



Internship Report
on
An Analysis of Client Service Process on Smart Screen Digital
of Startup Chamber

Prepared For:
Ms. Farhana Noor
Assistant Professor
Department of Business Administration
Faculty of Business & Entrepreneurship
Daffodil International University

Prepare By:
Musfiqur Rahman
ID: 201-11-962
Batch: 55
Program BBA,
Major in Marketing Department of Business Administration
Faculty of Business & Entrepreneurship
Daffodil International University

Letter of Transmittal

November 20, 2023
Controller of Examinations
National University
Gazipur-1704

Subject: Submission of Study entitled as “Client Service Process on Smart Screen Digital of Startup Chamber”

Dear Sir,

I am pleased to submit this study as you entitled “**Client Service Process on Smart Screen Digital of Startup Chamber**”. According to your guideline. I enjoyed the whole event during my work. I have under taken my sincere effort for successful completion of the study. I have thoroughly enjoyed in preparing this study which has contributed significantly to my understanding on the essentials and importance practical knowledge.

Therefore, would like to your kind consideration in this regard, I will be very grateful if you accept my work and obligation there by.

Sincerely yours,

Musfiqur

Scanned with CamScanner

.....
Musfiqur Rahman

ID: 201-11-962

Batch: 55

Faculty of Business & Entrepreneurship , Major in Marketing

Department of Business Administration

Daffodil International University, Dhaka

Certificate of Supervisor

This is to certify that Musfiqur Rahman, student of Faculty of Business & Entrepreneurship . Bearing National University roll number: 2020512, Batch: 55, Major in Marketing, is a regular student of Faculty of Business & Entrepreneurship, Department of Business Administration, Daffodil International University, under National University of Bangladesh. She has completed a study in “Smart Screen Digital of Startup Chamber” under my supervision, which is a fulfillment of partial requirement of obtaining BBA professional degree.

I wish her every success in her future endeavor.



.....
Ms. Farhana Noor

Assistant Professor

Department of Business Administration

Daffodil International University

Student's Declaration

I soberly declare that this study on “Client Service Process on Smart Screen Digital of Startup Chamber ” is an original and unique work done by me (Musfiqur Rahman) under the supervision of **Ms. Farhana Noor** , Assistant Professor, Department of Business Administration, Daffodil International University, Dhaka.

Here no part of the report has been previously submitted to any other institution.



Musfiqur

Scanned with CamScanner

.....
Musfiqur Rahman

ID: 201-11-962

Batch: 55,

Major in Department of Business Administration

Faculty of Business & Entrepreneurship

Daffodil International University

Acknowledgement

No work can be completed by one individual without the help of others. In every step of this study many individuals and institutional experts supported me. It gives me an immense pleasure to acknowledge them with my gratitude.

I would like to express my gratitude to the authority of National University and to our honorable Principal for providing me such opportunity. I also acknowledge the assistance of my study supervisor **Ms. Farhana Noor, Assistant Professor, Department of Business Administration.** His sincere guidance, untiring cooperation, valuable advice and endless inspiration enabled me to overcome all the quandaries that cropped up during the course of my study and while preparing this study.

I also extend my deepest appreciation to all my faculty members of Department of Business Administration, Daffodil International University for their individual contribution and cooperation in advancing this study and hereby completing my Faculty of Business & Entrepreneurship successfully.

Executive Summary

Businesses are being told to come up with new and creative ideas for their products and services because of the advancements in digital technology. New technology in electronics has created new products, like the smart display, also called Smart Screen Digital. This report is prepared partial fulfillment of internship program. The objective of the report is to determine the Client Service Process of Smart Screen Digital of Startup Chamber. Two types of data are used to prepare this report. They are primary and secondary. The data and information related to the topic on this organization was not easily available. The relationship of marketing executive of Startup Chamber is not good with superiors. Management Approach of Startup Chamber is somewhat unstructured rather than systematic, informal, and faster decisions making in some cases may be Erroneous. The services of Startup Chamber are very much Reasonable compare to other organizations. The launch time of marketing executive of Startup Chamber is not suitable. The marketing executive of Startup Chamber has to carry a detailing bag. But they are not providing transportation sufficiently. The salary structure of the marketing executive of Startup Chamber is very poor. The promotional materials are not sufficient. Startup Chamber needs to lower their prices a little so they can compete better with other companies in the market. They need to spend less money. They mostly imported Smart Screen for their services. They can either sign a long-term agreement with the exporter or use strategies to work closely with their suppliers. This paper is about learning more about how customers feel about using Smart Screen Digital at Startup Chamber company, so we can make it better and make customers happier. The writer gives a plan for understanding how brand experience makes customers happy. The study looked at how people feel about a brand based on if they are loyal to it and if they talk about it with others.

Table of Contents

Chapters	Title	Page
	Letter of Transmittal	i
	Certificate of Supervisor	ii
	Student's Declaration	iii
	Acknowledgement	iv
	Executive Summary	v
Chapter-1	Introduction	
	1.1 Introduction	2
	1.2 Background of the Study	2
	1.3 Objectives of the Study	3
	1.4 Methodology of the Study	3
	1.5 Scope of the study	5
	1.6 Limitations of the study	6
Chapter-2	Company Profile of Startup Chamber	
	2.1 Company Background	8
	2.2 Vision	9
	2.3 Mission	9
	2.4 Core Values	9
	2.5 Code of conduct	9
Chapter-3	Analysis of the Study	
	3.1 Effective Client Services of Startup Chamber	11
	3.2 Client Service Process Smart Screen Digital of Startup Chamber	13
	3.3 Market Attractiveness Factors:	13
	3.4 Suggested Strategies:	14
	3.5 Survey Analysis	15

Chapters	Title	Page
Chapter-4	Findings, Recommendations & Conclusion	
	4.1 Findings	29
	4.2 Recommendations	30
	4.3 Conclusion	31
	Bibliography	32

Chapter-1

Introduction

1.1 Introduction

The improvement of digital technology makes companies come up with more new and creative ideas to meet customers' needs. Smart Screen Digital (Smart Display) is a product that was created because of new technology in electronics. This seems real because many people buy and use these products. Currently, the market for smart displays has been boosted by the arrival of a new flat-screen technology called Smart Screen Digital, which has many different features and operating systems. Many families and middle-class people in Bangladesh like to use Smart Screen Digital. This is because it's really advanced and can save electricity, so you spend less money on it. This has made the competition in the market for smart display get more intense. Prices are the most important thing for customers who are just starting out. The creation of different companies making Smart Displays has given customers more choices when picking a Smart Display they want. Because display are not seen as luxury anymore, producers now sell them at cheaper prices.

In Bangladesh, people really like Smart Screen Digital brands made by Startup Chamber. Several big companies are trying to outdo each other by offering the most elegant and luxurious products to customers. Price wars can happen in an industry when there is a lot of competition. Customers tended to choose the cheapest items, and Smart Display producers were more open about cutting costs and making less profit. This led to the situation we're in now.

1.2 Background of the Study

The BBA program at Daffodil International University helps students learn about business and how to be professionals in the field. It is for students who want to work in business or in service jobs. Students in the BBA program need to write project reports to finish the program. This report shows that knowledge gets better when it's connected to both theory and practice. Business students need more than just their coursework to be prepared for the real business world. That's why after finishing their degree, they have to work with a business and write a thesis report. This program gives students a chance to learn about the business field. I worked as an intern at Startup Chamber for a project, focusing on electric items, to meet this requirement. I submitted resume to different institutions but appointed

as an Project trainee of the Startup Chamber My assigned topic is **Client Service Process of Smart Screen Digital of Startup Chamber** which is assigned by my supervisor in the department. On the basis of working

1.3 Objectives of the Study

Broad Objective

The Broad objective of this report is to determine the “Client Service Process of Smart Screen Digital of Startup Chamber”.

Specific Objective

In order to fulfill the broad objectives, the following specific objectives must be fulfilled:

1. To assess the services provided for the customers.
2. To analyze the factors which create satisfaction of the consumers.
3. To find out the reasons those makes the customers dissatisfied.

1.4 Methodology of the Study

This part explains how the research was done for this topic. Also, the research methodology includes a detailed explanation of how data is collected, how samples are chosen, how surveys are conducted, and how the data is analyzed. This helps readers to understand the research process better.

Methodological Choices

This project paper is about the brand experiences on the Smart Screen Digital of Startup Chamber. If customers have good experiences with a brand, they will become more loyal and tell others about it. To really understand how customers are feeling, using numbers and data is the best way to get a clear understanding.

This study gathered two kinds of information: primary information and secondary information. The author gathers information from a group of people by asking them questions and then looks at the results. Additionally, some research from previous books and articles mentioned in chapter two are used as a basis for this study, providing extra

information. The questions in the survey were based on the main data, and backed up by other data. This makes the paper more reliable.

Methods of Data Collection

Information about the data has been gathered from two different places.

- 1) Primary sources of data are the original sources of information, such as documents, records, or data collected directly from experiments or surveys. Using Google Forms to ask people questions online.
- 2) Secondary data of other places where we can find data. Books, magazines, and papers from around the world that is important for understanding the brand's image.

To study the topic, we made a survey with standard questions. When making the survey, we used a scale of 1 to 5 to measure how much people agreed with statements. A score of 1 means they strongly disagreed, 2 means they disagreed, 3 means they were neutral, 4 means they agreed, and 5 means they strongly agreed. There are 12 statements in the survey that focus on 3 different ideas.

- Brand experiences (BE),
- Brand loyalty (BL) and
- Word of mouth (WOM).

1.5 Scope of the study

This report has given me a clear picture about the Client Service Process of Smart Screen Digital of Startup Chamber The scope of the study is limited to organizational set up, functions, & performance. This study is about keeping a good relationship between workers and their bosses. Making a good work space, designing good ways to attract customers, organizing employees well, and keeping everything connected well.

1.5 Limitations of the study

This study has some limitations. It was a good chance for me to learn about what the Startup Chamber does. Here are some things that might limit what we can do:

Writing this report helps me learn a lot about what the marketing team at a company does. Everyone was on my side. But sometimes I have trouble because of certain restrictions. Those things that we are not allowed to do are-

1. As an internee I had only three (3) months' time which is not enough to know as much information as this report required.
2. To collect information I had to difficulty because of the excessive nature of confidentiality of the information.
3. It was difficult to gather actual information about others Company.
4. The company has no structured overview information so it was another problem for me.

Chapter-2

Company Profile of Startup Chamber

2.1 Company Background

Startup incubator which incubates valuable, fun and impactful startups in emerging markets to make peoples' lives better. We ideate, build and launch 3-5 own startups at every innovation batch with our proprietary processes.

Startup Chamber, one of the world's largest TV companies, and Startup Chamber Display creates high-quality educational and business solutions that make state-of-the-art screen technology available to everyone by combining their strengths.

Focusing on "teachers, classrooms and students", Startup Chamber Display has launched a number of innovative products in the Asian market, such as the all-in-one educational display, the smart blackboards, as well as the regular teaching application tools and data services. In addition, considering the current weaknesses of traditional conference solutions, Startup Chamber conference room solution is designed to provide a seamless and user-friendly experience for conference attendees, helping businesses to streamline their communication and collaboration efforts.

Smart Screen Digital is an interactive all in one free standing digital ePoster kiosk with sleek, slim design. Great for grabbing attention in busy waiting areas, malls and mostly high traffic areas.

Our Kiosks come with scratch proof tempered glass faceplated for added durability. Featuring 4K resolution , dual speakers delivering customized multimedia messaging with vivid clarity. Photos and video playback supported.

Smart Screen Digital is a visual solution company where we provide affordable and engaging visual devices for commercial and consumer which are assembled from recycling e-waste.

2.2 Vision

To be a leading investment institution in the country by implementing the most comprehensive, efficient and state of the art Smart Screen Digital to provides superior service in order to build wealth for the generations.

2.3 Mission

- Ensure superior services.
- Maintain sophisticated environment.
- Promote and maintain financial and transactional integrity.
- Provide comprehensive and high quality research.
- Become a gateway for international investors into Bangladesh.

2.4 Core Values

- Customer Focus.
- Innovation.
- Integrity.
- Team Work.

2.5 Code of conduct

- Avoid unauthorized access to others' devices. Be mindful of the privacy settings on your own device. Use strong passwords and secure authentication methods.
- Be cautious about downloading apps or clicking on links from untrusted sources. Set reasonable limits on screen time to promote a healthy balance between digital and offline activities. Be aware of the impact of screen use on physical and mental health.
- If applicable, implement parental controls to ensure age-appropriate content for children.
- Consider the environmental impact of digital devices and strive to use them responsibly.

Chapter-3

Analysis of the Study

3.1 Effective Client of Startup Chamber

Knowing how to provide good customer service can make Smart Screen Digital users happy. Here are some things that make client services work well:

Knowing what the client wants

Understanding what Startup Chambers clients really need is the first big step to giving them good services. Understanding what people expect from Startup Chamber can help us better meet their needs and provide products and services that are a good fit for them. Understanding what Startup Chambers clients want is also about listening to what they like. It's important to know how customers like to communicate, how quickly they expect a response, and what kind of products or services they are interested in. These details can help us provide really good customer service.

Selling things in a fair and honest way

To keep trust and respect in relationships with Smart Screen Digital users, it's important to be honest when selling. Ethical selling is when we don't try to sell things to Smart Screen Digital users that they don't need just to make money. This could make Smart Screen Digital users' relationships worse and cause them to trust their partners less. Make sure to really understand what they need so you can give them good solutions to their problems and offer products and services that are truly valuable to them. In the end, the customers of Smart Screen Digital may be happy with the good service they received. This can lead to more satisfied customers, a good reputation for the company, and keeping more customers.

Being quick and helpful when clients have questions or problems

Another important part of good customer service is answering Smart Screen Digital users' questions and concerns quickly. Make sure Smart Screen Digital users know that Startup Chamber values them and provides the tools and resources they need to get answers to their questions quickly. This might have a really helpful customer service center or a simple system for reporting problems. Complete answers can be just as important as quick ones. It's important to listen carefully to Smart Screen Digital users' worries and to try to understand their point of view. To do this, try to listen carefully and show that you understand by using your own words and asking questions to make sure you are clear.

Fully understanding what is bothering them can help us find solutions to fix all of their problems.

Building strong connections over a long time

Building strong, valuable connections with clients over a long time is an important part of providing good service. These connections can help build trust and create deeper relationships with customers. Building strong and lasting connections with clients can bring many advantages, such as:

- **Building trust:** Having a good reputation with happy clients helps to show that a company is trustworthy. Building strong and lasting relationships with Smart Screen Digital users shows potential clients that we can consistently provide impressive products and services to our existing customers.
- **Keeping customers:** Building long-term connections can help keep customers coming back. High rates of keeping clients happy can bring in new clients and make important people like investors notice the company.
- **Earning a consistent income:** Keeping long-term clients can help Startup Chamber make a steady amount of money. Building good relationships with smart screen digital users can help Startup Chamber save money and make money without needing to constantly find new customers.

Networking means building strong relationships with Smart Screen Digital users so that they will recommend us to other clients. Building long-term relationships with clients can help you meet new potential customers through networking.

Education and learning

It's really important to keep learning and getting better at helping our clients. Companies that spend time teaching their account managers and client relations staff may be better at keeping and pleasing customers. This training can happen often, sometimes, or as part of the initial onboarding process. The training will cover how to communicate well, ways to help clients, techniques to make clients happy, and how to solve problems.

3.2 Client Service Process Smart Screen Digital of Startup Chamber

The Client Service Process staff and sales team have enabled the company to be a leader in the Smart Screen. some of the duties of the Startup Chamber Development Ltd marketing department are monitor products trends, to look after the competitors activities, to arrange various sales campaigns, to create innovative and functional point of purchase display materials, and to observe advertising matters. The marketing department is also responsible for conducting feasibility studies of new potential branch and opening those branch if they prove to viable.

Marketing department of Smart Screen Digital of Startup Chamber also arranges training programs for the continuous improvement of work methods of the branch personnel and to increase the sales staffs selling capacity. The overall activities of marketing department of Smart Screen Digital of Startup Chamber are directed, coordinated and controlled by the marketing in -charge.

3.3 Market Attractiveness Factors:

Market factors reflect the characteristics of the clients making up the market in question-the benefits they seek, their satisfaction with current product offerings, their power relative to suppliers and factors that might shape the market's future volume potential, such as its overall size, growth rate and lifecycle stage. Economic and technological factors examine the capital and technology a firm needs to compete in the market, plus structural variables-such as entry and exit barriers-that help shape long term competitive ness and profit potential, competitive factors measure the number and strengths of existing competitors in the market and consider the possibility of future competitive changes through the appearance of substitute products. Finally environmental factors reflect broad social or political constraints on the firms' ability to compete profitably in the market, such as governmental regulations or special interest groups. The first step in evaluating the relative attractiveness of current and potential market segments, then, is to identify the determinants of attractiveness that are appropriate for a given industry from the firms' perspective. The factors used to judge market attractiveness should be relevant to all of the markets considered possible targets.

Such compatibility is essential if the aggregate attractiveness scores are to be a valid basis for rank ordering an alternative markets

3.3.1 Coverage

With the study distribution channel of Startup Chamber Distribute service all over the country with very short time. Client Service Process of Smart Screen Digital of Startup Chamber Ltd covers all most all part of the country has depots in maximum district of the country so it is very easy for Client Service Process of Smart Screen Digital of Startup Chamber Ltd to deliver service to our clients door to door. Client Service Process of Smart Screen Digital of Startup Chamber Ltd used their own distribution channel to deliver services.

3.3.2 Direct Marketing

Direct marketing means direct communication with targeted individual clients are fully relationship. Direct marketing is the common act for Startup Chamber This is very much helpful to increase sales volume and maintain a good relationship with the client. it also help to increase network distribution for affiliate earning of Client Service Process of Smart Screen Digital of Startup Chamber Ltd client.

3.4 Suggested Strategies:

Products

The Smart Screen Digital client should lower their prices to compete better with other companies. They need to spend less money for that. They mostly use Smart Screen for their services that they imported. They can sign a long-term deal with the seller or use backward strategies. Other ideas are recommended.

Distribution Activity

We need to have more stores in Dhaka and Chittagong city. They also need to open more stores in other big cities like Khulna and Bogra.

Promotional Activity

Newspaper Advertisement

- We need to put more ads in the newspaper.
- The newspaper ad should have more useful details about the services.

Television commercial

- We should show more TV commercials.
- Sometimes, they use humor in ads because people might remember the funny parts of the ad even if they don't remember the brand name.
- The ads should also emphasize the importance and reputation of the product.
- These commercials should be played more in the evening because more people watch TV at that time.
- The ads should also try to convince people that quality and other features are more important than price.

Big signs on the side of the road

- The Startup Chamber's Smart Screen Digital can advertise using billboards. The billboards should have lots of information and show the different services available.
- The billboard needs to have more bright colors to make people notice it.
- The sign should be put where a person can see it.
- A big sign or flag displayed in public places

The Startup Chamber's Smart Screen Digital can also display colorful banners in the main areas of Dhaka city. After the rainy season, they need to replace their current banner with a brighter and more colorful one.

Supporter

The Startup Chamber's Smart Screen Digital has never sponsored any event before. However, they can use it to advertise by supporting an IT fair.

Hiring more workers

The company doesn't have enough workers, so they need to hire more people.

3.5 Survey Analysis

The following pages will show the result obtained from the research. The survey regarding the quality of the client service at Smart Screen Digital of Startup Chamber has been

conducted upon 50 clients of the booth. Statistical summaries of the survey are given below.

1. About Clients:

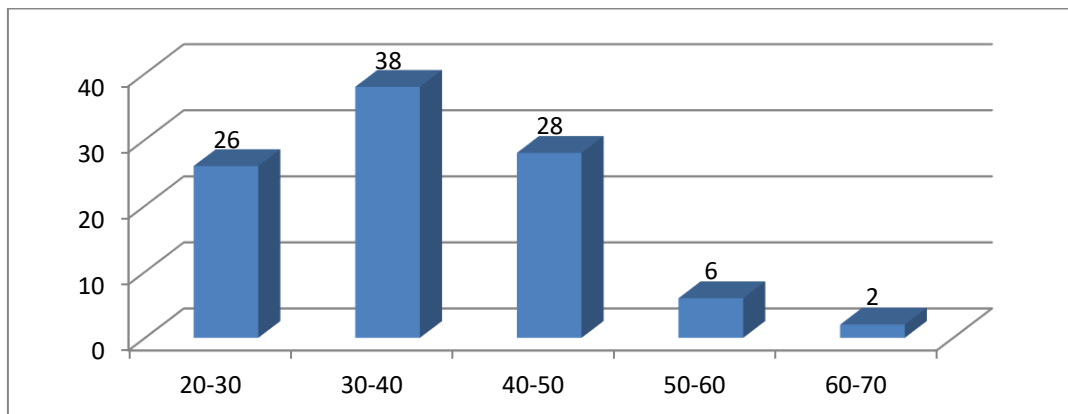
Age Group:

Of the respondents, almost 38% are of age group 30 to 40, 28% are of aged within the range of 40 to 50 years and 26% are of 20 to 30 age group. Elders (above 50 years) constitute 8% of the total number.

Table 1: Age Group

Categories	Frequency (f)	Percentage (%)	Average Age N=50
20-30	13	26	
30-40	19	38	
40-50	14	28	32
50-60	3	6	
60-70	1	2	
Total	N=50	100%	

Chart Representation of Age Group:



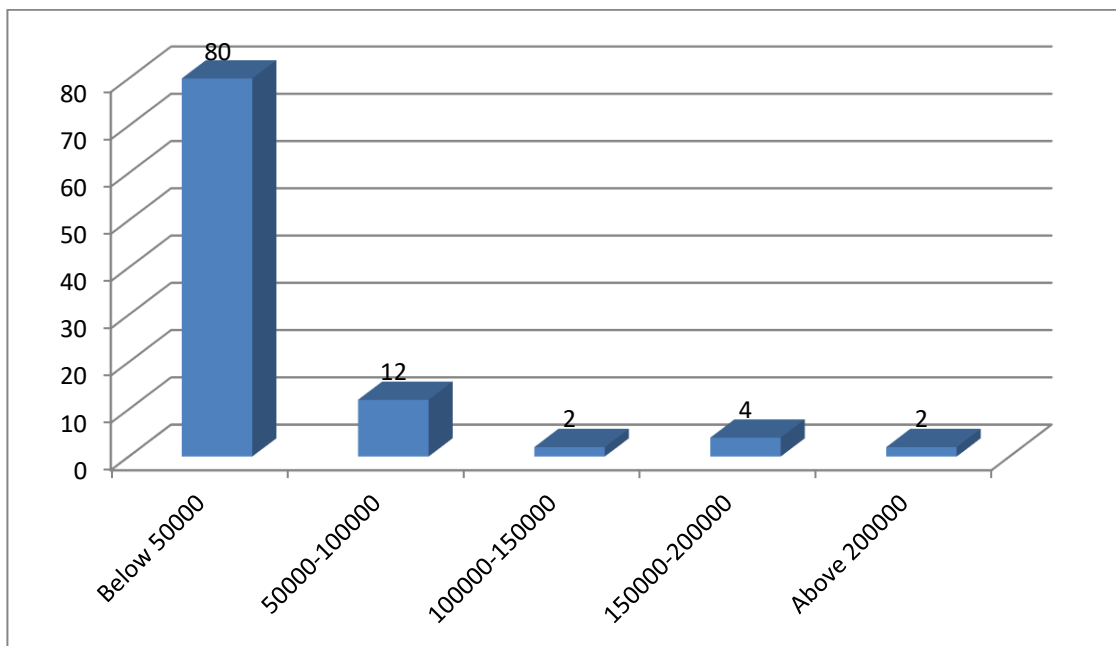
Income:

About 80% respondents are in the income range of below 50000 TK. Almost 12% have minimum income of TK 50000 up to maximum TK 100000.

Table 2: Income

Categories	Frequency (f)	Percentage (%)	Average Income N=50
Below 50000	40	80	
50000-100000	6	12	
100000-150000	1	2	40570
150000-200000	2	4	
Above 200000	1	2	
Total	N=50	100%	

Chart Representation of Income:



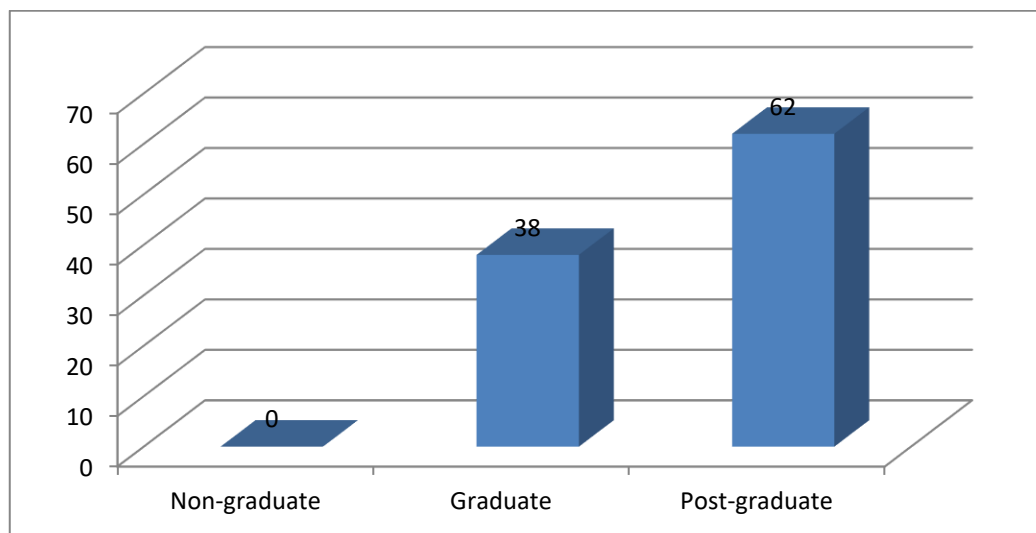
Education:

62% of the respondents are post-graduates. There is no respondent of non-graduate. 38% respondents have finished graduation.

Table 3: Education

Categories	Frequency (f)	Percentage (%)
Non-graduate	0	0
Graduate	19	38
Post-graduate	31	62
Total	N=50	100%

Chart Representation of Education:



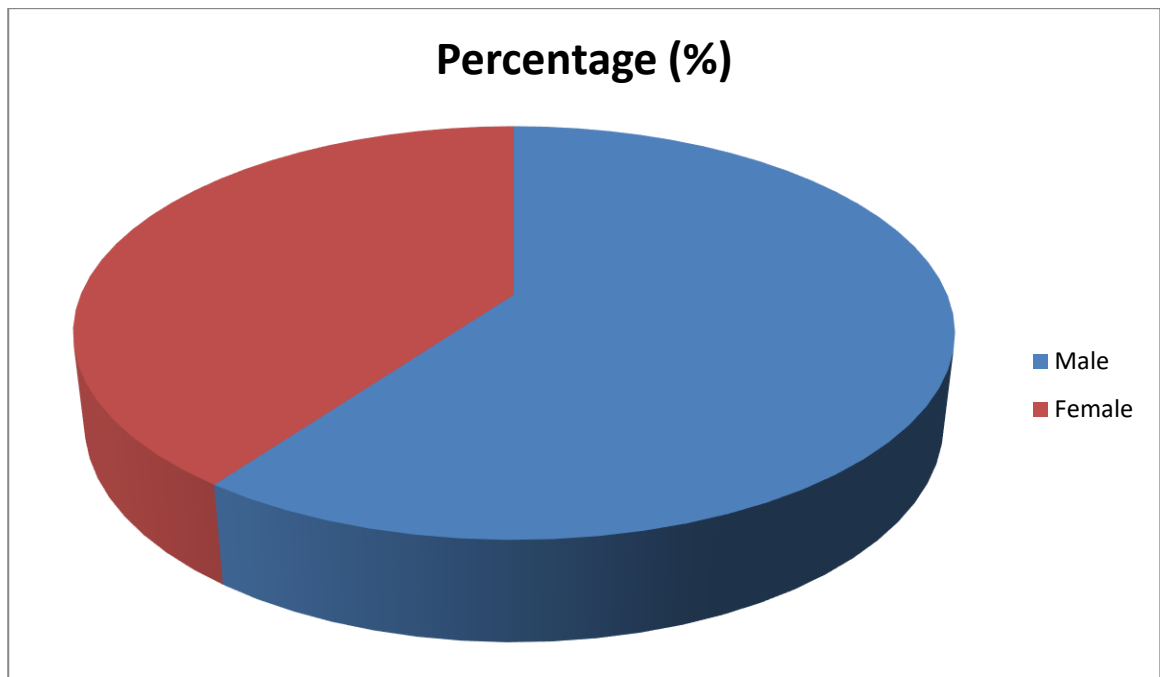
Gender:

Males have the majority. 60% of the respondents are male and the rest are female.

Table 4: Gender

	Frequency (f)	Percentage (%)
Male	30	60
Female	20	40
Total	N=50	100%

Chart Representation of Gender:



Occupation:

60% respondents are businessman, 22% are private jobholders, 8% are teacher and 6% are government employees.

2. Client Services and Client Satisfaction:

A. Service Satisfaction:

70% of the respondents said the sales service and the bank response of their claim are excellent. According to 60% of the respondents order supply is excellent and 62% of them think total service satisfaction is excellent. The client did not rank the service or their satisfaction through the categories poor and bad.

Table 5: Average of the Service satisfaction:

	Excellent	Good	Fair	Poor	Bad
Average	32.75	10	7.25	0	0
Percentages %	65.5	20	14.5	0	0

Chart Representation:

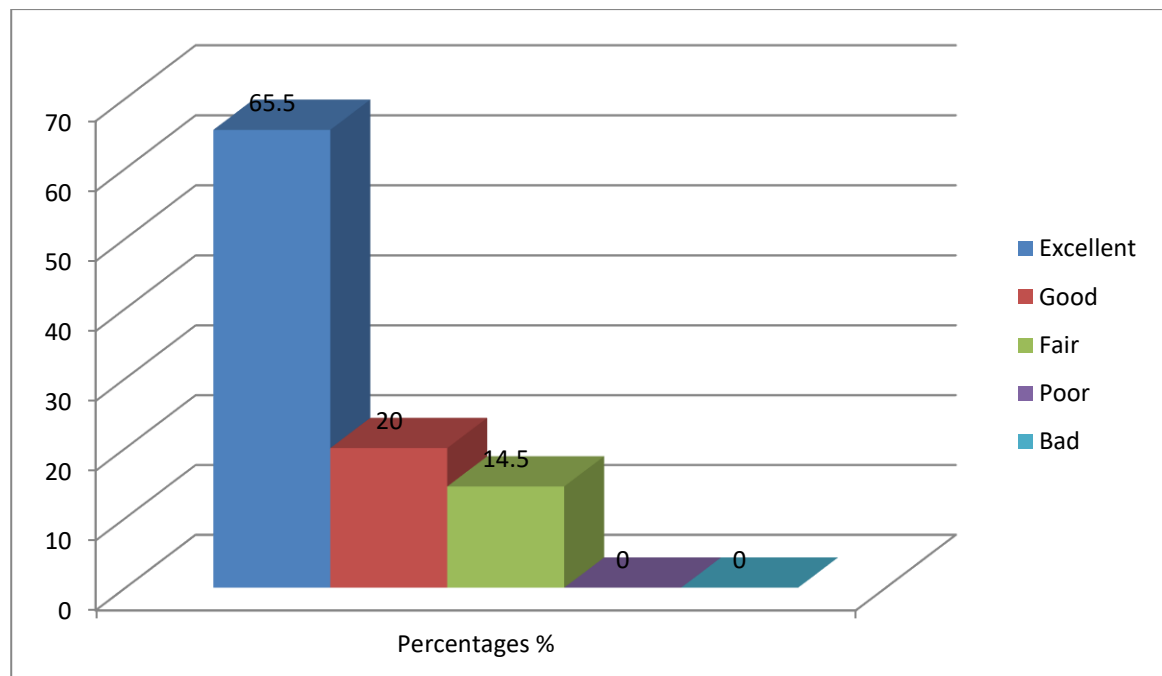
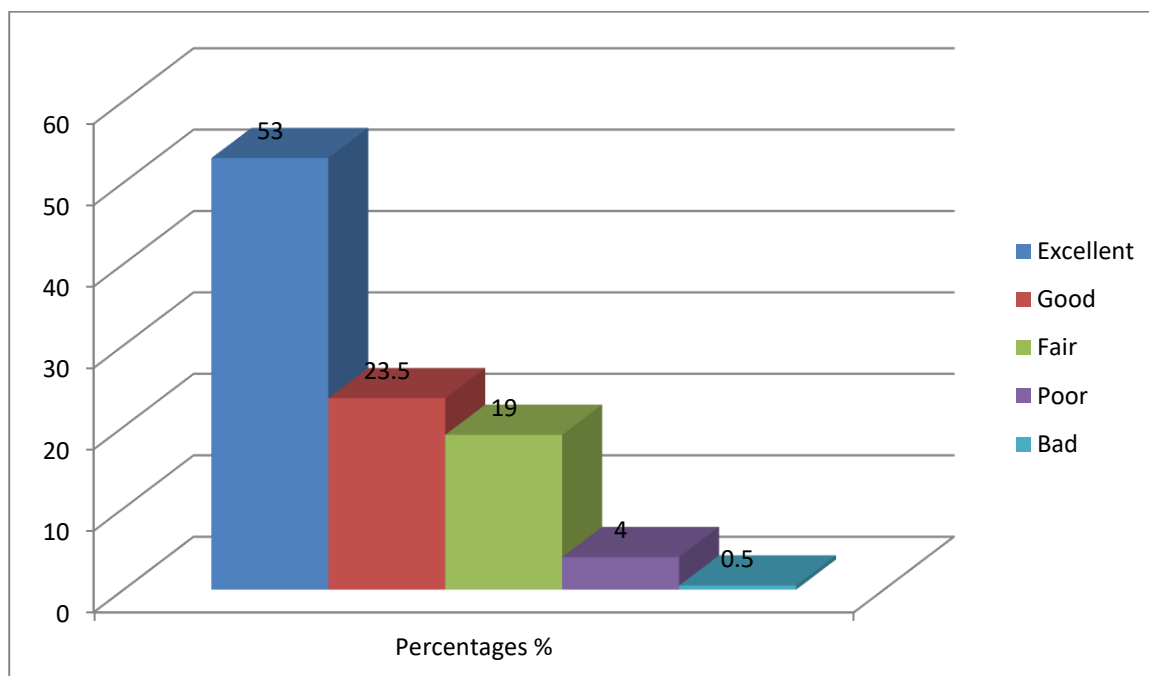


Table 6: Average of the Services provided by the Stuffs

	Excellent	Good	Fair	Poor	Bad
Average	26.5	11.75	9.5	2	0.25
Percentages %	53	23.5	19	4	0.5

Chart Representation:



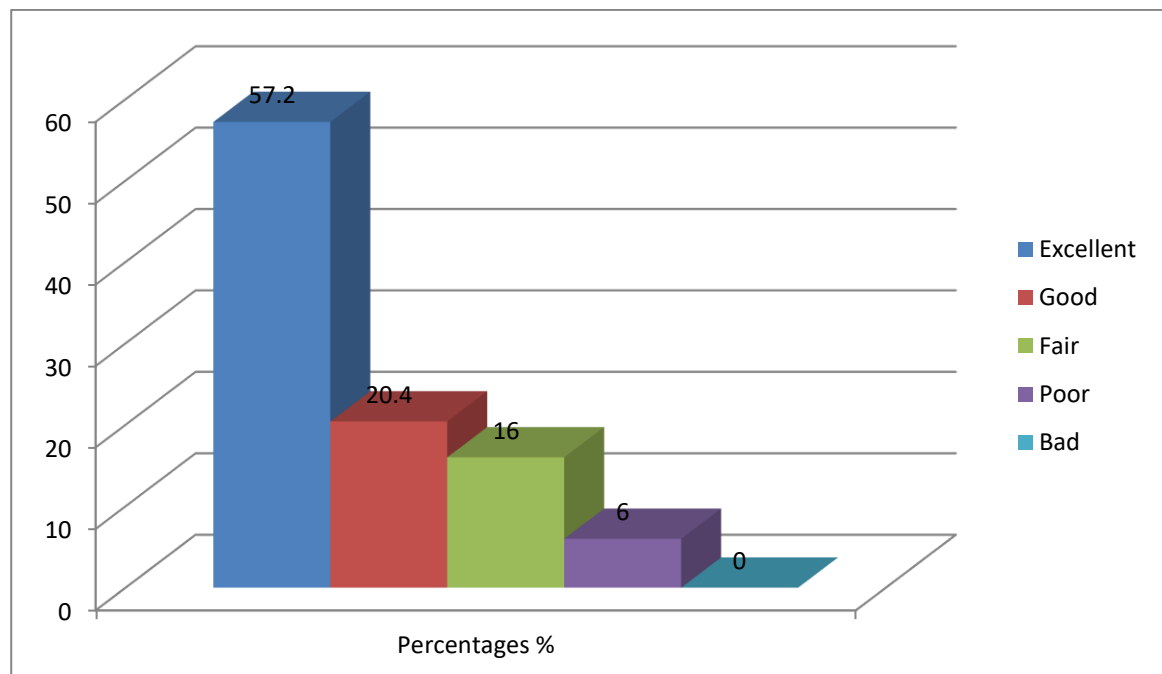
C) Delivery Satisfaction:

60% of the respondents with loan disburse, 56% with Resolution delivery, 52% with ATB pin delivery, 60% with credit card delivery, and 58% with cash withdrawal are satisfied excellently. According to 5% Resolution delivery, ATB pin delivery and cash withdrawal are poor. But no body choose bad category for ranking.

Table 7: Average of Delivery Satisfaction

	Excellent	Good	Fair	Poor	Bad
Average	28.6	10.2	8.2	3	0
Percentages %	57.2	20.4	16	6	0

Chart Representation:



E. Technological Satisfaction:

Among the respondents, 38% with Resolutions, 34% with Multimedia Inputs, and 58% with Brightness Rating are excellently satisfied. But 60% ranked the Operating System as bad.

Table 8: Technological Satisfaction

Categories	Excellent	%	Good	%	Fair	%	Poor	%	Bad	%
Resolution	19	38	19	38	5	10	7	14	0	0
Multimedia Inputs	17	34	18	36	8	16	7	14	0	0
Brightness Rating	29		10	20	9	18	2	4	0	0
Operating System	0		0	0	1	2	19	38	30	60

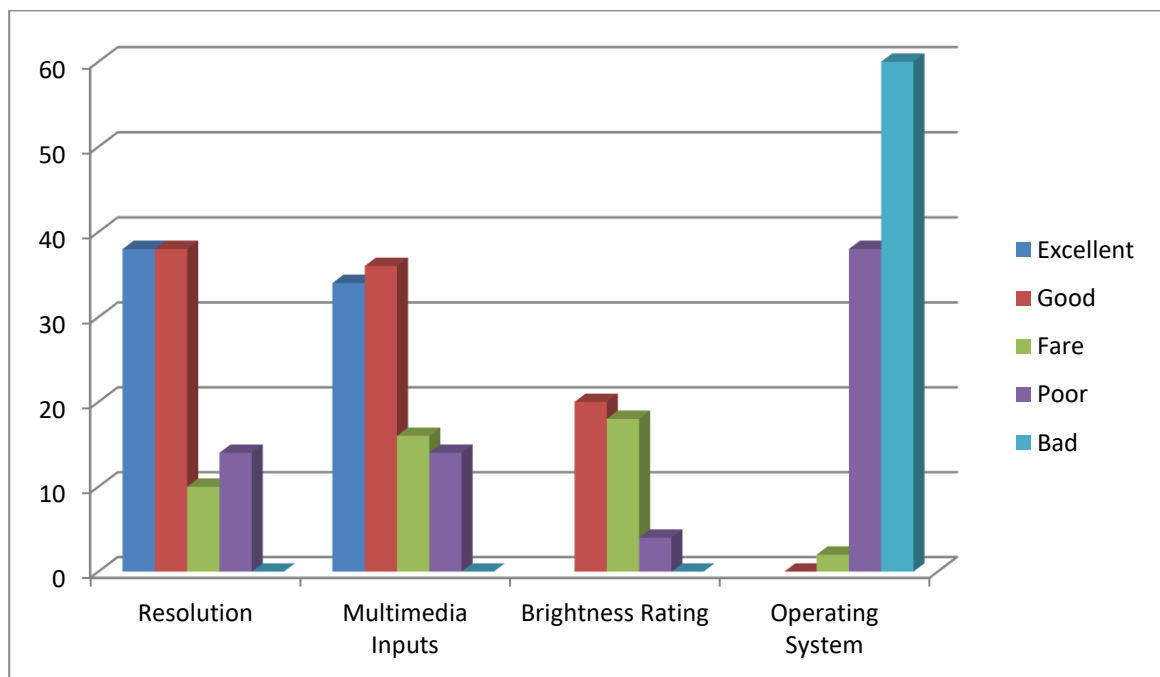
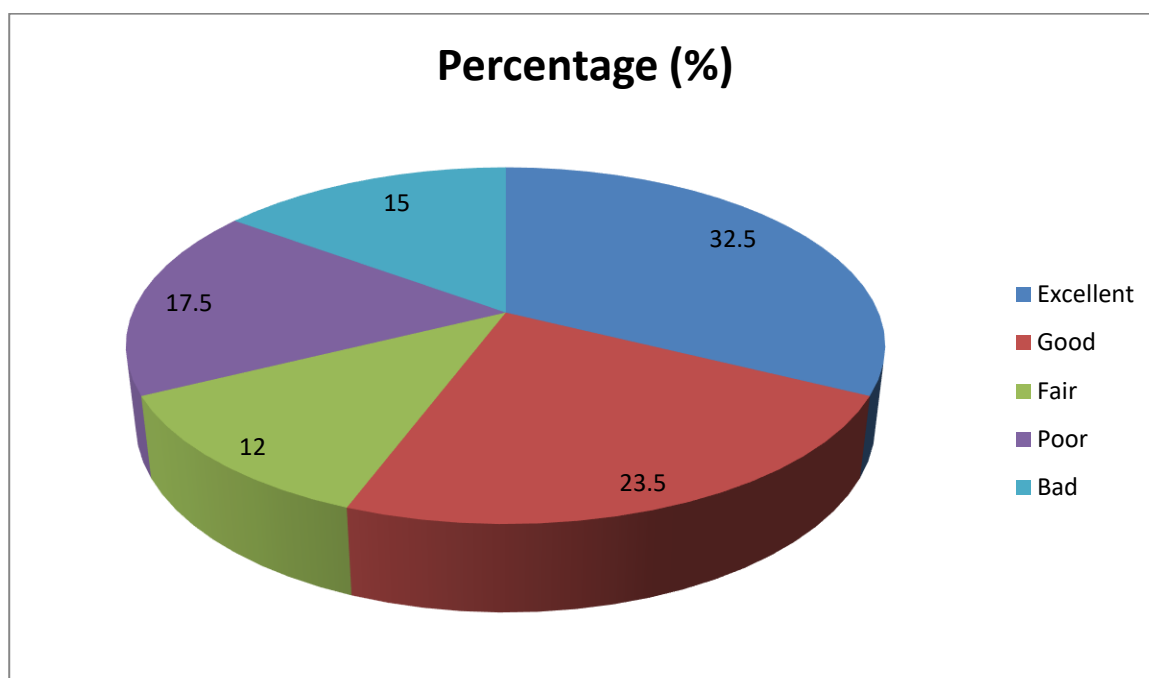


Table 9: Average of Technological Satisfaction

	Excellent	Good	Fair	Poor	Bad
Average	16.25	11.75	5.8	8.75	7.5
Percentages %	32.5	23.5	12	17.5	15

Chart Representation:



F. Others:

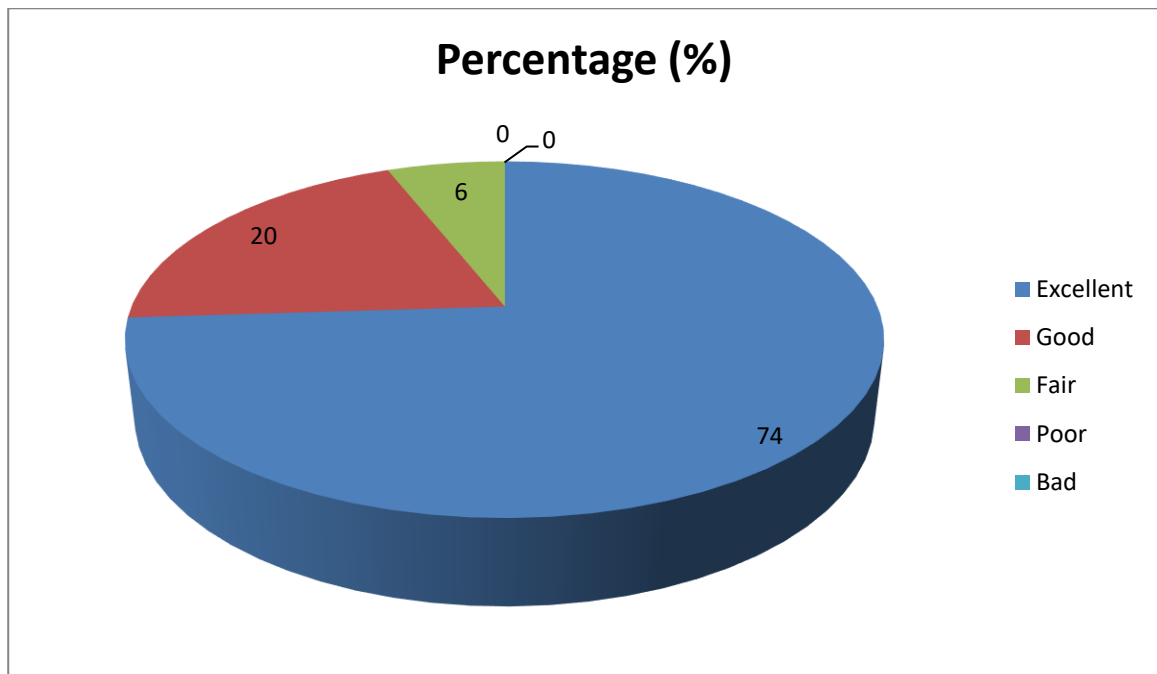
Clients' banking relation with other bank and a comparison:

74% of the respondents have banking with other companies. 83% said that they will obviously recommend for Startup Chamber to their friends, relatives or colleagues. None of them said no for the recommendation. 17% answered they may recommend. 72.97% said that the service provided by Startup Chamber is excellent compare to other companies. None ranked Startup Chamber as poor or bad compare to other companies.

Table 10: Services Provided by Startup Chamber:

	Excellent	Good	Fair	Poor	Bad
Comparison with other companies	37	10	3	0	0
Percentages (%)	74	20	6	0	0

Chart Representation:



Chapter-4

Findings, Recommendations and Conclusion

4.1 Findings

- The relationship of marketing executive of Startup Chamber is not good with superiors.
- Management Approach of Startup Chamber is somewhat unstructured rather than systematic, informal, and faster decisions making in some cases may be Erroneous
- The services of Startup Chamber are very much Reasonable compare to other organizations
- The launch time of marketing executive of Startup Chamber is not suitable
- The marketing executive of Startup Chamber has to carry a detailing bag. But they are not provide transportation sufficiently
- The salary structure of the marketing executive of Startup Chamber is very poor
- The promotional materials are not sufficient.
- Insufficient Technology: The department uses limited software in office for their total activities. Sometimes we cannot do our task timely because slow speed of ERP software. Also speed of internet too slow than required

4.2 Recommendations

To improve its Client Service Process, Startup Chamber could consider the following recommendations:

To improve its Client Service Process, Startup Chamber could consider the following recommendations:

- The relationship of marketing executive of Startup Chamber is need to be good with superiors.
- Management Approach of Startup Chamber is somewhat structured
- The services of Startup Chamber are very much Reasonable compare to other organizations
- The launch time of marketing executive of Startup Chamber is need to be suitable
- The marketing executive need to be provide transportation sufficiently
- The salary structure of the marketing executive of Startup Chamber is need to be improve
- The promotional materials are need to be sufficient.
- The Startup Chamber needs to be improve Technologys

4.3 Conclusion

When people buy and use brands, they experience them in different situations, which can give them unique experiences with the brand. So, we define brand experience as how people feel about a brand based on their interactions with it. This includes things like the brand's features and how it is linked to certain situations. To understand how people feel about physical products, we are also looking at how loyal they are to the brand and what they say about it to others. In the end, both the experience of the brand and the loyalty to the brand are really important in influencing customers to spread positive word-of-mouth.

This research will help with academic work and also help to make marketing strategies better for products like Smart Screen Digital. Marketers can use the scale to learn about what customers think and to plan for how to improve their products and services. They can also use it to keep track of how well their products and services are doing over time. We can research more by using different factors to evaluate the brand experience of various service industries such as restaurants, beauty salons, and airline flights.

The government of our country already has declared to make “Digital Bangladesh”. That’s why to make it successful they should take proper step. From the topics discussed in the preceding chapters it becomes very clear that Client Service Process of Smart Screen Digital of Startup Chamber Ltd is very quality full IT improvement company in our country. At present it is trying to attract the attention of the IT project in our country. If they fulfill their and client requirement then Client Service Process of Smart Screen Digital of Startup Chamber Ltd will establish a largest company in our country. Their overall Client Service Process is very high quality .If Client Service Process of Smart Screen Digital of Startup Chamber Ltd will follow this recommendations so they must be benefited in future.

References

Books

1. Adorno, T.W., Else Frenkel-Brunswik, Daniel J. Levinson and R. Nevitt Sanford (1950), *the Authoritarian Personality*, New York: Harper & Row.
2. Costa, Y. K. H. D. (2018). “The Effect of Ethnocentrism and Patriotism on Client Preference”, *Journal of Management and Tourism Research* , Uva Wellassa University, Volume I ,Issue II , 2018
3. Karunaratna, A. (2014). Client Ethnocentrism: *Tendency of Sri Lankan Youngsters*. 2.
4. Katler, P. and Armstrong, G. (2010), *Principles of Marketing*, 13th Edition, Prentice-Hall New Jersey USA.
5. Lovelock, C. and Wirtz, J. (2011), *Services Marketing*, [people, technology, strategy.
6. Lovelock, Christopher, H. and Jchen, W. (2004), “*Service Marketing*”, 15th edition, the Pearson education, Delhi India.
7. M.I.M. Hilal, K. M. (2013). International Tea Marketing and Need For Reviving Sri Lankan Tea Industry.*Journal of Management*, 28-32.
8. Malhotra, K. and Dash, S. (2013), *Marketing Research*, 13th ed. Dorling Kindersley (India) Pvt. Ltd.
9. Strickland, A. (2008), *Strategic Management*, 13th Edition, Tate McGraw-Hill Publishing, Company Limited New Delhi.
10. Wanniarachchi, N. H. (2016). A Study on Impact of VM on Client Buying Behavior in Clothing Retail Stores. *Journal of Engineering and Technology of the Open University of Sri Lanka*, 4 (2), pp. 43-57.

Websites

1. www.daffodil-bd.com/
2. www.google.com