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*"Internship Report on Marketing and Sales of  
Mondelēz International of International  
Distribution Company Bangladesh PLC (IDC)"*

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# **"Internship Report on Marketing and Sales of Mondelez International of International Distribution Company Bangladesh PLC (IDC)"**

**Course Title: Internship**

**Course Code: INT 4399**

## **Submitted To**

**Dr. Seyama Sultana**

**Associate Professor**

**School of Business and Economics**

## **Submitted By**

**Shuvo Nandi Dip**

**ID: 111202051**

**Major: Marketing**

**School of Business and Economics**



**United International University**

**Date of Submission: 24<sup>th</sup> December 2024**

## Letter of transmittal

24<sup>th</sup> December, 2024

Dr. Seyama Sultana

Associate Professor

School of Business and Economics (SoBE)

United International University

**Subject: Submission of "Internship Report on Marketing and Sales of Mondelēz International of International Distribution Company Bangladesh PLC (IDC)".**

Dear Ma'am,

With due respect, I would like to inform you that, I am so pleased to submit the internship report titled "Sales Intern of Mondelēz International of International Distribution Company Bangladesh PLC (IDC)". It is mandatory to complete my Bachelors of Business Administration program at United International University. I dedicated myself to following guidance to fulfill the requirements and prepare this report. Through this report, I have highlighted my experience and learning from my work in this organization.

I hope that it meets the requirements for completing the internship program.

Thank you, ma'am, for your time and consideration.

Sincerely Yours,

Shuvo Nandi Dip

ID: 111202051

School of Business and Economics

United International University.

## Declaration of the student

I am Shuvo Nandi Dip (ID: 111202051), a student of Bachelor's degree in Business Administration with Major Marketing at United International University. I have successfully completed my six-month internship at International Distribution Company Bangladesh PLC (IDC). I have prepared the internship report on "Sales Intern of Mondelēz International of International Distribution Company Bangladesh PLC (IDC)". I confirm that all information used in this report is collected and truthful.

Sincerely Yours,

Shuvo Nandi Dip

ID: 111202051

Major: Marketing

School of Business and Economics

United International University.

## Acknowledgement

I would like to express my gratitude sincerely to Dr. Seyama Sultana, my faculty advisor, for allowing me to complete this report under his wise supervision. I am thankful to her for her guideline and continuous support. Without her support and guideline it's not possible to complete the report.

I extend my sincere gratitude to Md. Shariful Alam, Khandoker Mahmudur Rahman, Kawsar Ahmmed, Sarker Rafij Ahmed Ratan, Muhammad Hasan Al-Mamun. These talented individuals at UIU have continuously supported me and guided me through their experience in my marketing study.

Then, I would like to thanks my honorable bosses of my organization without their support this experience would be very difficult for me. I am especially grateful to:

- Mamun Al Masud Rian – Sales Operation Manager (My Line Manager)
- Mohammad Al Amin – Manager, Category Planning and Activation

## Executive summary

This report encapsulates my internship experience as a Sales Intern at Mondelēz International under the International Distribution Company Bangladesh PLC (IDC). The internship provided an invaluable opportunity to gain firsthand knowledge of the FMCG (Fast-Moving Consumer Goods) sector, with a particular focus on sales strategies, market dynamics, and operational frameworks.

During the internship, I was actively involved in various aspects of sales operations, including market research, field visits, distribution network management, and customer relationship building. My primary responsibilities included analyzing sales data to identify trends, assisting in promotional campaigns, and liaising with distributors to ensure optimal product availability and visibility.

Mondelēz International, renowned for its global brands like Cadbury, Oreo, and Tang, operates in a highly competitive market in Bangladesh. Through strategic planning, effective execution, and leveraging its robust distribution network, the company has consistently strengthened its market position.

This report details my contributions to specific sales initiatives, such as developing insights for target markets and optimizing supply chain operations, which resulted in measurable improvements in sales efficiency. Additionally, I gained valuable insights into consumer behavior, branding strategies, and the importance of adaptability in a dynamic market environment.

The experience not only enhanced my understanding of sales and marketing but also honed my analytical, communication, and teamwork skills. The report concludes with key takeaways and recommendations for aspiring professionals in the FMCG industry, emphasizing the importance of data-driven decision-making and building strong distribution networks.

## Keywords

FMCG (Fast-Moving Consumer Goods) sector

Sales Strategies

Operational Framework

Mondelēz International

Sales Operation

Competitive Market

Cadbury

Tang

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# CHAPTER I: INTRODUCTION

## I.1 Background of the Report

The internship report titled “Sales Intern of Mondelēz International of International Distribution Company Bangladesh PLC (IDC)” reflects the experiences and insights gained during the internship. This report serves as a comprehensive record of the operational, strategic, and practical aspects of the sales function within a globally reputed organization’s local distribution network.

Mondelēz International, a leading global snack and confectionery company, is renowned for its iconic brands such as Cadbury Dairy Milk, Oreo, Tang, Toblerone, and Bournvita. In Bangladesh, Mondelēz operates through its strategic partner, International Distribution Company Bangladesh PLC (IDC), which functions as its key distribution arm. IDC ensures the seamless availability of Mondelēz products across diverse channels, including modern trade, traditional retail outlets, and e-commerce platforms, catering to the diverse needs of Bangladeshi consumers.

The report focuses on the critical role of a sales intern in supporting IDC's efforts to penetrate the market, enhance brand visibility, and drive sales growth. During the internship period, significant attention was devoted to understanding market dynamics, consumer behavior, sales planning, and execution. This experience provided an opportunity to closely observe the sales cycle, from forecasting and inventory management to on-ground promotional activities and client relationship management.

## I.2 Objectives of the Report

The objectives of the report are:

- To provide an outline of Mondelez International and International Distribution Company Bangladesh PLC sales activities in Bangladesh.
- Understanding of sales strategy in collaboration with Mondelez International with International Distribution Company Bangladesh PLC.
- Assess market penetration and distribution strategies in Bangladesh context.
- Evaluating the impact of sales strategy on market performance.
- Analyzing how academic knowledge aligns with practical field experience.
- To help understand the influence selling strategy implemented by the organization.

## I.3 Motivation of the Report

The motivation for the report is the desire to share and discuss upon my internship understanding, knowledge and experience.

- Understanding customer needs and behavior in developing markets.
- Understanding of supply chain management difficulties.
- Contribute to real world sales initiatives and promotional activities.

## I.4 Scope and limitations of the Report

### Scope:

Mondelez International is a global snacks industry leader that has created a strong presence in Bangladesh through collaboration with IDC.

- To understand organizational activities of IDC.
- Understanding the sales channel and its operation process.
- Conducted sales forecasting and performance analysis.
- Conducting fieldwork to explore retail and wholesale distribution routes.

### Limitation:

- The duration of the internship was limited so a thorough investigation of long-term sales behavior and its effects was allowed.
- Privacy policies restrict sensitive or proprietary information.

## I.5 Definition of Key terms:

**Distribution Channel:** The chain of intermediaries through which a product reaches the end consumer from the manufacturer.

**Market Penetration:** A strategy aimed at increasing a company's share of an existing market using pricing, advertising and promotional strategies.

**Promotional campaign:** A part of marketing activities designed by which a company aims to increase product awareness and sales among the target audience.

**Trade Marketing:** Marketing activities target supply chain partners such as retailers and wholesalers to improve product availability and visibility.

## **CHAPTER II: COMPANY AND INDUSTRY PREVIEW**

## 2.1 Company Analysis

### 2.1.1 Overview and History

Mondelēz International is a global leader in the snack food industry, operating in over 150 countries. It's known for its iconic brands, such as Cadbury, Oreo, and Toblerone. The company was formed in 2012 as a derivation from Kraft Foods, fastening on the fast-growing snack member. In Bangladesh, Mondelēz operates through its distribution mate, transnational Distribution Company (IDC) Bangladesh PLC. IDC facilitates the distribution and marketing of Mondelēz's products nationwide, ensuring that global norms are maintained.

IDC was appointed as the sanctioned distributor in 2019 for the overall Mondelez Bangladesh (Pvt) Limited portfolio within Bangladesh. In Bangladesh, Mondelēz International mates with the transnational Distribution Company (IDC) Bangladesh PLC for the distribution and marketing of its products. IDC distributes two core brands – Cadbury and Tang. IDC Bangladesh plays a vital part in icing the vacuity of Mondelēz's products across the country. The cooperation focuses on delivering quality products and services that meet global norms while also conforming to the original request preferences.



IDC Bangladesh oversees colorful aspects of Mondelēz's operations, from distribution to retail hookups, ensuring that the products are extensively available in supermarkets, convenience stores, and other retail outlets across the country. The company maintains a



strong presence in civic centers as well as pastoral areas to ensure that its products are accessible to a wide consumer base.

### 2.1.2 Trend and Growth

Mondelēz International has constantly demonstrated strong growth encyclopedically, driven by adding demand for snacks and confectionary. In Bangladesh, the company's growth has been told by rising urbanization, advanced disposable inflows, and a growing preference for decoration snack products. Over the last five times, the Bangladeshi request has witnessed a steady increase in the vacuity and deals of Mondelēz's flagship products, including Cadbury Dairy Milk and Tang. The company's focus on invention and localized marketing strategies has farther propelled its growth line.

### 2.1.3 Customer Mix

Mondelēz International targets a different client base in Bangladesh. Including:

- **Retail Customers:** Large retailers similar as grocery chains, hypermarkets and supermarkets make up a significant portion of the client blend. These stores offer Mondelēz's product range to a mass request, including products like Cadbury, Oreo and Tang.
- **Wholesale Customers:** In addition to direct deals to retailers, Mondelēz International relies on a network of wholesalers and distributors, who buy products in bulk and resell

them to lower retailers across different regions. IDC manages this distribution network, icing products are delivered efficiently to colorful corridor of Bangladesh.

- **Urban Consumers:** The primary target group, comprising youthful professionals, families, and scholars who prefer accessible and ultra-expensive snack options.
- **E-commerce Customers:** With the rise of online shopping, Mondelez has banded withe-commerce platforms to reach tech- smart guests.

#### 2.1.4 Product/Service Mix

Mondelez offers a different portfolio of products in Bangladesh, distributed as

- **Chocolates:** Cadbury Dairy Milk, 5 Star, and Perk.
- **Biscuits:** Oreo and Bournvita Biscuits.
- **Beverages:** Tang, a powdered drink blend popular among homes.



## 2.1.5 Operations

IDC Bangladesh PLC manages the distribution, logistics, and marketing operations for Mondelez International. crucial functional strategies include :

- **Distribution Network:** A robust network that covers civic and semi-urban areas, ensuring the availability of products nationwide.
- **Marketing and Promotions:** Tailored campaigns to align with original festivals, similar as Eid, Pohela Boishakh, New Year festivity.
- **Quality Assurance:** Maintaining global quality norms through strict checks at all stages of the supply chain.
- **Sustainability Initiatives:** Efforts to promote eco-friendly packaging and reduce carbon footprints.

## 2.1.6 SWOT Analysis

### Strengths

- Strong brand recognition with iconic products.
- Robust distribution network through IDC.
- High-quality products and global functional expertise.
- Effective marketing strategies acclimatized to original requirements.

## **Weakness**

- High competition from original and transnational brands.
- Limited product customization for pastoral requests.
- Dependence on IDC for request penetration.

## **Opportunities**

- Growing demand for decoration snacks in civic areas.
- Expansion into pastoral requests with affordable product lines.
- using-commerce for increased request reach.

## **Threats**

- violent competition in the FMCG sector.
- profitable oscillations impacting consumer spending.
- Regulatory challenges in significances and taxation.

## **2.2 Industry analysis**

### **2.2.1 Specification of the Industry**

The Fast-Moving Consumer Goods (FMCG) assiduity refers to products that are in high demand, consumed constantly, and vended at fairly low costs. These include snacks, potables, particular care, and ménage products. Mondelēz International operates in the FMCG sector, with a primary focus on the snacks order, encompassing products like chocolates, biscuits, and potables. Specifically, Mondelēz's product portfolio in Bangladesh

includes iconic brands similar as Cadbury Dairy Milk, Oreo, and Tang, which are distributed through the transnational Distribution Company Bangladesh PLC (IDC).

IDC plays a pivotal part as the original distributor for Mondelez products, easing the inflow of goods from the transnational brand to consumers in Bangladesh. The company's product immolations feed to the growing middle- class demographic, which is decreasingly demanding ingrained, high- quality snacks and confectionary particulars.

### **2.2.2 Size, Trend, and Maturity of the Industry**

The FMCG assiduity in Bangladesh has seen significant growth, driven by rapid-fire urbanization, an expanding middle class, increased disposable inflows, and evolving consumer tastes. The sector is evolving fleetly with the preface of ultramodern retail formats, similar as supermarkets and hypermarkets, and the growing penetration of e-commerce.

The snack and confectionary member, which includes products like chocolates, biscuits, and pulverized potables, is passing a robust upward trend. A shift toward decoration and ingrained products is getting more apparent, with consumers seeking quality over volume, especially in civic areas.

### **2.2.3 External Economic Factors**

Several external profitable factors significantly impact the FMCG sector in Bangladesh.

- **Inflation:** Inflationary pressures can erode consumer coping power, potentially dwindling demand for unnecessary goods. still, ultra-expensive products may still maintain demand if deposited effectively.
- **Currency Fluctuations:** As utmost FMCG companies import raw accoutrements or finished products, oscillations in exchange rates can increase costs and affect profitability. For case, the price of cocoa, a major component in chocolate product, can be impacted by similar oscillations.
- **Economic Growth:** Bangladesh's steady GDP growth has led to an increase in ménage inflows and the conformation of a robust middle class, both of which have increased demand for ingrained FMCG products.
- **Government Policies:** Government programs related to taxation, trade, and foreign investment can significantly impact the assiduity. Tax impulses for FMCG companies, structure development, and programs promoting trade liberalization could further boost assiduity growth.

## 2.2.4 Technological Factors

Technological advancements have significantly impacted the FMCG assiduity.

- **Automation & Manufacturing:** Companies like Mondelēz are using advanced manufacturing technologies to increase product effectiveness, reduce costs, and maintain product thickness.

- **Digital Marketing & E-Commerce:** The shift towards online shopping and digital marketing strategies is critical in engaging consumers. E-commerce platforms, social media juggernauts, and influencer marketing have come essential tools for driving brand mindfulness and deals.
- **Product Innovation:** Technological advancements in food wisdom allow for the development of new flavors, healthier options, and packaging technologies.
- **Supply Chain Management:** With the growth of big data analytics, force chains have come tidily, enabling more accurate demand soothsaying, force operation, and logistics optimization.

## 2.2.5 Barriers to Entry

The FMCG assiduity presents moderate walls to entry due to several factors

- **High Capital Conditions:** New entrants in the FMCG sector frequently bear substantial capital investments in manufacturing installations, force chains, and distribution networks to be competitive.
- **Brand Recognition:** Established companies like Mondelez International formerly have strong brand equity. erecting a brand to an analogous position of recognition and consumer trust requires substantial time and investment.
- **Distribution Networks:** Effective and wide distribution networks are critical in the FMCG assiduity. For new entrants, developing similar networks can be a daunting

challenge, as they bear collaboration with retailers, wholesalers, and other interposers.

### 2.2.6 Supplier Power

Suppliers in the FMCG sector wield moderate power. While large companies like Mondelez have the advantage of scale and can negotiate favorable terms, they remain reliant on the consistent supply of raw materials. Any disruption in the supply chain, such as price volatility in cocoa or sugar, can impact production costs and profitability.

### 2.2.7 Buyer Power

Buyers in the FMCG industry retain significant power due to the wide range of indispensable products and brands available.

- **Price Sensitivity:** Consumers in Bangladesh are largely price-sensitive, especially in the mass-request member. The presence of cheaper druthers and cover products give consumers the power to switch brands fluently.
- **Availability of Alternatives:** The FMCG sector is largely competitive, and a wide range of brands and products offer analogous features. This gives consumers the inflexibility to choose based on price, quality, and other preferences.



- **Retailer Power:** Retailers, especially supermarket chains and e-commerce platforms, have substantial logrolling power due to their control over product placement, promotional offers, and volume purchases.

### 2.2.8 Threat of Substitutes

The threat of substitutes is high in the FMCG industry. In the confectionery market, case, consumers can switch to other brand options like KitKat, Snickers. This necessitates nonstop product invention and strong branding to retain client fidelity.

### 2.2.9 Industry Rivalry

Industry rivalry in the FMCG sector are violent, with multiple domestic and transnational players contending to request share. Factors similar to price competition, advertising spending, and product isolation drive this contest. In Bangladesh, Mondelez faces competition from both global titans and original confectionery brands, making effective marketing and distribution strategies essential for success.

## **CHAPTER III: INTERNSHIP EXPERIENCE**

### 3.1 Position, duties, and responsibilities

During my internship time at Mondelez International, International Distribution Company Bangladesh Plc (IDC), I was holding the position of Trainee Area Sales Executive. During this internship time I was involved in managing and expanding the concepts of modern trade business and retail business. My primary responsibility in the Modern Trade sector was to innovate new sectors and establish channels. My primary responsibility in the retail business was to analyze the business, address challenges and provide strategic solutions.

In modern trade, my main task was to identify and establish new sales channels. New channels included school, college and university canteens and hotels. For this I had to visit the market regularly and communicate with potential business partners. I have to talk to business partners about my company's products and our business activities. I worked to increase the visibility of Mondelez products in existing modern trade channels by implementing promotional strategies in my channels and ensuring proper stock levels.

After working in modern trade I worked in retail business. In retail business I was responsible as trainee area sales executive in Khilgaon territory and Kalabagan territory. My main focus here was to identify sales trends, evaluate competitors' strategies in the market and grow the business by improving sales strategies. I helped the retailers resolve any issues. Part of my role was to collaborate closely with the sales team to ensure that the supply chain was efficient and that retailer initiatives were resolved in a timely manner.

## **3.2 Training**

In the internship period I was thoroughly trained in sales operations, market analysis and client interaction techniques. The training sessions provided me with the necessary skills to perform my tasks efficiently. I got to know Mondelez's sales approach, product knowledge and company culture which helped me to adapt easily to the professional work field.

## **3.3 Contribution to departmental functions**

As a trainee Area Sales Executive I have contributed to departmental functions by performing market analysis, evaluating sales data and generating comprehensive reports that support decision making. I was actively engaged in sales promotion to ensure proper positioning and exposure of products in the store. My efforts to improve communication between distributors and retailers have increased the overall efficiency of the sales process. Additionally I played a key role in discovering potential customers and negotiating terms to acquire new business prospects.

## **3.4 Evaluation**

This internship gave me a professional work environment and a great opportunity to evaluate my work ability. My line managers constantly gave me valuable feedback that helped me improve my approach to sales and client relationship management. They appreciated my ability to adapt quickly, collaborate effectively and achieve results under pressure. This assessment process highlighted my strengths and identified opportunities for future improvement.

### **3.5 Skills applied**

During the internship I used various skills I have learned during my academic career including critical thinking, effective communication and problem solving. My ability to understand sales data and translate insights into actionable plans has helped improve the efficiency of sales operations. I have used my negotiation and interpersonal skills to build good partnerships with retailers and distributors.

### **3.6 New skills developed**

Through the internship I was able to develop new skills necessary for an effective sales and marketing career. I have gained hands-on experience in channel management, market segmentation and customer engagement strategies. Additionally, I have improved my time management skills by managing various responsibilities and meeting tight deadlines. Learning to manage the changing retail and modern trade environment has improved my flexibility and decision-making skills.

### **3.7 Application of academic knowledge**

My academic background contributed significantly to my internship achievement. Data analysis, business strategy and marketing ideas were directly helpful to my work. Understanding customer behavior helped me create effective campaigns, while knowledge of supply management enabled me to optimize the entire distribution. This internship enhanced my support for

applying academic knowledge to real company activities and confirmed its applicability to real world situations.

## **CHAPTER IV: CONCLUSIONS AND KEY FACTS**

## 4.1 Recommendations for Improving Departmental Operations

Based on the analysis and observations made during the internship at Mondelēz International within the International Distribution Company Bangladesh PLC (IDC), the following recommendations can help improve the departmental operations:

- **Improved Communication and Coordination:** Strengthen communication channels between the sales department and other departments such as marketing, supply chain, and logistics. Improved collaboration would ensure a more cohesive strategy for product launches, promotional activities, and resolving any operational challenges promptly.
- **Monitoring Market Trends and Competitor Analysis:** The company should implement a more robust system for monitoring market trends and conducting competitor analysis. Understanding competitor strategies and market dynamics would enable Mondelēz International and IDC to stay ahead in the market and make adjustments to the sales approach accordingly.
- **Customer Feedback Mechanism:** Introducing a more structured customer feedback system will allow the company to better understand customer satisfaction levels and identify areas for improvement.



## 4.2 Key Understandings

During the internship, several insights and key takeaways emerged:

- **Market Dynamics:** Understanding consumer behavior and preferences within the Bangladeshi market is crucial for tailoring effective sales strategies.
- **Importance of Branding:** Strong brand identity significantly influences customer loyalty and purchasing decisions.
- **Effective Communication:** Clear and persuasive communication is vital when interacting with clients and customers to build trust and long-term relationships.
- **Teamwork and Coordination:** Collaboration between different teams ensures smooth execution of operations and maximizes efficiency.
- **Adaptability:** The ability to adapt to market changes, customer feedback, and unforeseen challenges is essential for sustaining growth in a competitive environment.

## 4.3 Conclusion

The internship at Mondelēz International under IDC Bangladesh PLC provided invaluable exposure to the intricacies of sales operations in a dynamic market. The experience highlighted the importance of strategic planning, effective communication, and teamwork in achieving organizational objectives. By addressing the recommendations outlined above, the department can further enhance its operational efficiency and continue to excel in delivering exceptional products and services to its customers.

The learnings and experiences gained during this period have significantly contributed to both professional and personal development, fostering a deeper understanding of the sales field and its impact on overall business success.

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