



Daffodil
International
University

Internship Report On:

“ An Analysis of Marketing Strategies of „ Eduvisors“ ”

Submitted To

Sharmin Jahan

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Department of Business Administration

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Submitted By

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Letter of Transmittal

To

Sharmin Jahan

Department of Business Administration

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Daffodil International University

Subject: Submission of Internship report about “**An analysis of Marketing Strategies of Eduvisors.**”

Dear Ma’am,

I'm pleased to inform you that my internship report, “**An analysis of Marketing Strategies of Eduvisors.**” has been completed. I'm extremely grateful to present the report to you. I did everything possible to put this report together and did my best to gather pertinent and enlightening data. Working on this subject has been a wonderful experience for me.

I highly appreciate your guidance and consistent cooperation and hope the report will be completed as per your expectations.

Sincerely Yours,

Mst Umme Kulchom

ID: 201-11-1129

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Certificate of Approval

This is to certify that, the internship report title “An Analysis of Marketing Strategies of Eduvisors” Was prepared by Mst Umme Kulchom (201-11-1129), Department of Business Administration, Faculty of Business & Entrepreneurship, Daffodil International University, has been recommended for Submission & presentation.

Mst umme Kulchom character is moral and ethical, and as well as student. I'd like him to have a successful life.



Sharmin Jahan

Assistant Professor

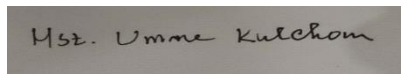
Faculty of Business & Entrepreneurship

Daffodil International University

Declaration

I, Mst. Umme Kulchom, a student enrolled at Daffodil International University seeking a Bachelor of Business Administration, truly declare that, with the exception of quotations and sources that have been duly acknowledged and cited, this intern report is my own original work.

I also certify that this report has never before been presented, in whole or in part, to Daffodil International University or any other academic institution for the purpose of conferring another degree.



Mst Umme Kulchom

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Major in Marketing

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Acknowledgement

I would like to express my sincere gratitude to all those who contributed to the completion of this report on the „**An Analysis of Marketing Strategies of “Eduvisors”**“.

I extend my heartfelt thanks to my Internship supervisor, **Sharmin Jahan, Assistant Professor, Department of Business Administration, Faculty of Business & Entrepreneurship, Daffodil International University**, for inspiring me to work on this fascinating topic for my internship report and for guiding me in the right direction. These, in my opinion, will help me become more professional and develop my potential professional career.

I want to express my deep appreciation to Jannatul Mewa, Manager of Eduvisor, for his invaluable assistance in writing this report. I am able to do this research because of the time she has provided me with.

I am remarkably grateful to Mushrat Jahan, team leader of Student Recruitment. She has been an excellent leader and guide. She has been an incredible resource for me, both in terms of guiding my learning and in terms of designing the research for this report. It would have been impossible to compile this report without his assistance.

Executive Summary

From this internship report, one will be able to get a clear about the "Eduvisors" company and its marketing strategies. This internship report is divided into Four chapters in total. The first chapter deals with the introduction, background of the study, scopes of the study, objectives of the study, methodology of the study and limitations. The next chapter (chapter 2) is about the organization profile, where the organization "Eduvisors " Introduction, their mission, vision, founder, employees, brands and business operation process are described. Then the next chapter (Chapter 3) is about marketing strategies of Eduvisors. Here, Eduvisors company's segmentation, targeting, positioning methods & their products, pricing strategies, placement methods, promotional methods, peoples, process, physical evidence & performance are described. The next chapter (Chapter 4) is about findings recommendations & conclusion . The review of the marketing strategies of "Eduvisors" company provides an overview of what needs to be done and then contains recommendations for "Eduvisors " and give a brief conclusion.

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Chapter 1

Introduction



1.1 Introduction

Eduvisors is a rapidly developing and well-established educational consultancy firm. It provides comprehensive coaching and assistance to clients with International admissions and visa application processes. In countries like Australia, Canada, Sweden, the United Kingdom, Malaysia, Hungary and others it is an authorised agent for international student admission to a substantial number of famous institutions and colleges in countries like Australia, Canada, Sweden, the United Kingdom, Malaysia, Hungary and others. Eduvisors is providing its clients with basic and professional educational advice, after a first examination of their genuine evidence. It's got inhouse experts who provide high quality mentoring and training to our customers and support them in their higher education responsibilities, such as course selection, visa processing, enrolment, and eventually moving them to university. Eduvisors is a company established in the educational consulting sector for six years. In order to provide appropriate services and strategies, Eduvisors takes note of the activities of competitors. Compared to its well known competitors, they offer standard GTE consulting services without any service charge. In order to assist students from all over the world in selecting the best courses available in international universities that are suitable not only for your interests but also for your aptitude, they have a dedicated team of highly qualified professionals and British Council certified counselors. It begins by understanding the students' educational and career goals, then provides them with adequate advice. This is the way Eduvisors recruits students on the basis of their eligibility to study abroad

1.2 Background of the Study

This internship program report study's main goal is to acquaint students with the corporate sector. During my internship with "Eduvisors," I had the opportunity to apply my academic knowledge in a practical environment. This program, I acquired valuable experience and skills, including customer service, social media marketing, student counseling, and recruitment processes. This study provides insights into the marketing strategies employed by "Eduvisors" to enhance and promote their services.

1.3 Origin of the Study

The evaluation of “Eduvisors” marketing strategies, the identification of their target market, the analysis of promotional activities, analyzing market trends, the evaluation of traditional and digital marketing channels, the analysis of the effectiveness of campaigns, and the potential to propose improvements based on my findings are possible areas of focus for my study. Personal website of Eduvisors (<http://eduvisors.com.bd>) created most of the scopes of my study. Besides, My Team leader Mushrat Jahan always created most of the scopes of study forme during my Internship time period at “Eduvisors”.

1.4 Objectives of the Study

Objectives of this study are:

- To Present the organizational overview of Eduvisors.
- To analyze the Marketing strategies of Eduvisors
- To find out some problems related with the Marketing Strategies of Eduvisors
- To suggest some recommendation of those identify problems.

1.5 Methodology of the Study

In my study, I used two types of sources. And these are primary sources & secondary sources. Those are describing below:

Primary Sources of Data:

- Discussion with the employees of Eduvisors
- Personal observation of Work within the organization.

Secondary Sources of Data:

- Websites.
- Books

1.6 Limitations

- The primary limitation of the study was that there was not enough information, which limited the possibility of analysis required for the study.
- Every organization maintains privacy about their inner information so that's why it's difficult to manage some information for this study.
- As most of the information was gained from the CEO and seniors of Eduvisors. So there were some difficulties to have their time from their busy schedules.
- The study was conducted within a constrained timeframe, potentially limiting the depth of data collection and analysis.

Chapter 2

Company Overview



2.1 Company Overview

Eduvisors is a registered company in the United Kingdom with an operational base in Bangladesh. We are specialised in international student recruitment, and we seek to be a guide for prospective students from Bangladesh who want to study at the world level. Through the lens of the most up to date information on study abroad, we show them the world of possibilities. We're helping them to make the most informed choices about their future education abroad and career paths. CEO Ali Zayed, who is always interested in the education consultancy sector, has done a great job of creating Eduvisors and its success. Since 2008, he has been helping students from Bangladesh who are planning to apply for foreign universities. For over a year, he'd been working fulltime as Business Analyst and Brand Manager in one of the most prominent education agencies where he had gained opportunity to deepen his knowledge on international education. Young and ambitious students in our country need to be aware of the worldwide universities and educational institutions that offer courses and study options that best suit their needs and interests in order to pursue higher education abroad. In order to increase the availability of overseas education, Eduvisors has embarked on a mission. Eduvisors shall assist in the selection of institutions and subjects, assist in the processing of visas, credit transfers, obtaining foreign scholarships, and assist in the processing of public relations. The main medium to promote the objectives and activities of Eduvisors is its two Facebook pages, as well as other social media sites like Twitter, LinkedIn or YouTube. In these sites, Eduvisors offers live online career seminars, provides information on foreign study and articles of the best universities in the world.

2.2 Mission

Our mission is By providing expert advice and support throughout the study abroad process, our aim is to help students achieve their academic and personal objectives. We're committed to connecting students with the best education opportunities in the world, promoting intercultural dialogue and creating lasting learners and citizens around the globe.

"Empowering Global Education Journeys"

2.3 Vision

Eduvisors have few challenging visions. Those are:

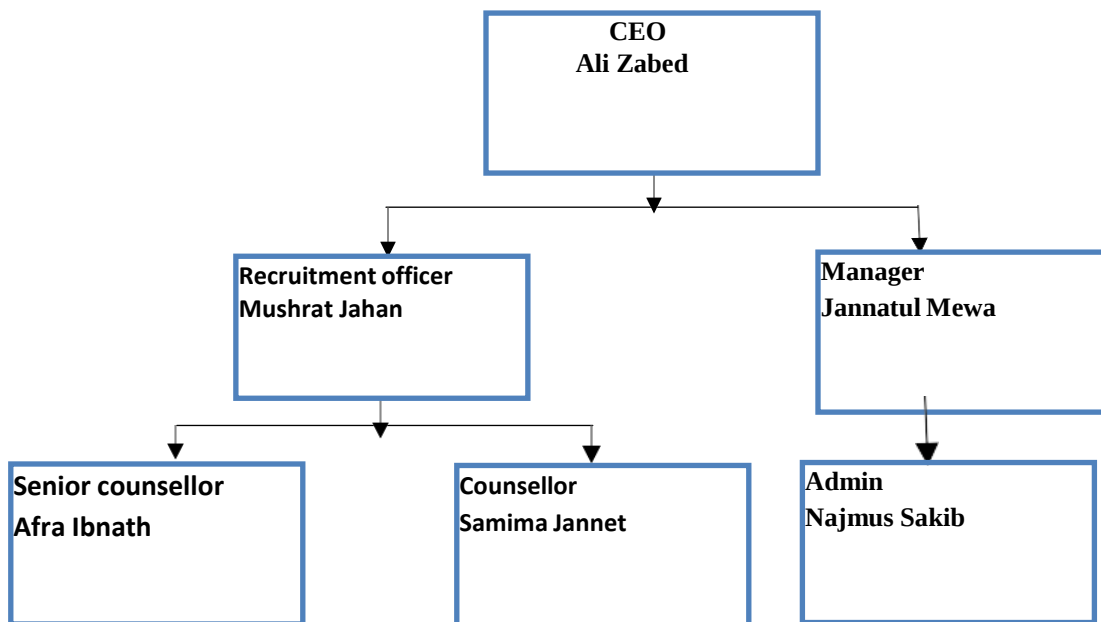
- **Inspiring Dreams, Transforming Lives:** Our goal is to inspire dreams and transform lives through international education. We're trying to be a catalyst that inspires students to explore their passions, realize their potential and become empowered individuals who are capable of leading in an interdependent world.
- **Excellence in International Education Guidance:** For excellence in international education guidance, our vision is to be recognised around the world. We're trying to set a standard for providing expert advice, personalised support, and innovative solutions that drive students to academic success and personal growth.
- **Leading the Way in Study Abroad Support:** Our aim is to be a leader in the field of support for study abroad. We want to be the industry leader in developing trends, creating best practices and continually innovating so that we can provide students with unprecedented guidance, resources and support for a successful International Education journey.

2.4 key values

Eduvisors, as a business, is founded on Four core values, which it strives to express in both its internal and external communications. They are:

- **Excellence:** We are committed to delivering exceptional services that comply with the highest quality standards, professionalism and expertise. We're constantly striving to exceed expectations and achieve the best possible results for our students.
- **Empowerment:** By providing them with accurate information, guidance and resources, we empower students to take charge of their educational journey. We're committed to independence, self belief and the promotion of conscious decision making.
- **Integrity:** In all our interactions, we adhere to the highest standards of ethics. Our advice and recommendations are always transparent, honest, and in the best interest of our students. The basis of our relationship is trust.
- **Innovation:** To keep improving our services and procedures, we are constantly adopting innovation. We're staying at the forefront of technology and education trends, using them to develop cutting edge solutions for our students.

2.5 Hierarchy Chart of Eduvisors



*Ali Zabed (owner of Eduvisors)

*Jannatul Mewa (Manager of Eduvisors)

*Najmus Sakib (Admin of Eduvisors)

*Mushrat Jahan (Team Leader of Recruitment at Eduvisors)

*Samima Jannet (Senior Counsellor of Eduvisors)

2.6 Company profile

Company Title and Name:	EDUVISORS
Type:	Education
Industry:	Consultancy firm
Founded:	2019
Founder:	Ali Zabed
Headquarters:	House no B-185, Road no 21, Mohakhali DOHS
Products:	· United Kingdom · United States · Australia · Europe · Canada
Regions:	· Bangladesh · United Kingdom
Students:	5,000+
Working man power:	50+
Phone number:	+880 1744918954
Slogan:	“Empowering Global Education Journeys”
Email:	apply.eduvisors@gmail.com eduvisors.bd@gmail.com
Website URL:	https://eduvisors.com.bd/

Chapter Three

Analysis of Marketing Strategies of “Eduvisors”

3.1 What is Marketing Strategy

A marketing strategy is an organization's overarching plan for attracting potential customers and converting them to buyers of its goods or services. A marketing plan includes high-level components such as the target customer demographics, the company's value proposition, and critical brand message.

3.2 STP Analysis of Eduvisors

STP stands for segmentation, Targeting and Positioning which aids companies in determining the market segment that they can effectively target to offer value. STP is a useful tool that helps to segment market and position companies products based on their target market.

***Segmentation**

Eduvisors segments its market based on four variables. The next section has explored these variables, which include geographic, Demographic, Psychographics, Behavioral. But Eduvisors follows three types of segmentation.

1.Geographic Segmentation

In Geographic Segmentation, the total market is divided into a distinct group based on area, Region, city size, country size etc.

Eduvisors follows country-based segmentation.

2.Demographic Segmentation

In Demographic Segmentation, the total market is divided into a distinct group based on age, Income, Gender, Race, Birthera, Occupation etc.

Eduvisors focuses on Students age, Family Income and occupation.

3.Psychographics segmentation

In psygraphic Segmentation, the total market is divided into a distinct group based Personality, values, Attitudes, Lifestyle and moral etc.

Eduvisors focuses on Students Lifestyle.

***Targeting**

- Eduvisors has targeted the highly higher study seekers of Bangladesh who are interested in UK, USA, Australia, Canada, Denmark.
- Eduvisors has considered their target customers as-
 - Those age is 20 to more than 35.
 - Family's monthly income is 50,000 to more than 75,000.
 - Occupationally Businessman, government or private job holders.
- People of middle-class and upper class life style.

***Positioning**

Positioning means placing your product in consumer's mind in that way, they can differentiate your product from other competitors. Eduvisors focuses on three types of positioning strategies and those are described below:

- **Guaranteed Visa Success:** Highlight Eduvisors' exceptional track record of achieving visa approvals for its clients, positioning it as a trusted partner that minimizes the risk of visa rejection and maximizes the chances of a successful application.
- **Continuous Support:** Highlight Eduvisors' commitment to providing ongoing support and assistance to students even after they have enrolled in their chosen program, positioning it as a long-term partner invested in the success and well-being of its clients
- **Comprehensive Services:** Eduvisors comprehensive range of services, including study abroad counseling, test preparation, visa assistance, and post-arrival support. Position it as a one-stop solution provider for all the needs of all students.

3.3 Analysis of Marketing Mix

After taking necessary strategies regarding segmentation, targeting, positioning Eduvisors focus on setting necessary decision regarding the marketing mix. They consider 8P of marketing before taking any decision regarding their Product, Price, place, Promotion, People, Process Physical Evidence, Productivity.



3.3.1. Product/Services

- **University of Wolverhampton:** The University of Wolverhampton is a Public University located in London. The University of Wolverhampton, founded in 1835, traces its origins to the establishment of a Mechanics' Institute there. It was granted university status in 1992 and has continued to grow. A wide range of degree programmes in various disciplines is offered by the University of Wolverhampton. These include the arts, business, engineering, health, science, social sciences, and so on. Modern facilities, including libraries, laboratories, sports fields and accommodation for students, are provided at the University to support teaching, learning and research.

- **De Montfort University:** De Montfort University has roots dating back to the Leicester School of Art, which was founded in 1870. A broad range of undergraduate, postgraduate and research programmes are offered by De Montfort University in different fields. This shall include the arts, humanities, business, law, computing, engineering, health and science. The University is actively engaged in research in a wide range of areas, including health and life sciences, technology, arts and humanities, business and law.

- **University of Bedfordshire:** Bedfordshire University is a public university with its seat in Bedford and Buckinghamshire, UK. There are a wide range of undergraduate, postgraduate and research programmes offered by the University of Bedfordshire in different areas. This includes the arts, humanities, business, law, computing, engineering, health, social sciences and so on. Employability and career development are given priority at the University of Bedfordshire. To increase the prospects of students for employment, it offers career advice, work placements, internships and opportunities to develop skills.

- **Canterbury Christ Church University:** Canterbury Christ Church University is a public university located in Canterbury, England. Bedfordshire University is a public university in Bedford and Buckinghamshire, United Kingdom. A wide range of undergraduate, master's and research programmes are offered by Canterbury Christ Church University in a variety of fields. This includes the arts, humanities, social sciences, education, health and well being, business, law and science. Education, psychology, health and social services, the arts and humanities, business, and science are just a few of the many fields in which the university runs research projects. Research centers and institutes devoted to topics such as health and innovation in education are located there.

3.3.2 Price

Eduvisors has a distinct advantage over its competitors thanks to its pricing strategy. University of Wolverhampton price is between 13 lacs to 16 lacs. University of Bedfordshire price is between 11 lacs to 14 lacs. De Montford University price is 12 lacs to 18 lacs. Canterbury Christ Church University price is between 13 lacs to 17 lacs.

3.3.3 Place:

Eduvisors offers both online and offline services through their two branches, one located in the UK and another in Dhaka Mohakhali DOHS. Students can access their services through their website and also communicate with them via email or students can directly come to the office and get the service.

3.3.4 Promotion

Eduvisors use two types of marketing, those are:

- Social Media Marketing
- Event Marketing

Social Media Marketing: Eduvisors promote their services on various social media platforms. Facebook, Instagram, and LinkedIn are the most commonly used platforms. On these platforms, they share educational content, videos, and updates on their regular activities to engage with their audience.

Event Marketing: To reach its audience, Eduvisors arrange many workshops and seminars. Students actively participate in these sessions. They ask questions, seeking clarification on various topics related to studying abroad. By joining these sessions, Everyone knows details about Eduvisors.

3.3.5 Process:

Eduvisors ensure that all processes are strictly adhered to. That they'll provide better service for the student. In order to keep everything running smoothly, educators ensure that all their student advice, career guidance, application and visa processing as well as other operational procedures and measures work effectively..

3.3.6 People:

Eduvisors always believe their Services. Eduvisors aims to please its students. All individuals that represent the firm are trained, Courteous and professional. Eduvisors provide training, conducive working conditions and everything else that will ensure the happiness of staff. Their student counseling prove that they are qualified this services.

3.3.7 Physical Evidence:

Physical Evidence is the correct evidence that builds credibility and encompasses the visual identity of the organization throughout both the physical and digital spheres. Eduvisors is an educational Consultancy firm that has both physical and online services. The corporate office of Eduvisors is located at Mohakhali DOHS, Dhaka. It has a well established website from those they conduct its business operation.

3.3.8 Performance:

Eduvisors is an Educational consultancy firm that can offer service in the .All Consultant in the company are efficient and finish the work on time. Services from eduvisors are high compared to competitors. Furthermore, they first consider the students preference before providing the services. They invest vast amount of money in research and development every year. So their overall performance regarding visa processing is satisfactory.

Chapter 4

Findings, Recommendations and Conclusion

4. 1 Findings

- Eduvisors doesn't focus on traditional marketing channel such as TVC, Billboard, Print media Etc.
- Eduvisors have few products to provide services.
- Eduvisors doesn't offer any discounts on their product and services.
- Eduvisors focuses less on online services.
- Eduvisors have experienced counsellor to assist students.
- The Employee ratio at Eduvisors is lower.

4.2 Recommendations

- Eduvisors Should focus on traditional Marketing such as TVC, billboards , and print media marketing channels .These channels provide high visibility in public spaces and ensure that eduvisors message reaches a broad audience to raise brand awareness and recognition
- Eduvisors may need to introduce a new product to stay competitive and meet the evolving needs of their clients for better services.The new product will enable eduvisors to extend their reach, enhance client satisfaction, and position themselves for long-term success.
- Eduvisors should more focus on online services because they can reach a broader audience and provide convenience to clients who prefer remote assistance.Besides, online services offer scalability, allowing eduvisors to easily expand their services.
- Eduvisors should consider the possibility of offering discounts. This strategy can encourage more enrollments, improve client satisfaction, and potentially expand their customer base.

- By hiring more employees eduvisors can effectively bolster its capacity to meet client needs with reliability and consistency. Then Eduvisors strengthen its position as a trusted service provider and drive long-term success.

4.3 Conclusion

I've learned a great work during my time with Eduvisors about the critical need for education consulting firms in Bangladesh among young people and professional workers. Eduvisors offers an important opportunity to thrive in a dynamic learning environment, by constantly enhancing its services and adapting to changing market demands as well as using innovation approaches for promoting students' attainment of their studies and professional goals. To become the most trustworthy and reputable brand in Bangladesh, Eduvisors has made the decision to represent the top universities in these nations. In order to fulfill its mission, Eduvisors took a number of steps, which I have detailed in this report. These steps included career counseling, A to Z counseling services, paperwork preparation, interview preparation, preparing for visa interviews and processing in a way that would ensure successful enrollment by top instructors in Dhaka, conducting educational career seminars, uploading videos related to online counseling and higher education, and more.

Reference

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4. <https://www.up.education>