

**An Internship Report**  
**On**  
**Analysis of Sales and Marketing of Universe Soft Care**

**Under the supervision of**

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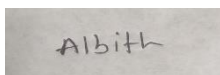


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**Date of Submission:**

## **Declaration of the Intern**

I declare that this report under the title “An Internship Report on Sales and Marketing in Universe Software” is an actual work and has been decorated by me also the report paper has been completed under the supervision of Farhana Noor, Assistant Professor Faculty of Business and Entrepreneurship, Daffodil International University. No part of this report has been taken from any other work submitted to any other University for any bookish certificate. This report does not contain any part that ecstasies any copyright.



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## **Certification of Supervisor**

This is to certify that Albith, ID: 201-11-976 is a student of BBA Department of Daffodil International University, Ashulia Campus. I am happy to announce that he completed this report paper under my supervision and tried hard to prepare this report. All of the information and facts he has included in this report paper are completely accurate, and he has not submitted this report anywhere. I pray for his overall well-being and hope that he will achieve more success in the upcoming years.



.....  
**Farhana Noor**

Department of Business Administration  
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## **Acknowledgment**

To compile this study, a considerable number of papers and informational inputs gleaned from a variety of different sources were utilized. I would want to take advantage of this opportunity to extend my heartfelt appreciation to those individuals, without whose support and assistance the production of this report would not have been feasible. At the outset, I would like to express my appreciation to the all-powerful Allah for allowing me to remain healthy and finish writing this report without any problems. Then, my heartfelt gratitude and thanks go out to the Universe Software authorities for sharing their expertise and knowledge with me, as well as providing me the opportunity to gain some valuable hands-on experience by working on this project with them. This is the institution where I have been carrying out my research, and I am extremely thankful to have received this recommendation. I would also want to extend my heartfelt appreciation to Nurul Islam, who is a Senior Officer at Universe Soft Care. He assisted me a great deal in finishing my project related to this area, and I am very thankful to him (Sales and Marketing Universe Soft care).

## **Abstract**

The project report depended on a three-extended research program that I had effectively wrapped up. It was an essential of the BBA program that I arranged a report fair and square of deals and promoting of Universe Delicate Consideration. As being entirely not used to performing reasonable undertakings in certifiable settings. However, notwithstanding that, everyone had a reason for my expert turn of events. This paper covers the historical backdrop of training in deals from one side of the planet to the other. Furthermore, it gives top-to-bottom data about the development of deals administrations in Bangladesh. Nonetheless, most of this exploration centers on the administrations given by Universe Delicate Consideration. To gather this report, an overview of deals was done to showcase with programming administrations. The reason for the survey was to gather data in regards to the level of deals and showcasing with programming administrations. In this report, I examine the information that I have accumulated over the span of my examinations and give my discoveries. The report is separated into four distinct parts. In the principal part, which fills in as a presentation, you will track down data on the beginning, objective, techniques, extension, and cutoff points of the review. An Assessment of Universe Delicate Consideration. The subsequent part talks about the current writing on the outline of Universe Delicate Consideration the development of the association structure, and a general survey of the product business. Universe Delicate Consideration's goal and vision, as well as the organization's adage and corporate culture. Examination and assessment are shrouded in Part Three. In this section, I will truly endeavor to examine the degree of Writing Audit. Here I found Universe's delicate consideration advertising strategy, as well as specific limitations and consumer loyalty evaluations for the administrations they offer. The discoveries, suggestions, and ends are shrouded in the last part. In this section, I gave a short outline of the remainder of my concentrate on Consumer loyalty as well as certain ideas for further developing deals and showcasing. The buyer of Universe Delicate Consideration has been filling in various regions. Most of the customers are happy with the general deals given by Universe Delicate Consideration.

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## **Chapter -01**

### **Introduction**

This internship report fills in as an exhaustive investigation of the business scene and functional methodologies of Universe Soft Care, a noticeable programming improvement organization. Under the domain of the Single Man of Business Organization program at Daffodil International University, this report intends to satisfy scholastic necessities while giving significant bits of knowledge into the hierarchical culture, showcasing procedures, and enlistment practices of Universe Soft Care.

Directed by the mandates of the university faculty and overseen by Supervisor Farhana Noor, Assistant Professor, BBA at Daffodil International University, this report dives into different parts of Universe Soft Care's activities. Through essential information assortment techniques like eye-to-eye meetings and conversations with the organization workforce, combined with optional information obtained from reports and company records, a careful investigation of the organization's work has been embraced.

The report is organized to incorporate a nitty gritty foundation of the review, including goals and degree, trailed by an assessment of the organization's set of experiences, outline, vision, mission, basic beliefs, and set of principles. Also, the report digs into the enlistment cycle, determination systems, and discoveries from the review, finishing with noteworthy suggestions for upgrading the organization's presentation and adequacy.

Through this report, the peruse will acquire important experiences into the inward functions of Universe Soft Care and its situating inside the cutthroat Software industry scene.

## **1.1 Back Ground of Study**

As an understudy of the Division of BBA, Daffodil International University, I was expected to meet the necessities of Entry level position report as a piece of the BBA program. Subsequently, my direction to Talk Distributions Restricted is to fill this need has allowed me the opportunity to make myself acquainted with the authoritative culture, conduct, and different perspectives. Furthermore, I should direct an overview and submit it as a report as per the organization's advantage as well as the scholastic order. Thus, endorsed by my supervisor Farhana Noor (Assistant Professor) BBA Daffodil International University. In such a manner, I might want to add that this report is ready to open me to down-to-earth openness and information. I have attempted my level best to utilize this amazing chance to enhance my insight on Deals and Promoting dispersion methodology of distributing businesses. In the wake of noticing completely, I have arranged this report based on my discoveries and perception connecting with the subject. This pragmatic activity is likewise improved in the proficient field.

## **1.2. Scope of the Study**

This report has been arranged through broad conversation with the workers of Universe Soft Care and with their CEO. For setting up this report I have met with the marketing manager. He informed me about their exercises deals and showcasing conveyance procedure of Universe Soft Care on the brain of client, for example, Brilliant Money manager retailers and so on. While setting up this report I had extraordinary chance to have a reasonable information on enrollment and choice, execution evaluation, pay and practice of other related issues. There have colossal market of Soft Care in Soft Ware Product market. This extension assisted me with gathering effectively information about Universe Soft Care.

## **1.3 Objective of the Study**

The objective of the study can be viewed in two forms:

1. General Objective
2. Specific Objective

### **General Objective:**

The general objective of this report is to analyse the sales and marketing of Universe Soft Care.

### **Specific Objective:**

All the more explicitly, this study involves the accompanying viewpoints:

1. To assess the sales strategies of Universe Soft Care.
2. To evaluate the segmentation targeting and positioning of Universe Soft Care.
3. To understand the market mix of Universe Soft Care.
4. To give some recommendations according to the finding of the report.

## **1.4 Methodology:**

The report was completely analytical in nature; information have been gathered from both primary and secondary sources.

## **Data Collection:**

This study is essentially founded on secondary as well as primary information accessible from different divisions and branches of Universe Soft Care, notwithstanding other vital data that has been gathered from the yearly reports of Universe Soft Care, Organ, and different documents, outlines, and economic situations contrasting contenders.

### **Primary sources of data-**

- I. Practical work area work.
- II. Face-to-face discussion with the representatives and clients.
- III. Conversation with the marketing head.

### **Secondary sources of data:**

- I. Report from papers in view of Soft Ware
- II. Strategy manual distributed by Universe Soft Care
- III. Records and reports of the branch.
- IV. Different opening notifications of Universe Soft Care

## **1.5. Limitation of the Study:**

- I. The inaccessibility of pertinent records and data in the association is a significant imperative.
- II. Unintentional non-participation of the objective gathering/respondents in giving essential data, as they were busies me likewise an exceptional constraint of the review.
- III. There are different data can't give because of safety and other corporate commitments.
- IV. Due to absence of my involvement with setting up this sort of broad report, there might be some misstep which is deliberate.

## **Chapter 2.**

### **2.1 History of the Company:**

Universe Soft Care is the best programming advancement organization in the country. Starting around 2018, Universe Soft Care Organization has been giving web improvement, programming advancement, application advancement, visual computerization, computerized advertising, and web security administrations to clients. They are capable, committed, inventive, imaginative work, or like to work. Throughout the course of recent years, they have had the experience of working with clients in various business conditions, with different client tastes, and different work difficulties. We are steadfast and focused on furnishing our clients with our most significant level of administration.

### **2.2. Overview of the Universe Soft Care:**

Universe Soft Care. With over 5 years of involvement and a tradition of excellent items and administrations as a staple in the IT business and spreading the word that they are quite possibly of the most well-known bands in the country. Universe Software is a business that concentrates, cycles and sells Delicate wear. Universe Programming created numerous sorts of programming, ERP, Applications, and sites.

There are numerous offices like MERN improvement vacillate, python advancement, UI/UX

- Processing: Foster software items or administrations. This includes planning, coding, testing, and refining your product to guarantee it addresses the issues of your interest group.
- Sales and marketing: This division is liable for offering the Product to clients. Universe software is utilized in a wide range of uses including B2B and B2C.
- Customer service: This division is liable for offering help to clients who have bought Programming. This might incorporate responding to inquiries concerning establishment, care, and upkeep.

Universe software organizations assume a significant part in the tightened IT industry. They give important software material that is utilized in a wide range of utilizations. These organizations produce a wide assortment of Universe Soft Care, including software, ERP, Sites, and Applications.

### **2.3. Vision Statement:**

To change how people partner with advancement, empowering associations and individuals generally to achieve their most extreme limit. Through improvement, inventiveness, and immovable dedication to significance, we envision a future where our item game plans reliably integrate into everyday presence, updating proficiency, driving turn of events, and developing positive change. Our commitment to stretch the boundaries of what's true capacity stimulates our fundamental objective to make remarkable programming that draws in clients, further develops experiences, and shapes the high-level scene from now onward, indefinitely.

### **2.4. Mission Statement:**

Their fundamental objective is to draw in affiliations and individuals with creative programming plans that work on complexity, drive efficiency, and energize imagination. Guided by a vow to genuineness, participation, and consistent improvement, we try to outperform client suppositions by conveying predominant grades, client-driven programming that changes how people work, bestow, and partner. Through our decided journey for significance and dedication to client accomplishment, we intend to be the accepted associate of choice for associations hoping to prosper in a consistently progressing modernized world.

### **2.5. Core Values:**

Company's establishment is based on its fundamental beliefs.

- Regard and concern the singular worker.
- Genuineness, uprightness and morals in all part of business.
- Extraordinary nature of item.
- Difficult work and constant personal development, never being fulfilled.

### **2.6. Code of Conduct:**

A set of rules for an organization frames the normal way of behaving and moral guidelines for workers and partners. Here is an overall layout for a company's code of conduct:

**Compliance with Laws and Regulations:** All representatives, project workers, and partners are supposed to consent to every relevant regulation, guideline, and company arrangement.

**Ethical Conduct:** Lead business with trustworthiness, uprightness, and amazing skill. Keep away from irreconcilable circumstances and uncover any potential struggles expeditiously.

**Fair Competition:** Contend reasonably and morally in the commercial center. Try not to take part in anticompetitive practices, for example, value fixing, plot, or out-of-line exchange rehearses.

**Regular Training and Communication:** Give normal preparation and correspondence to representatives to guarantee understanding and consistency with the general set of principles. Consistently audit and update the code to reflect changes parents in law, guidelines, and company approaches.

**Workplace Health and Safety:** Give a protected and solid workplace for all representatives. Follow wellbeing conventions, report risks, and take part in preparing projects to guarantee work environment security.

## 2.7. Objective of the Company:

The objectives of Universe Soft Care, a hypothetical software company, could encompass various aspects related to its mission, vision, and business goals.

**Innovation and Technology Leadership:** Universe Soft Care looks to be a forerunner in innovation development by creating state-of-the-art software arrangements that influence the most recent headways in innovation. This goal includes putting resources into innovative work, cultivating a culture of development, and remaining in front of industry patterns.

**Market Expansion and Growth:** Universe Soft Care expects to extend its market reach and drive feasible development by entering new business sectors, obtaining new clients, and enhancing its item contributions. This goal includes vital preparation, market examination, and execution of designated development drives.

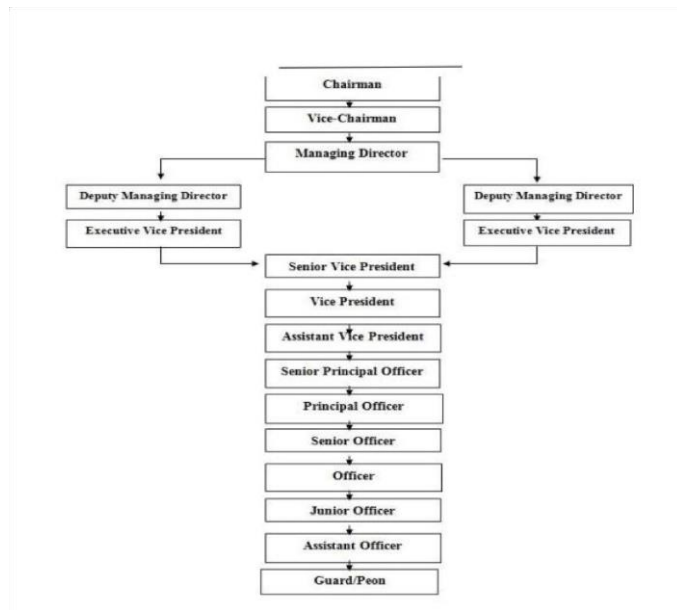
**Employee Engagement and Development:** Universe Soft Care esteems its representatives and is focused on establishing a strong workplace where representatives feel roused, drawn in, and enabled to contribute their best. This goal includes putting resources into representative preparation and improvement, advancing balance between fun and serious activities, and perceiving and compensating worker accomplishments.

**Ethical Conduct and Corporate Responsibility:** Universe Soft Care maintains high moral norms and is focused on directing business with trustworthiness, uprightness, and straightforwardness. This goal includes complying with moral standards, following pertinent regulations and guidelines, and advancing corporate social obligation drives that benefit the local area and the climate.

**Financial Sustainability:** Universe Soft Care takes a stab at monetary manageability by overseeing assets successfully, keeping a good arrangement sheet, and creating predictable income and productivity. This goal includes reasonable monetary administration, risk moderation, and long-haul monetary preparation.

By seeking these goals, Universe Soft Care can accomplish its mission of conveying creative software arrangements to enhance clients, workers, investors, and the more extensive local area. While adding to its drawn-out progress and manageability.

## 2.8. Management Organogram/Structure:



**Figure no: 2.8 the Structure of the Company**

The hierarchical design of a Universe Software company will differ contingent upon its size and intricacy. Nonetheless, a few normal components are found in most Universe Software company structures.

### 2.8.1. Executive Team

The executive team is responsible for the overall direction and management of the company. This team typically includes the CEO, CFO, COO, and other senior executives.

### 2.8.2. Sales and Marketing

The deals and showcasing group is liable for selling the company's Software and services. This group regularly incorporates agents, advertising administrators, and client support delegates.

### 2.8.3. Operations

The activities group is liable for extricating, handling, and transporting the company's Software. This group ordinarily incorporates quarry inventive work, software engineers, and planned operations chiefs.

### 2.8.4. Finance and Accounting

The money and bookkeeping group is answerable for dealing with the organization's funds. This group regularly incorporates bookkeepers, clerks, and monetary investigators.

### 2.8.5. Human Resources

The HR group is answerable for dealing with the organization's labor force. This group commonly incorporates spotters, benefits directors, and preparing supervisors.

### **2.8.6. Other Departments**

Other departments that may be found in a Universe Software company include:

- I. Developer
- II. Quality control
- III. Research and development
- IV. Information technology
- V. Networking officer

## **Chapter 3**

### **Analysis of the Study**

#### **3.1 To access the Sales Strategies of Universe Soft Care:**

- Consultative Sales Approach: Adopting a consultative sales approach involves actively engaging with prospects to understand their unique challenges and requirements. Sales representatives act as trusted advisors, offering guidance and recommendations on how the software can add value to the customer's business.
- Freemium Model: Offering a freemium model, where a basic version of the software is available for free with premium features offered at a cost, can be an effective strategy for software companies. This allows customers to experience the software before making a purchase decision, while also serving as a lead-generation tool
- Subscription-Based Pricing: Many software companies opt for subscription-based pricing models, where customers pay a recurring fee for access to the software. This provides a predictable revenue stream and encourages customer retention through regular updates and support.
- Inbound Marketing: Inbound marketing strategies, such as content marketing, search engine optimization (SEO), and social media marketing, are commonly used by software companies to attract and engage prospects. By creating valuable content and establishing thought leadership, companies can generate inbound leads and nurture them through the sales funnel.
- Partner and Channel Sales: Collaborating with partners and leveraging channel sales can help software companies expand their reach and access new markets. This may involve forming strategic partnerships with resellers, system integrators, or technology platforms to distribute and sell the software.
- Customer Success and Retention: Customer success is a key focus for software companies, as retaining existing customers is often more cost-effective than acquiring new ones. Providing excellent customer support, ongoing training, and regular communication can help ensure customer satisfaction and loyalty.
- Sales Automation and CRM: Implementing sales automation tools and customer relationship management (CRM) software can streamline sales processes, improve efficiency, and provide valuable insights into customer behavior and preference.

- **Sales Team Training and Enablement:** Equipping sales teams with the necessary skills, knowledge, and resources is crucial for success. Sales training programs, ongoing education, and access to sales enablement tools empower representatives to effectively engage with prospects and close deals.
- **Continuous Innovation and Product Development:** Software companies must stay ahead of the curve by continuously innovating and improving their products. Investing in research and development, soliciting feedback from customers, and monitoring market trends are essential for staying competitive in the fast-paced technology industry.

### 3.2 To evaluate the segmentation targeting and positioning of Universe Soft Care.

**1 Segmentation:** The technique that involves breaking up a large target market into more manageable, discrete groups or segments based on specific or standard characteristics is known as segmentation.

#### A. Demographic of Universe Soft Care:

##### i. Age:

- Young Adults (18-24):** Often tech-savvy and early adopters of new technology. They may prefer user-friendly interfaces and mobile compatibility.
- Adults (25-40):** Professionals who may seek productivity software, career development tools, and advanced features. They value efficiency and integration with other tools.
- Middle-aged adults (41-60):** Likely to look for stability, security, and comprehensive support. They may prefer well-established brands and robust functionalities.
- Seniors (60+):** May focus on simplicity, ease of use, and accessibility features. They often value good customer support and straightforward interfaces.

##### ii. Gender:

- Men:** Might be more interested in technical specifications, advanced features, and performance aspects of the software.
- Women:** Often value user experience, aesthetics, and customer service. They may also be more community-oriented, valuing user feedback and reviews.

##### iii. Income Level:

- Low Income:** May prefer affordable or freemium models with essential features.
- Middle Income:** Likely to opt for mid-range products that offer a good balance of price and functionality.
- High Income:** Often willing to pay a premium for advanced features, superior performance, and exclusive services.

## **Psychographic Segmentation of Universe Soft Care:**

### **a. Tech Innovator**

- I. Traits: Innovative, early adopter.
- II. Values: Cutting-edge technology, innovation.
- III. Interests: Tech forums, beta testing new software.
- IV. Needs: Latest features, regular updates, high-performance software.

### **b. Productivity Maven:**

- I. Traits: Goal-oriented, efficient.
- II. Values: Time management, productivity.
- III. Interests: Productivity tools, professional development.
- IV. Needs: Streamlined processes, automation, and integration capabilities.

### **c. Security Advocate**

- I. Traits: Cautious, meticulous.
- II. Values: Security, privacy.
- III. Interests: Cyber security, data protection.
- IV. Needs: Strong security features, compliance with standards, and reliable customer support.

## **2. Targeting:**

Target market is a collection of potential buyers who you identify in order to market your goods or services to. Each group can be split up into more compact units. Typically, segments are organized by age, region, money, and lifestyle.

### **I. Primary Target Customer:**

- Market Size: Significant number of medium-sized healthcare providers.
- Growth Potential: Growing demand for digital solutions in healthcare.
- Profitability: High willingness to pay for reliable and compliant software solutions.
- Competitive Landscape: Moderate competition with opportunities for differentiation through specialized features.
- Alignment: Strong fit with Universe Soft Care's expertise in secure and compliant software solutions.

## II. Secondary Target Customer:

- Large Financial Institutions
- Market Size: Numerous large financial institutions globally.
- Growth Potential: Increasing need for advanced analytics and reporting tools.
- Profitability: High profitability due to large-scale deployments and premium pricing.
- Competitive Landscape: High competition but opportunities for niche specialization.
- Alignment: Fits well with Universe Soft Care's capabilities in data security and analytics.

### 3. Positioning:

Positioning describes the place or position that a brand holds in the mind of the customer. The strategic process of establishing a distinctive perception and image of a company, brand, or a product in the minds of the target consumer and differentiate from the competitors.

- Craft a Positioning Statement:

A positioning statement succinctly describes the company's unique value proposition and differentiation in the market. It should be clear, compelling, and memorable. A typical positioning statement follows this format.

- Align Positioning with Brand Identity:

Ensure that the positioning strategy aligns with the company's brand identity and values. Consistency in messaging and branding helps reinforce the desired perception in the minds of customers.

- Communicate the Positioning Consistently:

Steady correspondence of the situating across all promoting channels is fundamental for building brand mindfulness and supporting the ideal insight. This incorporates the organization site, online entertainment, promoting, deals with security, and client cooperation.

### 3.3 Analysis the market mix of Universe Soft Care.

#### 1. Product:

- Software Development
- Custom Website Design
- ERP SOLUTIONS
- E -Commerce Website
- Email Marketing Services
- IT Solution
- Networking Solution

## **2. Price:**

This involves the pricing strategy used for the software products.

- **Pricing Models:** Examine different pricing models such as subscription-based, one-time purchase, freemium, or tiered pricing.
- **Value-Based Pricing:** Assess how the pricing reflects the value provided to the customers.
- **Discounts and Offers:** Look at the use of discounts, promotional offers, and loyalty programs.
- **Competitive Pricing:** Compare their pricing with competitors and evaluate their market positioning.

## **3. Place:**

This refers to the distribution channels used to deliver the software to customers.

**Distribution Channels:** Evaluate online channels (e.g., direct downloads from the website, app stores) and any offline methods if applicable.

**Geographic Reach:** Assess the availability of software products across different regions and markets.

**Channel Partners:** Examine partnerships with resellers, affiliates, and other distribution partners.

## **4 Promotion**

This includes marketing communications and promotional activities.

**Advertising:** Analyze the channels used for advertising (e.g., digital ads, social media, content marketing).

**Public Relations:** Assess the effectiveness of PR strategies in building brand awareness and credibility.

**Sales Promotions:** Look at the use of webinars, free trials, demos, and limited-time offers to attract new customers.

**Content Marketing:** Evaluate the use of blogs, whitepapers, case studies, and video content to educate and engage customers.

## **5 People**

This encompasses the staff and customer interactions that influence customer satisfaction.

**Customer Support:** Assess the quality of customer support services, including responsiveness and problem resolution.

**Sales Team:** Evaluate the effectiveness of the sales team in understanding customer needs and closing sales.

**Training and Development:** Look at the training programs in place for employees to ensure they are knowledgeable and skilled.

**Customer Feedback:** Analyze how customer feedback is collected and used to improve products and services.

## **6. Process**

This refers to the processes and systems used to deliver the software and ensure customer satisfaction.

**Onboarding Process:** Assess the onboarding process for new customers, including tutorials, documentation, and support.

**Delivery Mechanism:** Evaluate how the software is delivered and updated (e.g., cloud-based delivery, automatic updates).

**Customer Service Processes:** Examine the processes in place for handling customer inquiries, complaints, and support requests.

**Operational Efficiency:** Look at internal processes to ensure efficiency and effectiveness in delivering products and services.

## **7. Physical Evidence**

Although less tangible for software companies, this involves the physical and digital touch points that create an impression of the brand.

**User Interface (UI):** Evaluate the design and usability of the software's user interface.

**Branding:** Assess the consistency and professionalism of branding across all customer touch points, including the website, software interface, and marketing materials.

**Customer Reviews and Testimonials:** Look at online reviews, ratings, and testimonials as evidence of product quality and customer satisfaction.

**Certifications and Awards:** Identify any industry certifications, awards, or recognitions that add credibility to the company.

## **Chapter 4.**

### **4.1. Findings:**

- **Consultative Sales Approach:** This system positions agents as confided-in consultants, cultivating solid client connections.
- **Freemium Model:** The freemium model serves well for lead age and permits clients to test the item before buying.
- **Subscription-Based Pricing:** Gives an anticipated income stream and advances client maintenance.
- **Segmentation:** Distinguished key segment and psychographic sections with unmistakable attributes and needs.
- **Targeting:** The essential objective incorporates medium-sized medical services suppliers; the optional objective incorporates enormous monetary foundations.
- **Positioning:** The organization's situating explanation lines up with its offer and brand personality, however requires steady correspondence.

- Product: Extensive variety of programming arrangements taking care of different requirements.
- Price: Numerous evaluating models (membership-based, freemium, layered).
- Place: Principally online dispersion with some disconnected strategies.
- Promotion: Utilization of different promoting channels, however, could improve commitment.
- People: Solid spotlight in client assistance and outreach group viability.
- Process: Compelling onboarding and conveyance components, yet could work on functional effectiveness.
- Physical Evidence: Solid UI plan, reliable marking, and positive client audits.

## **4.2. Recommendations:**

I have found some problems that can be recommended for overcoming their problems and increasing effectiveness in their management. I can suggest the following recommendations for Universe Soft Care:

- Universe Soft Care Enhance the Consultative Sales Approach: Keep preparing agents to develop how they might interpret client challenges and give customized arrangements.
- Universe Soft Care Optimize the Freemium Model: Consistently update the free rendition with restricted elements to feature the capability of premium variants.
- Universe Soft Care Diversify Inbound Marketing: Put resources into a blend of content kinds (sites, recordings, online classes) to contact a more extensive crowd and further develop commitment.
- Universe Soft Care Refine Segmentation Strategies: Use information examination to additionally refine fragments and comprehend explicit client needs inside each gathering.
- Universe Soft Care Expand Targeting Efforts: Think about extra high-expected portions, like instructive establishments and SMEs in different areas.
- Universe Soft Care Enhance Positioning Statement: Consistently audit and update the situating articulation to guarantee it reflects current market elements and client criticism.
- Universe Soft Care Consistent Positioning Communication: Execute a far-reaching correspondence methodology to guarantee reliable information across all channels.
- Universe Soft Care Product Development: Keep putting resources into Research and development to improve and upgrade item contributions.
- Universe Soft Care Pricing Strategy Optimization: Consistently audit and change evaluating methodologies to stay serious and reflect esteem conveyed.
- Universe Soft Care Expand Distribution Channels: Investigate extra internet-based stages and potential disconnected organizations to increment reach.

- Universe Soft Care Enhance Promotional Activities: Increment interest in advanced showcasing, especially in virtual entertainment and Search engine optimization, to drive higher commitment.
- Universe Soft Care Customer Support Improvement: Carry out cutting-edge client service advancements, for example, simulated intelligence-driven chatbots, to further develop reaction times and backing quality.
- Universe Soft Care Streamline Processes: Lead customary reviews of inside cycles to distinguish regions for productivity upgrades and carry out prescribed procedures.
- Universe Soft Care Leverage Physical Evidence: Effectively accumulate and feature client tributes, surveys, and contextual analyses to fabricate trust and believability.

### **4.3. Conclusion:**

Considering everything, this report approaches the continuous business area scene and future growth opportunities for Universe Soft Care. By researching market designs, client encounters, and vicious components, it is obvious that Universe Soft Care is decisively arranged to develop its range and drive accomplishment. Using its resources being developed, client backing, and advancement, Universe Soft Care can acquire by market augmentation open entryways like overall business areas, industry verticals, undertaking game plans, emerging advances, key affiliations, and specialty markets. With a broad advancing procedure encompassing substance exhibiting, Web composition upgrade/SEM, virtual amusement, email campaigns, stalwart associations, and client reference programs, Universe Soft Care can effectively attract vested parties and drive useful turn of events. By constantly noticing execution estimations and improving frameworks, Universe Soft Care can achieve its objectives and solidify what is happening as a herald in the item business.

## **Chapter 5.**

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