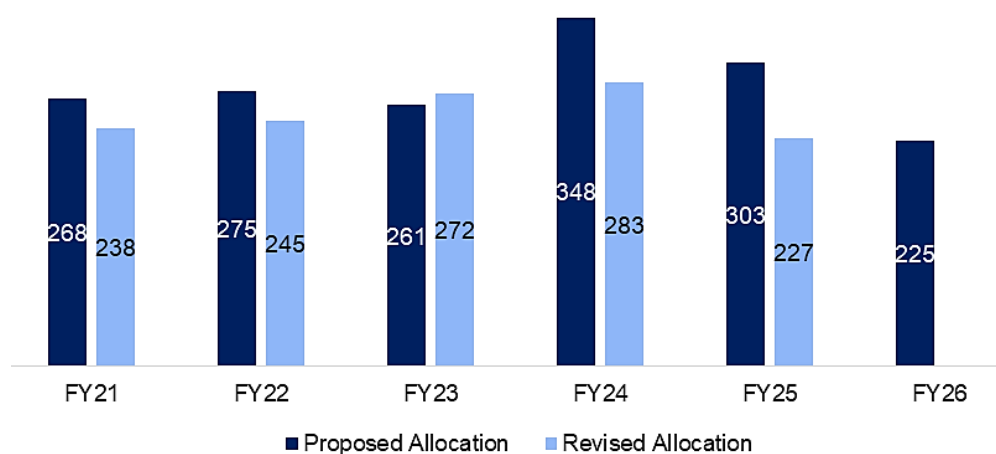


Figure 4: Health Spending Per Capita

Source: WHO, Global Health Expenditure Database (Bangladesh)

<sup>2</sup> *The legal remedies to ensure proper medical care in Bangladesh* by The Business Standard (<https://www.tbsnews.net/thoughts/legal-remedies-ensure-proper-medical-care-bangladesh-639426>)

Several private hospitals and emerging health-tech platforms like Praava Health have gained recognition for delivering patient-focused, modern, and innovative services. Their growth has been backed by strong governance, technological adaption, and skilled medical professionals.

### **3.2 Size and Growth of the Healthcare Industry**

As of 2021, the healthcare industry in Bangladesh was estimated at USD 10 billion, with growth averaging around 10.3% annually since 2010. By 2023, the number went up to approximately USD 14 billion. A projection presented at the Bangladesh Investment Summit 2025 estimates that the sector could reach USD 23 billion by 2030 due to demographic shifts, rising middle-class demand, and strained public infrastructure<sup>3</sup>.

The healthcare sector in Bangladesh is growing as demand for accessible and reliable medical services continues to rise. Public hospitals remain the backbone of the system, but private facilities and clinics now play a central role in delivering care. Alongside these, new health technology platforms are gaining traction by offering services like digital prescriptions and home diagnostics. Pharmaceuticals are another strong part of the industry, as local companies supply nearly all domestic needs and are gradually expanding into export markets.

While the sector still struggles with affordability, shortage of skilled professionals, and inconsistent service quality, it remains one of the most important and promising industries for modernization and overall wellbeing of Bangladesh.

### **3.3 Seasonality of Healthcare**

The healthcare industry in Bangladesh is not strongly influenced by seasonal factor since the demand for medical services exists year-round. However, there are certain patterns and external conditions that shape fluctuations in healthcare delivery and

---

<sup>3</sup> *Bangladesh eyes \$23 billion healthcare market by 2030* by Industry Insider  
(<https://industryinsiderbd.com/bangladesh-eyes-23-billion-healthcare-market-by-2030/>)

utilization.

**Economic Pressures on Healthcare Access:** During times of inflation or financial stress, many people postpone elective treatments and preventive check-ups. This reduces revenue for private hospitals and clinics. On the other hand, global and national crises, such as the COVID-19 pandemic, create surges in demand for essential services. This, consequently, puts a strain on resources and increases costs for healthcare providers.

**Disease Outbreak:** Financial services operate differently in each quarter of the year. In the Q4 season, NBFIs push their focus to meet their desired lending and deposit targets. On the other hand, Q2 and Q3 are treated as a bonus season because of the increased personal loans and deposits.

**Policy, Events, and Health System:** Government policies and national priorities have a strong influence on Bangladesh's healthcare sector. Decisions on drug pricing, medical equipment imports, or new health insurance schemes directly affect costs and service delivery, while initiatives like universal health coverage and digital health expansion are pushing providers to adopt new technologies. At the same time, budget allocations, vaccination drives, election-year commitments, and sudden disease outbreaks shape public expectations and how they interact with healthcare.

### **3.4 Porter's Five Forces Analysis**

Porter's Five Forces framework explain the competitive dynamics that shape the healthcare industry in Bangladesh. By examining the bargaining power of buyers (patients) and suppliers, the threat of substitutes, new entrants, and the overall competitive rivalry, it becomes clear how the industry is shaped and where opportunities or challenges exist (depicted in Figure 5).

#### **3.4.1 Buyer Power (Impact- Low to Moderate)**

In Bangladesh, most healthcare costs are borne directly by patients due to limited

insurance coverage. This reduces the bargaining power of patients, particularly in rural areas where there are fewer choices beyond public hospitals and small clinics. In urban areas, however, patients have more alternatives which include large private hospitals, established diagnostic centers, and digital health platforms. Overall, buyer power in the context of healthcare is uneven across the country but tends to remain relatively low compared to other industries.

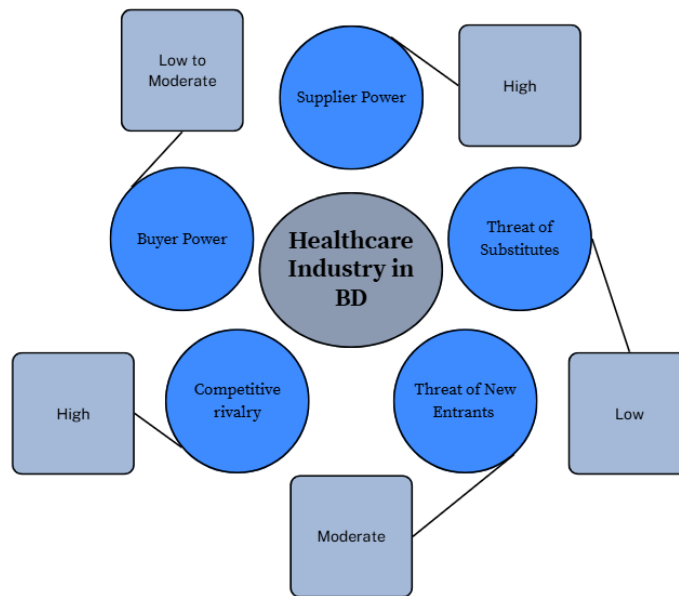


Figure 5: Porter's Analysis of Healthcare Industry

**Strategy:** Healthcare providers need to change their pricing and service approaches to various sets of patients. In cities, in order to gain increased loyalty, it is possible to enhance transparency, service quality, and patient-centered care. On the contrary, in rural settings, access and affordability need to be increased.

### 3.4.2 Supplier Power (Impact-High)

The healthcare in Bangladesh relies much on the imported medical equipment, advanced diagnostic equipment, and raw materials on pharmaceuticals. Local production capacity is low and therefore the international suppliers have a high leverage toward them. Moreover, the medical experts lack due to the departure of

the skilled medical experts to find greener pastures elsewhere. This shortage intensifies the bargaining power of the health care professionals even further and consolidates supplier power even more.

**Strategy:** Balancing supplier power is possible due to the reduction of the reliance on the imports production of medical devices in the country and investing into the domestic training programs to facilitate a level of the health professionals. Sustained procurement relationships and the exchange of knowledge serve as the foundation to stabilize the supply chain as well.

### **3.4.3 Threat of Substitutes (Impact- Low)**

There are not so good alternatives to formal healthcare services in Bangladesh. Undeniably, it is impossible to ignore self-care practices, the use of home remedies and traditional medicine in certain regions, but they can never substitute modern treatment of medical conditions. Medical tourism can also be considered a substitution because most of the better off patients travel overseas to obtain specialized treatment. Nonetheless, the threat of substitutes is not high because the only possible alternative option is the local healthcare services provided to the greatest number of people in the population.

**Strategy:** A better quality and a cheaper price of local providers will send a message to patients to avoid resorting to foreign hospitals or using less modern ones. The expansion of the specialized services on the territory of the country will also mitigate the necessity of outbound medical tourism.

### **3.4.4 Threat of New Entrants (Impact- Moderate)**

Bangladesh has also been experiencing an expansion in the area of private healthcare, creating new opportunities in terms of medical institutions, clinics, and information-technology oriented medical firms. There is also the aspect of legal and governmental restrictions on establishing a large hospital: it entails a large investment power and a lot of bureaucratic procedures. Smaller establishments such as diagnostic centers or online pharmacies can be established more quickly. This

puts the general threat of new entrants at moderate levels and even faster growth emerges at the niche levels.

**Strategy:** The existing providers are supposed to pay attention to reinforcing their brand image, modernizing, and working in underdeveloped territories. These measures are capable of safeguarding them against market rivals and allowing them to deter new ones in the field.

#### **3.4.5 Competitive Rivalry (Impact – High)**

There is stiff contention in the healthcare sector in Bangladesh, particularly the urban centers. Big, private hospitals compete with thousands of smaller diagnostic centers and nooks. The quality of service, pricing and reputation are the most factors that control the decisions of the patients. The increase of digital health sites has also enhanced competition, with patients having access to convenient ways of basic consultations and health management.

**Strategy:** Providers should continuously increase the quality of its services, invest in digital healthcare and pay more attention to patient satisfaction to stay ahead of the competition. The need to expand their service packages to low-cost services and instill a sense of trust by being reliable and transparent will also aid their ability to stand out in the crowded market.

### **3.5 PESTEL Analysis**

PESTEL analysis elaborates the macro-environment forces that define the healthcare sector in Bangladesh. The factors which affect the industry include Political, Economic, Social, Technological, Environmental, and Legal factors. Considering these elements, it is worth noting both the opportunities that can be used to achieve growth and the limitations that healthcare providers have to overcome in a holistic manner.

### **3.5.1 Political Factors**

Influencing factors in health care in Bangladesh are government policy, government programs in health and political stability. National elections and budget allocations often impact health priorities, infrastructure projects, and public-private relationships.

### **3.5.2 Economic Factors**

The sector is shaped by inflation, foreign currency pressures, and limited health spending. With per capita health expenditure still low, most services are paid out-of-pocket, creating affordability challenges and unequal access.

### **3.5.3 Social Factors**

Bangladesh's growing population, rising life expectancy, and expanding middle-class are increasing demand for quality healthcare. At the same time, a high burden of communicable and non-communicable diseases makes access and affordability critical.

### **3.5.4 Technological Factors**

Digital health is expanding rapidly. By 2023, over 120 million mobile internet users registered for health apps and telemedicine countrywide. However, digital adoption remains a challenge as its practice is only concentrated among the technically literate urban population.

### **3.5.5 Environmental Factors**

Bangladesh is highly climate-vulnerable, and natural disasters contribute to spikes in diseases like cholera and dengue. In 2023, over 400,000 cases of dengue were reported. This highlights how environmental conditions directly affect healthcare demand.

### **3.5.6 Legal Factors**

The industry operates under regulations of the Ministry of Health and Family Welfare and the Directorate General of Health Services. Licensing, drug pricing policies, and quality control standards are key legal requirements. Weak enforcement in some areas creates risks but also opportunities for stronger compliance-focused healthcare providers.



## **Chapter 4: Description of Internship Duties**

## **4.1 Recurring Tasks**

Throughout my internship at Praava Health, I was engaged in a set of recurring tasks that gave me a strong foundation in healthcare marketing operations. These tasks primarily revolved around content creation, campaign execution, and reporting to management. On a daily basis, I drafted copies for social media posts and email cohorts that aligned with the company's brand guidelines. I also helped maintain and update the content calendar which ensured that each campaign went live on time and across the right channels. Another recurring responsibility was preparing campaign reports by gathering performance metrics such as engagement rates, click-through rates (CTR), and overall reach.

## **4.2 Working Conditions and Functions**

### **4.2.1 Office Hours**

The standard working hours were from 10:00 AM to 6:00 PM, Sunday to Thursday. This gave me a good sense of structure and routine. Adjusting to these office hours was part of adopting to corporate culture, and learning time management and discipline. Having fixed hours also allowed me to interact with colleagues in a consistent manner which made collaboration easier and enhanced my total learning experience.

### **4.2.2 Unusual Hours**

There was a reasonable amount of overtime as most of the work was done within the ordinary work schedule but there were times when I was required to work extra time. This mostly occurred during the campaign deadlines when the marketing deliverables needed to be finalized or when different departments had to be in a position to approve the content.

As an example, at some point during the Eid campaign, I needed to work late on a frequent basis in order to coordinate with designers and finalize the content. These odd hours though challenging taught me to be flexible and how being very punctual helps

in a professional world.

#### **4.2.3 Workstation and Functions**

I was allocated a fixed workstation together with the other members of the Marketing department in Level-9 of the Praava hub in Banani. I had an access to the needed software, shared drives, and communication tools. This area helped me to complete a majority of my duties including writing campaign, conducting research on topics to be blogged about as well as reading the analytics reports. It did not take long before my workstation became a collaboration point where anyone would drop by and discuss the progress of a campaign or give feedback to the work I was doing. The environment also aided in my comprehension of how the efforts of some individuals can be part of a team output.

#### **4.2.4 Meetings and Training**

The meetings played an important role during my internship. I was also present at team meetings held every week where the progress is made, challenges have been confronted and what is in the pipeline. I was also involved in the strategy sync sessions where the various departments meet to synchronize on goals or timelines.

Training opportunities were brand tone, SEO writing and analytics tools. Such trainings and meetings in addition to enhancing my technical skills, also gave me visibility into how decision making and group work takes place in a corporate healthcare setting.

### **4.3 Difficulties and Challenges**

Similar to every professional education experience, my internship had its own share of problems. One of the main difficulties was adjusting to the healthcare industry's sensitivity. Marketing in healthcare requires a balance between creativity and medical accuracy, which meant that every piece of content had to be cross-checked for credibility. Another challenge was managing deadlines, especially when multiple campaigns overlapped and different teams had to be onboarded.

## **4.4 Assigned Internship Tasks**

### **4.4.1 Content Creation and Brand Messaging**

During my internship, a major part of my work was to shape and present the Praava Health brand voice content. In the beginning, I was assigned to draft scripting outbound voice campaigns (OVC) of GhoreLab, a home testing service of Praava. It involved a good understanding of patient personalities and empathetic communication style of an organization and the capacity to prepare short and informative messages that would be effectively conveyed via voice media.

I also partnered with the creative team in creating captions, microcopy, and email contents on various running campaigns. These were events-based communications such as Eid messages, monsoon-based awareness messages and regular service offers via WhatsApp, email and social channels. All had to be adapted to various media without changing the tone or adhering to the healthcare sensitivity.

Additionally, I was the sole contributor to PraavaMD, which is the official health blog of the company. I have done over ten articles on seasonal illnesses, health and diagnosis. The writings were medically cross-checked and were written with the use of SEO in consideration and were reflective of Praava in terms of their effort to educate their patient base with credible and accessible information. This project gave me a better insight into the concepts of health literacy, ethical storytelling, and audience trust when it comes to healthcare marketing.

### **4.4.2 Campaign Planning and Strategy**

Throughout the internship, I had an in-depth experience on the full-scale campaign experience (generation to execution). I was involved in Eid campaign, consisting of ten personalized health packages, and promoted through social media, email, and WhatsApp. I did theme conceptualization work, wrote copy in social posts and mailers, worked with designers to complete visual materials.

I was also engaged in the Monsoon Campaign of GhoreLab that connected rain season

issues and the comfort of testing at home. This campaign was meant to transform the barrier of weather to a value proposition and it taught me the importance of seasonality in identifying communication angles in healthcare.

The other key project was the introduction of DIY Health of ActiveU, which is a diagnostic product that offers wellness by being proactive in testing. I helped to develop the communication guide, wrote copy to be used in both static and motion content and was involved in the social media launch. Subsequently, relying on the internal purchase records and user preferences, I suggested to add two new wellness packs, concentrated on hair and skin, and suggested microcopy and taglines to distinguish them.

#### **4.4.3 Performance Monitoring and Analytics**

I collaborated with the team to analyze data and marketing performance to track marketing performance. My task was to track PraavaMD blog launch through Google Analytics and analyze data on bounce rates, dwell time, click-through rates, and user traffic by returning to the site. These lessons determined the future blog promotion and the choice of the topics.

In the case of the ActiveU campaign, I created a comprehensive performance report to the CEO and COO that evaluated the volumes of sales, channel-wise returns on investment (ROI) and social media interaction. This project helped me hone my data storytelling concept, which is the translation of raw data as metrics into readable stories to decision-makers at the executive level.

I was also involved in the monthly Marketing Performance Review Meetings, where we would assess such KPIs as Customer Acquisition Cost (CAC), retention, conversion rates, and correlate them with the strategic campaign results.

#### **4.4.4 Cross-Departmental Collaboration and Exposure**

The interdepartmental alignment proved to be vital in marketing at Praava. I liaised with the Medical Services team several times, in particular, in video campaigns on COVID-19, scabies, and seasonal illness. I was involved in scriptwriting, shoot

planning, post production review to make sure that medical accuracy and brand tone was followed.

I designed a Standard Operating Procedure (SOP) module with my supervisor to facilitate workflow between the Marketing, Finance, Operations and Design teams. This experience emphasized the necessity of specific procedures and shared schedules in case multiple units are involved in a deliverable. I also attended strategy sync meetings to discuss performance and improve future content calendars as well.

During the 11th week of my internship, I was a part of a curated departmental rotation where I could learn about how non-marketing teams at Praava work. I was shadowing the Clinic Operations department, and I witnessed front desk procedures, the work of the patient services lab, and communication with patients. This provided me with a reference point on how marketing pledges are equated against the real delivery of services.

I also went to Logistics to know how home testing collections (GhoreLab) are scheduled, dispatched, and tracked. Such findings were especially useful in streamlining the marketing terminology used in terms of speed, reliability, and accessibility.

Lastly, I went to a Supply Chain session which talked about the way medical supplies and diagnostic kits are handled, that is, the reception of the inventory to the distribution of the kits in the clinics. It also provided a worthwhile backend insight to my previously front facing content work.

#### **4.4.5 B2B Communication and Partnership Outreach**

Other than business-to-customer content, I also participated in business-to-business outreach. I helped my staff reach out to institutional clients and outline outreach content that would be specific to corporate collaboration and wellness packages. One of the biggest projects was a suggestion of Inspiring Bangladesh Family Run where I contributed to the sponsorship proposal and health branding aspects.

I also made flyers and pitch decks during marketing meetings. These needed a convergence of medical precision, marketing psychology, and design aesthetics- in a condensed form which would fit the corporate decision makers. Also, I helped to develop messages of pharmacy partnerships and internal referral program ideations.

#### **4.4.6 Final Presentation**

During my last week, I summarized what I had learned in the form of a presentation to the Marketing team and the management. The presentation reflected my main contributions, such as the campaign results, content deliverables, performance, and cross-departmental work.

I also provided a KPI handover sheet as a record of everything done and in progress, tools employed, measurements, and suggestions to future interns. The purpose of this document was to serve as a reference to continuity and onboarding. The HR conducted a formal certificate presentation at the end of the week and the internship program came to a close, as a fruitful and developmental internship period.

#### **4.5 Work Interactions**

I had a chance to work with almost everyone at Praava Health. Everyone was very cooperative and responsible, which made collaboration smooth and effective. These interactions helped me understand the importance of teamwork and made my overall experience more enjoyable and productive.

#### **4.6 Working Tools**

Some of the primary tools I used included:

- Slack: For instant messaging across teams
- ClickUp: For raising requirement tickets and tracking progress of tasks-at-hand
- Google Docs: For writing content

- Google Sheets: For maintaining monthly content calendar
- Content Studio: For scheduling and publishing campaigns as per deadline across channels
- Stripo: For writing monthly newsletter and promotional emails

## 4.7 Comparison Between Theory and Practice

One of the most insightful parts of my internship was realizing the difference between academic theories and practical applications. In theory, marketing strategies often appear straightforward, but in practice they require constant adjustment to market conditions, audience behavior, and organizational priorities.

Table 3: Theoretical vs. Practical Knowledge

| Academic Theories                                                                                            | Practical Applications                                                                                       |
|--------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------|
| Almost all marketing models follow structured strategies for market positioning and communication.           | Strategies must be constantly adjusted and implemented according to audience and organizational goals.       |
| Consumer psychology is applied to decide pricing, motives, and different triggers for products and services. | In healthcare, we have to consider elements like sensitivity, empathy, and ethical awareness while deciding. |
| Campaign planning is a step-by-step process and almost always matches predicted outcome.                     | In reality, campaigns need constant adoption and real-time changes to accommodate feedback and buyer needs.  |



## **Chapter 5: Analysis**

## **5.1 Key Learning Outcomes**

During my internship, I developed a strong understanding of how marketing in the healthcare sector differs from conventional industries. Some of my notable learnings were:

- Understood the importance of communicating responsibility with accuracy, compassion, and compliance with medical and legal standards.
- Realized that healthcare marketing requires patient-first messaging that both educates and reassures while also promoting services.
- Experienced the value of interdepartmental collaboration, where input from medical professionals, legal advisors, and finance teams is essential.
- Improved skills in using internal trackers, campaign calendars, and dashboards to manage multiple projects simultaneously.
- Learned how structured and informal feedback processes contribute to refinement of work and improvement of campaign outcomes.

## **5.2 Company Level Analysis**

At the company level, one process that stood out as exceptionally efficient was the content review and approval procedure. Every piece of marketing material passed through medical and legal checks, ensuring both accuracy and compliance. This ensured that the process was complete but it also ensured that the brand had an uncompromised reputation in a sensitive industry. The effective use of campaign management tools was another practice that was efficient as it eased timelines, ownership, and needed tasks out of teams.

I, however, realized that some of the processes could be enhanced, particularly in relation to consolidation of feedback. The feedback of various stake holders was at times in disjoint form and hence necessitated the revisions to be longer than

anticipated. A more streamlined feedback would be beneficial by cutting down on sideways work and be more productive in general. There was also the issue of decongesting the interdepartmental coordination in cases where the campaign timelines overlapped with other priorities of different departments of the medical or operations teams.

### **5.3 Market Level Analysis**

When considered in a competitive environment, Praava Health will have the niche position as a hybrid (technology and patient considered) healthcare provider in Bangladesh. Many competitors rely on the price or scale but here Praava stands out as an innovative and customer-centered (personalized) care provider. The awareness activity of hope by digital health promotions, ActiveU, and vaccination campaigns are good examples of how marketing campaigns contribute to the brand positioning of Praava as a modern healthcare brand.

In the course of my work, I saw that Praava uses educational content marketing, i.e., blogs, videos of doctors, and health tips, as one of its distinguishing features. This is an efficient way not only to promote services but also to establish long-term patients trust which can hardly be achieved by traditional healthcare providers. However, there is the problem of competing with the large privately owned hospitals which spend huge sums on advertisements. In such a market, Praava's emphasis on authenticity and patient empowerment becomes its strategic advantage.

#### **5.3.1 Performance Achievement Across Segments**

Figure 6 presents the achievement percentages of different business and marketing functions at Praava Health. Value Added Services (VAS) surpassed expectations by achieving 110 percent of the target, reflecting exceptional performance and strong demand in this segment. Employee-related marketing programs (EMPR) also performed well, reaching 92 percent of the target. Tele sales indicated moderate success but suggests potential for improvement in conversion strategies.

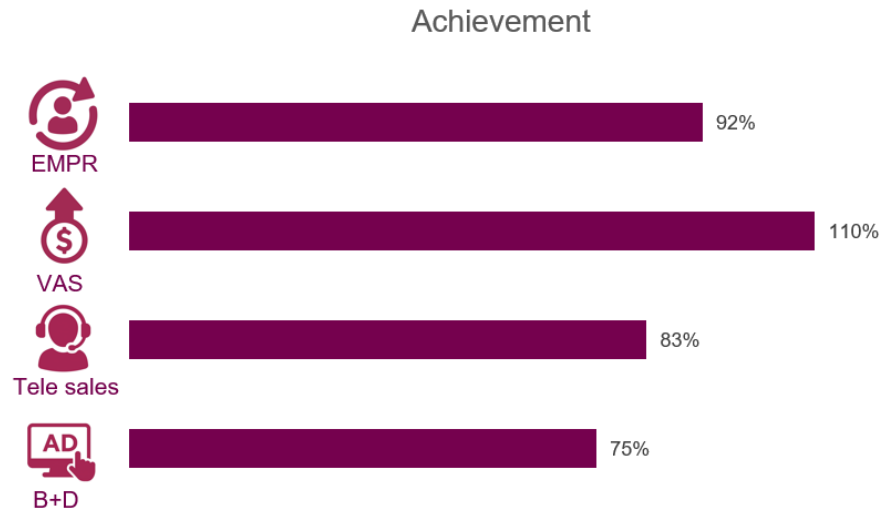


Figure 6: Achievement Levels of Channels

Branding and Digital (B+D) achieved the lowest outcome at 75 percent which highlighted the need for further investment and strategic refinement in digital campaigns and brand-building efforts. Overall, the results demonstrate Praava's strengths in certain areas while also pointing to opportunities for process optimization and enhanced resource allocation.

### 5.3.2 New Patient Acquisition Trend

The chart in Figure 7 illustrates the monthly trend of new patient acquisition at Praava from January to July. The data shows an initial decline from 375 patients in January to 226 patients in March due to seasonal and operational challenges during that period. However, from April onwards, a steady upward trajectory is observed with significant growth in June (500 patients) and July (685 patients).

The dotted line represents the overall trend which highlights a strong recovery and sustained growth in new patient enrolment over the seven-month period. This positive progress indicates that marketing promotions, patient interaction program, and service provisions by Praava have added impetus towards gaining new customers.

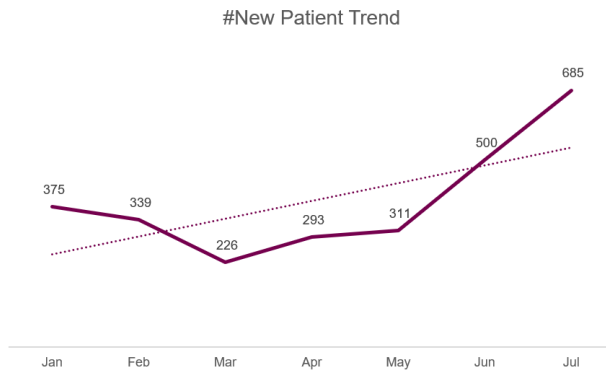


Figure 7: Monthly New Patient Trend (January–July)

## 5.4 Professional Level Analysis

To a great extent, this internship has helped me in shaping my career perspectives. It taught me that marketing can go beyond creativity and sales to serve a higher purpose of informing and empowering people. The experience helped me gain security on my desire to follow a career in a healthcare marketing or other fields in which communicating conveys moral obligation.

My job tasks that included copywriting promotional scripts, supporting campaign implementation, tracking, and blog contributions have directly aligned with what I had been learning in term of marketing communication, consumer behavior, and project management. Concepts I learned in university, such as audience segmentation, integrated marketing communications, and brand positioning, were put into practice in real campaigns.

The primary difficulties that I encountered were having to handle extremely sensitive material in which even slight alterations in the wording needed to be checked, and having to do the revision based on the input of many different stakeholders. The challenge of these problems increased my flexibility and capacity to perform under pressure.



## **Chapter 6: Conclusion & Recommendations**

## **6.1 Recommendations**

My main considerations regarding this matter draw out of my three months stint as an intern in the company of Praava. What I intend to present here are a few recommendations that would support the firm establishment of the marketing practices and communication strategies.

1. Although in Praava cooperation between departments exists, it is possible to make the process of cooperation even more effective; in particular, the introduction of the joint planning meeting may help eliminate the lag in approvals and convergence of goals.
2. Feedbacks to content were simultaneously formal and informal so priorities were confused. Streamlining will be possible by creating a centralized feedback mechanism to cut on the revisions and duplication of efforts.
3. Although tracking of the campaign was done, the deeper utilization of the analytics would assist in the optimization of the strategies. This may include audience segmentation, conversion tracking and behavioral insights.

## **6.2 Conclusion**

My experience working as an intern at Praava health was both a cerebrally satisfying one and a professional enrichment event. Working through the internship over twelve weeks, I obtained the hands-on experience of the healthcare communications complexity, project work, and implementation of collaborative campaigns. This experience also enhanced my technical and management skills and created a better experience of the ethical responsibility involved mitigating marketing a sensitive industry.

All the gained knowledge and insights will help me in the future profession (especially the power of empathy within and between teams, well-designed workflows, and marketing to build trust and assurance). In general, through this internship, I realized the value and reconfirmed my desire to choose the profession that combines creativity,

communication and strategy. It has also instilled in me how a conscious marketing can have a positive influence through its effect on people's lives.

My internship experience, in general, contributed to narrowing the distance between theory and reality of the marketing industry and helped me to reaffirm the notion that marketing should be as creative and precise as it is collaborative and responsible.

## References

1. Jarin, T., & Forhad, S. (2024). Mobile Applications in Electronic-Healthcare: A Case Study for Bangladesh.
2. Marchand, L. (2021). Praava Health: Reinventing Healthcare in Bangladesh.

## **Appendix A: Samples of My Internship Works**

## A.1 Branding Materials Budget:

July Plan 2025

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A1 Product

|    | A                   | B                                                               | C                 | D                 | E            | F |
|----|---------------------|-----------------------------------------------------------------|-------------------|-------------------|--------------|---|
|    | Product             | Activity                                                        | # Rate (per pcs.) | # Quantity (pcs.) | # Total Cost |   |
| 2  | ActiveU             | Patient Card Printing                                           | 75                | 100               | 7,500        |   |
| 3  |                     | T-shirt printing                                                | 150               | 50                | 7,500        |   |
| 4  |                     | Backdrop Printing                                               | 8,000             | 1                 | 8,000        |   |
| 5  |                     | Rollup Banner printing                                          | 1,000             | 2                 | 2,000        |   |
| 6  | Home Health         | Brochure Printing                                               | 12                | 3,000             | 36,000       |   |
| 7  |                     | Info-poster (Bashundhara, Uttara, Niketon, Nikunjo, Aftab Nagar | 5                 | 400               | 2,000        |   |
| 8  |                     | BP Onboard (Including TA & DA)                                  | 20,000            | 2                 | 40,000       |   |
| 9  | Sleep Apnea         | Leaflet Printing                                                | 3                 | 5,000             | 15,000       |   |
| 10 | Shonamdhonno Doctor | Leaflet insertion in news paper and in-hub promotions           | 3                 | 5,000             | 15,000       |   |
| 11 | Floor Rebranding    | Redecorating 4th-6th Floor                                      |                   |                   | 500,000      |   |
| 12 | Activation          |                                                                 |                   |                   | 100,000      |   |
| 13 |                     |                                                                 |                   |                   |              |   |
| 14 |                     |                                                                 |                   |                   |              |   |
| 15 |                     |                                                                 |                   |                   |              |   |

Figure A.1 Monthly BTL Plan (July)

## A.2 Monthly Content Calendar:

August Plan 2025

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A1 Date

|   | A         | B                                                                                                     | C                                                               | D                              | E                | F                                                                                                                                                | G                                                           | H                                   | I                                                                                                          | J                         | K                              | L                                        | M                                              |
|---|-----------|-------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------|--------------------------------|------------------|--------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------|-------------------------------------|------------------------------------------------------------------------------------------------------------|---------------------------|--------------------------------|------------------------------------------|------------------------------------------------|
|   | Date      | 1-Aug                                                                                                 | 2-Aug                                                           | 3-Aug                          | 4-Aug            | 5-Aug                                                                                                                                            | 6-Aug                                                       | 7-Aug                               | 8-Aug                                                                                                      | 9-Aug                     | 10-Aug                         | 11-Aug                                   | 12-Aug                                         |
|   | Day       | Friday                                                                                                | Saturday                                                        | Sunday                         | Monday           | Tuesday                                                                                                                                          | Wednesday                                                   | Thursday                            | Friday                                                                                                     | Saturday                  | Sunday                         | Monday                                   | Tuesday                                        |
| 3 | Issues    |                                                                                                       |                                                                 |                                |                  |                                                                                                                                                  |                                                             |                                     |                                                                                                            |                           |                                |                                          |                                                |
| 4 | Facebook  | World Lung Cancer Day, B&W teaser post, 8th anniversary offer post, Complete Body & Home Health Check | Dr. Ahsan Video Heart Attack Risk, Hydra Facial Procedure Video | ATM Faisal_Flu Infection Video | Cancer Shonlap 2 | Student People Uprising Day Static, Welcome Post Jotshika Blowas, Sleep Apnea 25%Off, 8th Anniversary Static, Dr. Mafruha Video (Self Diagnosis) | Jatishka Video, Stroke Recovery Physio, B&W Shout-out video | Welcome post Dr. Farzana Zufla Khan | Welcome post Farjana Rahman, 8th anniversary offer Motion, Complete Body & Home Health Check, B&W PR Video | B&W employee quote static | Sleep Apnea 8 year anniversary | B&W employee quote static, 20% off derma | 20% off dental, dr. neaz t parveen, dr humisha |
| 5 | Instagram | World Lung Cancer Day, B&W teaser post, 8th anniversary offer post, Complete Body & Home Health Check | Dr. Ahsan Video Heart Attack Risk, Hydra Facial Procedure Video | ATM Faisal_Flu Infection Video |                  | Student People Uprising Day Static, Welcome Post Jotshika Blowas, Sleep Apnea 25%Off, 8th Anniversary Static, Dr. Mafruha Video (Self Diagnosis) | Jatishka Video, Stroke Recovery Physio, B&W Shout-out video | Welcome post Dr. Farzana Zufla Khan | Welcome post Farjana Rahman, 8th anniversary offer Motion, Complete Body & Home Health Check, B&W PR Video | B&W employee quote static | Sleep Apnea 8 year anniversary | B&W employee quote static                | 20% off dental, dr. neaz t parveen, dr humisha |

Figure A.2 Internal Content Calendar (August)

## **Appendix B: Weekly Reports**

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WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

**Week:** 1<sup>st</sup> Week

**Date:** From 25<sup>th</sup> May 2025 to 29<sup>th</sup> May 2025

**List of activities with brief description:**

- **HR Orientation & Hub Visit:** HR scheduled an introductory session for me where I was familiarized with company policies, values, and the workplace environment. Afterwards, I was given a guided tour of the hub.
- **Culture Deck Training:** The Director of Service Excellence arranged an interactive session to help new joiners understand Praava's mission, vision, and core values.
- **Hospitality Training:** I learned practices followed for patient interaction and customer service to better understand how I can tie marketing efforts into the overall service experience.
- **OVC Script Preparation:** I was assigned to draft scripts for Outbound Voice Campaigns (OVC) to promote specific services such as GhoreLab.
- **Check-in with the CEO:** I participated in a discussion with the CEO. Through this conversation, I gained insights into how marketing contributes to the company's long-term vision and strategic direction.

Humayara Momotaz

**Company Supervisor:**

Humayara Momotaz  
Manager  
Product and Strategy  
Praava Health



**Academic Supervisor:**

Md. Abdullah Al Mamun  
Assistant Professor  
Department of Business and  
Technology Management  
Islamic University of Technology

200061108

**WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES**

**Week:** 2<sup>nd</sup> Week

**Date:** From 01<sup>st</sup> June 2025 to 04<sup>th</sup> June 2025

**List of activities with brief description:**

- **OVC Shoot:** My team and I executed the OVC shoots based on the scripts prepared in the previous week, promoting key healthcare services.
- **Eid Campaign Planning:** We planned a marketing campaign for Eid to trigger sales during the long 10 day vacation. The campaign was designed around 10 health packages and each had a 10% discount.
- **Creative Development:** The marketing team and the design team collaborated to prepare the necessary visual and written creatives for the Eid campaign.
- **Marketing Performance Meeting:** I participated in a weekly performance review meeting with internal stakeholders, investors, and external partners to evaluate the outcome of May's targets.
- **Eid Vacation Announcement:** A 10-day Eid Vacation was announced by the HR.

Humayara Momotaz.

**Company Supervisor:**

Humayara Momotaz  
Manager  
Product and Strategy  
Praava Health



**Academic Supervisor:**

Md. Abdullah Al Mamun  
Assistant Professor  
Department of Business and  
Technology Management  
Islamic University of Technology

200061108

WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

**Week:** 4<sup>th</sup> Week

**Date:** From 15<sup>th</sup> June 2025 to 19<sup>th</sup> June 2025

**List of activities with brief description:**

- **Launch of PraavaMD:** We launched a new medical blog, *PraavaMD*. As the lead content writer, I contributed by writing three articles for the initial launch. Design and Co-design teams were aligned for all creative requirements.
- **Corporate Partnership Outreach:** Our team reached out to multiple corporate clients for potential partnership discussions and signings.
- **Doctor Video Shoots:** Educational videos on timely topics such as COVID-19 and scabies were filmed and edited. I worked with the Medical Services (MS) team to make sure the information was accurate.
- **Pharmacy Visits:** I, along with my LM, visited several pharmacies in the Banani area to check collaboration and shelf placement opportunities for Praava products.

Humayara Momotaz

**Company Supervisor:**

Humayara Momotaz  
Manager  
Product and Strategy  
Praava Health



**Academic Supervisor:**

Md. Abdullah Al Mamun  
Assistant Professor  
Department of Business and  
Technology Management  
Islamic University of Technology

200061108

WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

**Week:** 5<sup>th</sup> Week

**Date:** From 22<sup>nd</sup> June 2025 to 26<sup>th</sup> June 2025

**List of activities with brief description:**

- **Audit of PraavaMD:** After posting last week, I ran an audit to see how the blogs did. I checked clicks, conversions, and the questions people asked.
- **Content Structuring:** Due to the rise in covid cases, we organized small cohorts to write copies, design creatives, and post on social media as part of awareness.
- **Marketing Workshop:** We had a workshop on Praava's services, products, and channels. It helped me understand how we earn from both B2B and B2C avenues.
- **DIY Campaign Prep:** We're planning a new campaign called "Do It Yourself (DIY)". We are drafting statics, motions, cards, and mail communications for the announcement and launch.

Humayara Momotaz.

**Company Supervisor:**

Humayara Momotaz  
Manager  
Product and Strategy  
Praava Health



**Academic Supervisor:**

Md. Abdullah Al Mamun  
Assistant Professor  
Department of Business and  
Technology Management  
Islamic University of Technology

200061108

WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

**Week:** 6<sup>th</sup> Week

**Date:** From 29<sup>th</sup> June 2025 to 03<sup>rd</sup> July 2025

**List of activities with brief description:**

- **ActiveU Launch:** My team and I launched "ActiveU" under the newly developed DIY umbrella. It focuses on fatigue diagnostics and overall wellness. We have prepared communications and creatives accordingly.
- **New DIY Products:** We analyzed patient purchasing patterns and designed two new DIY health packages targeting hair and skin. Bundle inclusions and pricing plans are currently under development.
- **Sponsorship Proposal:** I prepared and submitted a proposal to sponsor the upcoming Inspiring Bangladesh Family Run, a city marathon event.
- **Corporate Outreach:** We reached out to numerous corporations to host mindful yoga sessions in order to promote ActiveU.

Humayara Momotaz.

**Company Supervisor:**

Humayara Momotaz  
Manager  
Product and Strategy  
Praava Health



**Academic Supervisor:**

Md. Abdullah Al Mamun  
Assistant Professor  
Department of Business and  
Technology Management  
Islamic University of Technology

200061108

WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

**Week:** 7<sup>th</sup> Week

**Date:** From 07<sup>th</sup> July 2025 to 10<sup>th</sup> July 2025

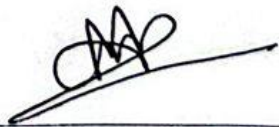
**List of activities with brief description:**

- **Weekly Marketing Plan:** I ideated and scheduled this week's marketing posts across social media and email.
- **Marketing Module development:** I assisted my manager in creating a guide to align cross-functional teams with the marketing team's SOP.
- **Budgeting for SM boosting:** We set the weekly budget for boosting key posts on social media and coordinated with the Finance team.

Humayara Momotaz.

**Company Supervisor:**

Humayara Momotaz  
Manager  
Product and Strategy  
Praava Health



**Academic Supervisor:**

Md. Abdullah Al Mamun  
Assistant Professor  
Department of Business and  
Technology Management  
Islamic University of Technology

WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

**Week:** 8<sup>th</sup> Week

**Date:** From 13<sup>th</sup> July 2025 to 17<sup>th</sup> July 2025

**List of activities with brief description:**

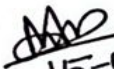
- **DIY Campaign Audit:** Along with my team, I tracked content dissemination and monitored real-time community engagement in coordination with the digital team.
- **ActiveU Performance Review:** I compiled and analyzed performance reports on ActiveU to present return and revenue margin to the CEO and COO. This was done to better understand the effectiveness of the product.
- **Referral Program Ideation:** We brainstormed and drafted a framework for a patient referral program to drive organic service uptake.

Humayara Momotaz.

**Company Supervisor:**

Humayara Momotaz  
Manager  
Product and Strategy  
Praava Health

Technology

  
15-08-2025

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200061108

WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

**Week:** 9<sup>th</sup> Week

**Date:** From 20<sup>th</sup> July 2025 to 24<sup>th</sup> July 2025

**List of activities with brief description:**

- **New Channel Explorations:** We began posting content on TikTok to explore new audiences and overall brand engagement for Praava.
- **Doctor Endorsement Campaign:** The Marketing team collaborated with the MS team to onboard doctors as brand advocates for selected services by preparing content briefs and video plans.
- **B2B Sales Enablement:** We supported the Corporate team by developing product decks and service flyers for use in corporate partnership meetings.
- **Cross-functional Sync:** I attended a cross-functional team meeting to align communications between Marketing, Operations, Finance, and Corporate Sales.

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AAO  
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200061108

WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

**Week:** 10<sup>th</sup> Week

**Date:** From 27<sup>th</sup> July 2025 to 31<sup>st</sup> July 2025

**List of activities with brief description:**

- **Internal Newsletter:** With the help of our design team, I created a visual recap of top-selling packages for the month to be circulated internally. This helped communicate sales trends to other teams.
- **GhoreLab Promotion:** We designed a campaign rollout for GhoreLab, our home sample collection service. It was crafted with a rain theme to drive bookings during the monsoon.
- **Doctor Video Shoot:** I assisted with coordination and shared creative ideas during a video shoot with a doctor for promotional content to be posted on social media.

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WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

**Week:** 11<sup>th</sup> Week

**Date:** From 03<sup>rd</sup> August 2025 to 07<sup>th</sup> August 2025

**List of activities with brief description:**

- **Cross-Team Exposure:** This week, I was tagged with different teams outside Marketing to learn how other departments at Praava work.
- **Clinic Operations Shadowing:** I spent time with the front desk and lab teams to see how they manage patients and daily clinical activities.
- **Logistics Overview:** I observed the Ops team to understand how home services and daily operations are planned and carried out.
- **Inventory & Supplies:** I attended a short session to learn how supplies are received and distributed by the supply chain team.

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Technology

AA  
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WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

**Week:** 12<sup>th</sup> Week

**Date:** From 10<sup>th</sup> August 2025 to 14<sup>th</sup> August 2025

**List of activities with brief description:**

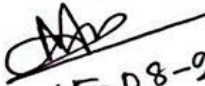
- **Final Presentation:** I presented a summary of my key learnings, completed projects, and overall contribution during the internship to the management team.
- **Certificate Handover:** I was formally handed my internship completion certificate by the HR team.
- **KPI Handover:** I shared a brief report of my tasks, performance highlights, and pending items to help the team with future tracking.

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Islamic University of

## **Appendix C: Turnitin Report**

# Juairah Jahan Zara

## Second Draft

-  Internship Report Check
-  BTM Batch 20
-  Islamic University of Technology

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**Submission ID****trn:oid:::1:3318994069****Submission Date****Aug 23, 2025, 12:29 PM GMT+6:30****Download Date****Sep 3, 2025, 10:27 AM GMT+6:30****File Name****Internship\_Report\_200061108\_First\_Draft.docx****File Size****5.5 MB****66 Pages****7,960 Words****46,638 Characters**

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