



An Analysis of the Marketing Strategies of Bangladesh Skill Development Institute (BSDI)

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**“An Analysis of the Marketing Strategies of
Bangladesh Skill Development Institute (BSDI)”**

Letter of Transmittal

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Daffodil International University

Subject: Submission of Internship Report on “An Analysis of the Marketing Strategies of Bangladesh Skill Development Institute (BSDI)”

Honorable Sir,

I am writing to inform you that I have successfully completed my internship program at Bangladesh Skill Development Institute (BSDI). I am submitting my internship report titled, **“An Analysis of the Marketing Strategies of Bangladesh Skill Development Institute (BSDI)”** as part of my BBA program. This report provides a detailed explanation of my experiences and practical insights gained during the internship period.

I would like to express my gratitude for your kind supervision. I have put forth my best effort, and I hope that the report meets your expectations.

Sincerely yours,



Mohammad Minhajul Islam Nishan

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Certificate of Approval

This is to certify that the internship report titled “An Analysis of the Marketing Strategies of Bangladesh Skill Development Institute (BSDI)” has been prepared by Mr. Mohammad Minhajul Islam Nishan, ID: 201-11-1083, in fulfillment of the requirements of the BBA program under the Department of Business Administration and the Faculty of Business and Entrepreneurship at Daffodil International University.

The report is hereby recommended for submission and acceptance.



Mohammed Masum Iqbal, PhD

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Declaration

I, Mohammad Minhajul Islam Nishan, a student of the Department of Business Administration, with ID: 201-11-1083, majoring in Marketing at Daffodil International University (DIU), solemnly declare that the internship report titled "An Analysis of the Marketing Strategies of Bangladesh Skill Development Institute (BSDI)" has been authentically prepared by me. Throughout the preparation of this internship report, I have not intentionally violated any copyright acts.

Furthermore, I declare that I have not submitted this report anywhere for the purpose of obtaining any degree, diploma, or certificate.

Sincerely yours,



Mohammad Minhajul Islam Nishan
ID: 201-11-1083
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Acknowledgment

The culmination of this report has been a journey marked by the indispensable support of numerous individuals, both directly and indirectly, to whom I extend my heartfelt gratitude. Foremost, I express my deep appreciation to Almighty Allah for bestowing upon me the strength, courage, and perseverance to overcome the challenges encountered during my BBA courses and for granting me the privilege to intern at Bangladesh Skill Development Institute (BSDI), a distinguished entity within the Daffodil Family.

A special acknowledgment is owed to my parents for their unwavering support, a pillar that has remained constant throughout my academic and professional endeavors.

Moving forward, I extend my sincere thanks to Mohammed Masum Iqbal, Ph.D., a professor in the Department of Business Administration at Daffodil International University, who served as my esteemed academic supervisor and mentor. His patient guidance and mentorship significantly contributed to the successful completion of my internship report.

My gratitude also extends to K M Parvez Bobby, the Deputy Director of Bangladesh Skill Development Institute (BSDI), who assumed the role of my supervisor. His teachings and insights into BSDI's activities and the operations of its Sales & Marketing team have been invaluable. Additionally, appreciation is extended to K M Hasan Ripon, the Executive Director of BSDI.

I must not overlook expressing my gratitude to my colleagues at BSDI, whose unwavering support and collaboration played a pivotal role in my professional growth, providing me with an outstanding and enriching experience.

Executive Summary

This internship report titled "An Analysis of the Marketing Strategies of Bangladesh Skill Development Institute (BSDI)" provides a comprehensive assessment of BSDI's marketing efforts. The report aims to understand BSDI's existing marketing strategies, evaluate their effectiveness, identify key challenges, and propose recommendations for improvement.

The report begins by providing an overview of BSDI's marketing landscape, emphasizing the importance of effective marketing strategies in the skill development sector. The methodology employed in this study involved a combination of qualitative and quantitative research methods. Qualitative data was gathered through interviews with BSDI staff and stakeholders, while quantitative data was obtained from secondary sources such as Annual reports and websites.

It proceeds to analyze BSDI's overall approach to marketing, including its promotional mix, target market segmentation, positioning strategies, etc.

A thorough evaluation of BSDI's marketing strategies reveals both strengths and areas for improvement. The report highlights BSDI's success in certain areas, such as social media engagement and customer engagement initiatives. However, challenges such as limited transparency in organizational communication and the absence of a comprehensive feedback system are also identified.

In response to the identified challenges, the report offers actionable recommendations. These recommendations include enhancing transparency through regular communication channels, investing in digital marketing strategies to optimize online presence, and implementing a robust feedback system to gather customer reviews.

In conclusion, this internship report provides valuable insights into BSDI's marketing strategies and offers practical recommendations for improvement. By implementing these recommendations, BSDI can enhance its marketing effectiveness and better achieve its organizational goals in the skill development sector.

Historical Background of Bangladesh Skill Development Institute (BSDI)

Established in 2003, Bangladesh Skill Development Institute (BSDI) has been dedicated to cultivating professional human resources across various fields of education and training. BSDI has pioneered a transformative shift in the conventional landscape of polytechnic, technical, and professional skill development training institutes in Bangladesh. Presently, BSDI stands as a renowned institution offering a diverse range of skill development courses encompassing both soft skills and hard skills, engineering, art studies, as well as professional and leadership development training programs.

Distinguished as the first and only polytechnic institute in the country to receive international accolades, BSDI has set a precedent for excellence in skill development. In its pursuit of advancing science and engineering programs, BSDI has introduced an associated operating wing known as Daffodil Polytechnic Institute (DPI). DPI, as an integral part of the Daffodil family, is entrusted with administering the Technical Education Board programs. Simultaneously, BSDI focuses on delivering professional programs, employability skills training programs, and soft skills development programs across diverse disciplines.

The strategic decision to bifurcate responsibilities between BSDI and DPI has been a deliberate effort to enhance the institute's competitiveness on both national and international fronts. This long-term strategic move aligns with the broader objective of positioning the institute as a leader in the field, committed to delivering high-quality education and training.

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Chapter 1

Introduction

1.1: Introduction

During the internship at BSDI, the focus was on analyzing BSDI's products, exploring their segmentation, targeting, positioning, and Marketing Mix components. The chosen topic was approved by the supervisor, initiating the internship at Bangladesh Skill Development Institute (BSDI). The internship experience provided practical insights bridging theoretical knowledge with real-world applications, crucial for aspiring entrepreneurs.

The report received endorsement from BSDI's marketing and sales team, highlighting its relevance to market dynamics and business operations. The cooperative and helpful nature of BSDI's Marketing and Sales Team contributed to the enriching experience. Overall, the internship facilitated the application of theoretical concepts in a practical setting, fostering personal and professional growth.

1.2: Background of the Study

As a BBA student at Daffodil International University, the compulsory internship took place at the Bangladesh Skill Development Institute (BSDI). Under the guidance of Mohammed Masum Iqbal, Ph.D., my internship supervisor and Professor in the Department of Business Administration at DIU, I immersed myself in studying BSDI's services. The internship involved analyzing the intricacies of their services, identifying target customers, and scrutinizing competitors.

This experience proved to be enlightening as it provided valuable insights into BSDI's marketing strategies. Witnessing firsthand the institute's adept and well-executed approach to reaching its target audience was particularly insightful. Overall, the internship at BSDI served as a valuable opportunity to apply academic knowledge in a real-world setting, deepening my understanding of marketing and sales strategies within the context of service-oriented organizations.

1.3: Objective of the Study

The objectives of the study are the following:

1. To identify the marketing strategies of Bangladesh Skill Development Institute (BSDI);
2. To analyze the marketing strategies of BSDI;
3. To identify the problems related to the marketing strategies of BSDI;
4. To make recommendations to solve the problems;

1.4: Scope of the Study

The research aims to delve into the marketing strategies employed by the Bangladesh Skill Development Institute (BSDI). It will encompass a detailed examination of BSDI's marketing approaches, spanning direct marketing, customer relationship management, target market identification, and competitor analysis. The study will meticulously analyze the effectiveness and efficiency of these strategies in aligning with BSDI's organizational goals and objectives. Furthermore, it will scrutinize any challenges or issues encountered during the implementation of these strategies, including management stability, investment deficiencies, communication gaps, online presence, product pricing, feedback mechanisms, and payment systems. Drawing from these findings, actionable recommendations will be proposed to address and mitigate the identified issues, thereby enhancing BSDI's marketing performance and overall organizational effectiveness.

1.5: Methodology of the Study

In the internship report on “An Analysis of the Marketing Strategies of Bangladesh Skill Development Institute (BSDI),” a descriptive research design was employed. This method aims to provide a detailed overview of a situation or phenomenon by gathering data to thoroughly understand BSDI's operations and marketing strategies for comprehensive analysis.

1.6: Sources of Data Collection

The data utilized to compile this report has been sourced from both primary and secondary sources.

Primary Data

- Direct involvement in the corporate office of BSDI.
- Face-to-face conversations with customers.
- Practical desk work.
- Observations during the internship period.

Secondary Data

- Annual Report of BSDI.
- Previous internship reports, research papers, journals, etc.
- BSDI's official website.

1.7: Method of Data Collection

This study utilized a combination of qualitative data, including insights from interviews, for analysis, and quantitative data, such as various annual reports, publications, and websites. The report mainly relied on secondary data but also incorporated observational data gathered during the internship period

1.8: Target Population

The target population for this study includes executives and officers employed at BSDI. These individuals are selected due to their direct involvement in the operations and decision-making processes relevant to the study.

1.9: Sample Size

A sample size of around 20 individuals will be included in the study. This sample will consist of officers from various departments within BSDI, and customers who interact with the company's products or services.

1.10: Sampling Method

Convenience sampling is adopted as the sampling method for this study. This method allows for the selection of participants based on their accessibility to the researcher, making it practical for gathering data within the constraints of time and resources.

1.11: Limitations of the Study

Conducting a comprehensive investigation within a limited timeframe posed several challenges and constraints. The following limitations were encountered during the planning and execution phases:

- Restricted access to internal data hindered the depth of analysis.
- Lack of availability of legal information limited the scope of legal considerations.
- Time constraints imposed limitations on the extent of data collection and analysis.
- Busy schedules of company officials resulted in limited interaction and input.
- Non-availability of some previous and recent data impeded the completeness of the study.

Chapter 2

Overview of BSDI

2.1: Introduction of the Company

Bangladesh Skill Development Institute (BSDI) stands as a timely initiative by the Daffodil Education Network, operating since 2003 with the objective of cultivating professional human resources across diverse fields of education and training. BSDI has revolutionized the traditional paradigm of polytechnic, technical, and professional skill development training institutes in Bangladesh. BSDI is widely recognized for its excellence in Science, Engineering, Arts studies, as well as professional and leadership development training programs. It holds the distinction of being the country's first and only polytechnic institute to receive international acclaim. Additionally, BSDI has swiftly gained prominence in the Corporate Training Industry, earning international acknowledgment within a short span.

BSDI places a strong emphasis on Competency-Based Training (CBT), modeled after the globally acclaimed Australian framework. The institute's goal is to ensure that students not only possess theoretical knowledge but can effectively apply it in practice. BSDI has played a pivotal role in societal development by producing trained Diploma Engineers, Corporate Professionals, and skilled human resources since its inception. Notably, BSDI has expanded its focus to foster entrepreneurship, reflecting its commitment to holistic education and training.

BSDI stands as the premier, highly selective education and training institute in Bangladesh, driven by relentless efforts. The institute aims to cultivate a lifelong commitment to learning among its students, empowering them for leadership roles. BSDI's overarching objective is to serve the nation by developing graduates with professional and vocational expertise, instilling visionary thinking, nurturing inventors, fostering entrepreneurship, and, most importantly, shaping leaders who contribute valuable resources to society.



2.2: Mission and Vision

2.2.1: BSDI Mission

- ✓ BSDI wants to contribute to the national economy through developing Technically Skilled Human Resources.
- ✓ Creating Entrepreneurs.
- ✓ Ensuring competency among every successful student.
- ✓ Serving the Industries through Developing Human Resources with required skills.
- ✓ Creating learning opportunities and acquiring values, knowledge, and skills for school leavers, adult learners' regular students, and professionals for employability.

2.2.2: BSDI Vision

To be the recognized institute in the national and international arena for contributing to the development of highly skilled, employable graduates and to be known as a valuable resource for industry and society for developing human resources with required skills.

2.3: BSDI Objectives:

2.3.1: Educational Objectives:

- ✓ Offer a diverse range of study options to equip students with comprehensive technical and professional skills, aligning with market demands.
- ✓ Foster awareness among students about various professions within the realm of science, society, and technology.
- ✓ Cultivate design capabilities and decision-making skills among students to prepare them for real-world challenges.

2.3.2: Societal Objective:

- ✓ Enable the public to benefit from technological advancements and novel ideas through avenues such as public seminars, free services, and collaboration with other departments.
- ✓ Actively participate in policy-making bodies to contribute to the establishment of standards and regulations across various professions.

2.3.3: Technical Objectives:

- ✓ Engage in technical innovation and facilitate the transfer of knowledge to students, staff, and the wider community.
- ✓ Promote the development and dissemination of technical know-how to support continuous learning and skill enhancement.

2.4: Government Affiliation

BSDI's affiliation with the Bangladesh Technical Education Board, Ministry of Education, underscores its commitment to maintaining high educational standards and aligning its programs with national educational objectives. This partnership provides BSDI with official recognition and accreditation, enhancing its credibility and ensuring that its courses meet the established standards set by the government.

2.5: International Partners

- Scottish Qualification Authority (SQA), Scotland
- Child & Youth Finance International (CYFI), Netherlands
- Spiral World, Malaysia
- Confederation of Tourism and Hospitality, UK
- Vinsys IT Services (Pvt) Ltd. India
- British Council Bangladesh
- WOW Factor, South Africa

2.6: Team Members of BSDI

- 45 Trainers (full time)
- 30 Trainer (Part-Time)
- 15 Officials

2.7: Infrastructural Strength

- 500 seating capacity Conference Hall
- 200 seating capacity Seminar Hall
- 50 seating capacity Masterclass Hall
- 100 capacity well equipped Computer Labs
- 50 classroom with 50 seating capacity each class

2.8: Number of Clubs for Students

- Tourism Club
- Blood Donation Club
- Language Club

2.9: Why Choose BSDI?

- **Strong Platform:** BSDI offers a robust platform under the umbrella of Daffodil.
- **Expert Faculty:** Boasting highly skilled and educated faculty members and Trainers, BSDI transforms trainees into genuinely skilled professionals.
- **Employment Support:** BSDI's dedicated employment and field service officers assist in securing jobs both domestically and internationally.
- **Internship Opportunities:** Successful trainees benefit from training internships, enhancing skills and facilitating job placement at home and abroad.
- **International Standard Training:** Providing hands-on training at international standards sets BSDI apart.
- **Monitoring and Tracking:** Implementing Monitoring, Verification, and Tracking (MVT) ensures ongoing assessment of trainee progress and societal impact.
- **Certificates:** BSDI issues certificates upon successful completion of training.
- **Safe Study Environment:** BSDI prioritizes a safe and conducive study environment.

Choosing BSDI ensures a comprehensive and supportive learning experience, preparing students for success in the dynamic job market.



2.10: How BSDI Maintains Quality

In the education sector, the caliber of teachers is paramount for delivering quality education. BSDI places utmost importance on this aspect and follows a systematic approach to ensure the best teaching faculty. Candidates undergo a written test, followed by an interview, and are then required to conduct 2/3 demonstration classes, gathering student feedback. The selection decision is based on these comprehensive assessments, emphasizing the quality of the candidates.

2.11: Student Facilities

- Internationally Accredited Laboratory Facilities
- Comprehensive Library Resources
- Award of National/International Certifications upon Course Completion
- Fully Air-Conditioned Classroom Environment
- Dedicated Common Reading Room for Students
- Cyber Zone for Internet Access
- Career Advisory Center for Guidance and Support
- Organized Industrial Tours and Visits
- Free Computer and English Language Classes
- Co-Curricular Activities to Enhance Skills
- Workshops and Seminars at No Cost
- Merit-Based Scholarships Available
- Scholarships for Underprivileged Students
- Active Alumni Association
- Accommodation and Transportation Services Provided
- Exclusive Meetings with Industry Leaders
- Internship and Attachment Opportunities
- Credit Transfer Options Nationally and Internationally
- Visa Assistance Services
- Promising Career Opportunities within the Daffodil Group

2.12: Chronological Achievements of BSDI

YEAR	ACHIEVEMENT
2002	Formally established as a vocational and professional training institute.
2003	- Attained affiliation from the Bangladesh Technical Education Board to offer fundamental trade courses in Electrical, Refrigerator, and Electronics. - Established the Hotel & Tourism Management department.
2004	- Established the Corporate Training Division at BSDI. - Initiated a fully-funded scholarship project named Vocational Training for Youths.
2005	- Collaborated with Katalyst to develop the Customer Responsiveness Program for the Private Healthcare Sector in Bangladesh. - Orchestrated a fully-funded scholarship project with NTV to develop IT and Business Skills for underprivileged women in Bangladesh.
2006	Attained affiliation from the Bangladesh Technical Education Board to offer a 4-year Diploma in engineering program in Telecommunication & Computer Technology.
2007	- Attained affiliation from the Bangladesh Technical Education Board to offer a 6-month basic trade course on Basic Computer Application and Graphics Design & Multimedia. - Secured affiliation from the School of Arts and Fashion Technology-India to establish the Fashion and Art Department at BSDI.
2008	- Attained affiliation from Add Value Training Solution-India for Special Training on Call Center at BSDI. - Secured affiliation from the renowned Innovative International College (IIC), Malaysia, and the Corporation of Executives and Administrators (CEA), UK.
2009	- Hosted a National Workshop on Qualifying Teachers on New Technology for Vocational Teachers of Bangladesh, in collaboration with the Bangladesh Vocational Teachers Association and Bremen University, Germany. - Attained affiliation from the Bangladesh Technical Education Board to offer a 4-year Diploma in Civil & Electrical Engineering.
2010	Attained affiliation from the Bangladesh Technical Education Board to offer a 4-year Diploma in Textile Engineering.
2011	BSDI has obtained Medical Technology Affiliation from the Bangladesh Technical Education Board.

2012	• BSDI has received central approval from the Confederation of Tourism and Hospitality (CTH, UK). • Awarded the Book Reading Competition Award in 2012 by the British Council. • Received the Education Leadership Award in 2012 from IIT, Delhi, India, in recognition of its contribution to inclusive and quality Holistic Education.
2013	• K M Hasan Ripon, Director of BSDI, participated in the SIDA Fellowship. • K M Hasan Ripon, Director of BSDI, was elected as the President of Junior Chamber International - Dhaka Central. • Launched BSDI's campus in Chadpur, offering 4-year Diploma programs in Computer, Civil, Telecom, Electrical, Textile Technology, and Health Technology services.
2014	• The first Business Incubator setup was established. • The Bangladesh Business Angel Network (BBAN) was formed, with the Chairman of Daffodil Group elected as the President.
2015	• Daffodil Group received the "Best Pavilion Award" at the Bangladesh ICT Expo 2015. • Bangladesh Skill Development Institute inaugurated the Chadpur Campus. • Bangladesh Skill Development Institute introduced the "One Student One Laptop" project for the diploma engineering programs under BTEB.
2016	• Launched the Employability Skills program in collaboration with the Scottish Qualification Authority (SQA).
2017	• BSDI introduced the American Honors Program.
2018	• BSDI hosted the first-ever soft skills-based and the largest learning event, Soft Skills Fest.
2019	• BSDI initiated a new program in collaboration with STEP and BWCCI to develop Women's Entrepreneurship.
2021	• BSDI introduced the Global Entrepreneurship Network in Bangladesh.
2022	• BSDI initiated an "Employability Awareness Campaign" campaign in 162 universities, encompassing both public and private universities across Bangladesh.
2023	• BSDI celebrates Global Entrepreneurship Week 2023 at various educational institutes in Bangladesh. • BSDI launched the Python with Django course with the theme "Learn to Code until you land a Job."

Chapter - 3

Marketing Strategy of BSDI

3.1: Marketing Mix of BSDI

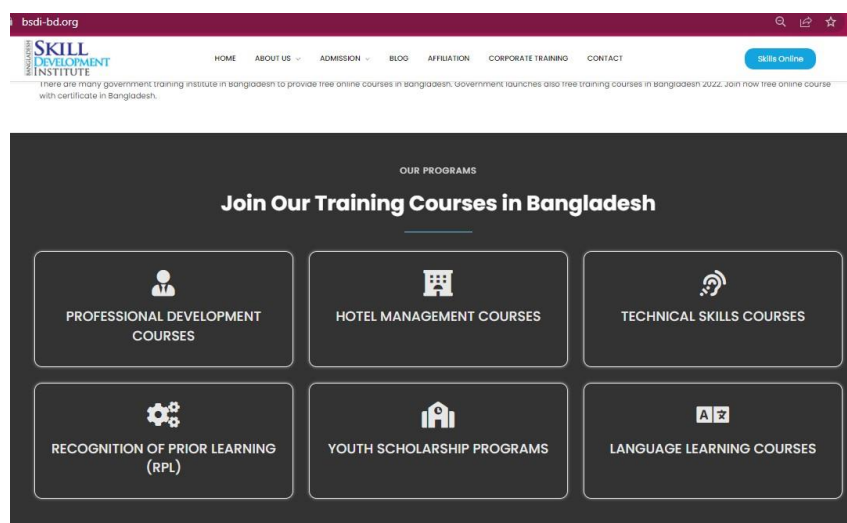
In discerning the marketing strategy of BSDI, it becomes evident that the institute employs a systematic approach to influence consumers towards its offerings. The marketing mix, encompassing a set of actions or tactics, is instrumental in the brand or product promotion within the market. Traditionally, the 4Ps – Price, Product, Promotion, and Place – constitute the core elements of the marketing mix. However, contemporary strategies often incorporate additional Ps such as Packaging, Positioning, People, and Politics.

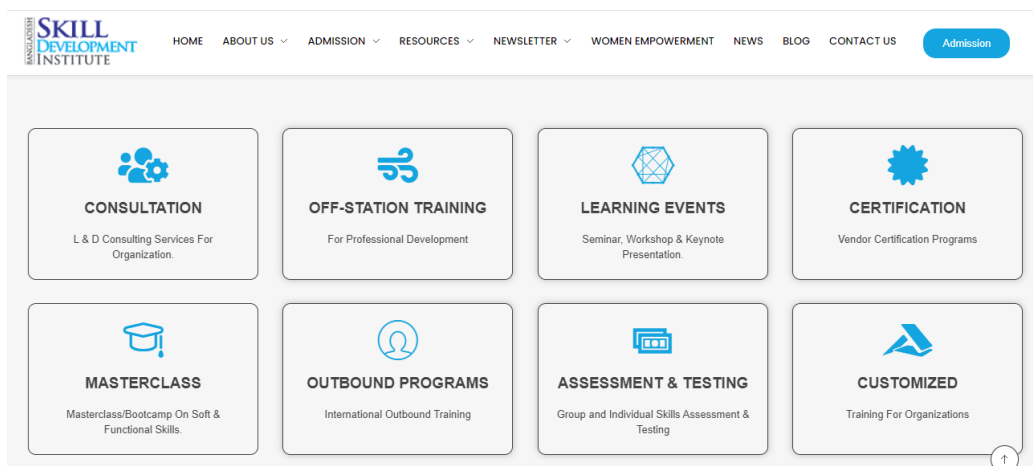
BSDI's marketing mix is meticulously crafted, focusing on Product, Price, Place, and Promotion. The intricacies of each element are detailed below –

3.1.1: Product

BSDI's product offerings cater to distinct educational and skill development needs, exemplifying the institute's commitment to providing a diverse and impactful range of programs. The offerings include:

- ❖ Hotel Management
- ❖ Tourism Management
- ❖ Food & Beverage Production
- ❖ Food and Beverage Service
- ❖ Front Office
- ❖ House Keeping
- ❖ Hardware Networking
- ❖ Graphic Design
- ❖ Web Design and Development
- ❖ Mobile Servicing
- ❖ Online Outsourcing
- ❖ Autocad
- ❖ Entrepreneurship Development
- ❖ Digital Marketing
- ❖ Employability skills
- ❖ Customized courses





3.1.2: Price

Pricing at BSDI is tailored to each specific program, reflecting the institute's commitment to providing accessible education.

Course Name	Admission Fee	Tuition Fee	Total
Food & Beverage Production	BDT 6000	BDT 3500 x 3 (months)	BDT 20000
Food & Beverage Service	BDT 3000	BDT 2500 x 3 (months)	BDT 80000
Front Office Management	BDT 4000	BDT 2000x 3 (months)	BDT 10000
House Keeping Operation	BDT 40000	BDT 2000 x 3 (months)	BDT 10000

Course Name	Total Fee
Japanese Language N5	BDT 20000
Japanese Language N4	BDT 25000

Employability Skills Program			
Course Fee	Admission Fee	Tuition Fee	Certificate Fee
11,500 + £ 30	BDT 5500	3000 x 2	£ 30 (4,200)

Course Name	Duration	Fee
3Ds Max	3 Months	BDT 10000
AutoCAD	3 Months	BDT 10000
Web Design & Development	3 Months	BDT 10000
CISCO & CCNA	3 Months	BDT 10000
Mastering SEO	3 Months	BDT 10000
Advance ICT Program	3 Months	BDT 10000
Hardware Maintenance & Troubleshooting	3 Months	BDT 10000
Business English	3 Months	BDT 10000

3.1.3: Place

BSDI strategically positions its educational services across a diverse array of physical and virtual locations, encompassing campuses, satellite centers, and online platforms. This strategic approach ensures accessibility and convenience for its target audience, allowing individuals to pursue learning opportunities regardless of their geographical location. Moreover, BSDI prioritizes the creation of conducive learning environments across all its locations, fostering an atmosphere conducive to academic growth and development. By leveraging technology, BSDI extends its reach beyond traditional boundaries, enabling it to serve a broader audience and fulfill its mission of providing quality education to all.

3.1.4: Promotion

BSDI employs a robust promotional strategy to raise awareness and attract students to its educational programs and services. This encompasses a diverse range of promotional activities tailored to reach various segments of its target audience. From online advertisements and social media campaigns to offline initiatives such as workshops, seminars, and door-to-door campaigns, BSDI utilizes a multi-channel approach to effectively communicate its value proposition. Additionally, the institute leverages traditional print media channels and strategically placed banners and posters to enhance its visibility and brand recognition. This comprehensive promotional mix ensures that BSDI remains visible and accessible to potential students across different demographics and geographic locations.

Promotional channels utilized by BSDI:

1. Online advertisements
2. Social media campaigns
3. Newspaper features

4. Workshops
5. Seminars
6. Door-to-door campaigns
7. Banners and posters

3.2: STP of BSDI

3.2.1 Segmentation

In applying Segmentation, Targeting, and Positioning (STP), BSDI can strategically segment its market based on demographics, targeting diverse groups such as corporate entities, and individuals of all ages, focusing on both males and females. By tailoring programs to specific needs, BSDI aims to position itself as a provider of high-quality, industry-relevant education and skill development. This approach ensures that BSDI's marketing efforts resonate with the unique requirements of each segment, fostering a strong and appealing brand image.

3.2.2: Demographic Segmentation

BSDI employs demographic segmentation by targeting various demographic groups such as:

- Age: Offering programs tailored for different age groups, from young students to working professionals.
- Gender: Providing courses and services catering to both male and female individuals.
- Education Level: Offering programs suitable for individuals with varying educational backgrounds, from high school graduates to postgraduates.
- Occupation: Providing specialized courses for professionals seeking to enhance their skills or switch careers.
- Income Level: Offering courses that accommodate individuals from different income brackets.

3.2.3: Geographic Segmentation

Recognizing the demand for skill development both in Bangladesh and internationally, BSDI strategically operates in cities, and villages, and has expanded its reach beyond borders. It focuses on building a brand reputation in urban areas, with each sub-office strategically located in major cities like Chittagong and Chadpur, ensuring accessibility and visibility to potential students and corporate clients alike. This geographic segmentation approach allows BSDI to effectively target diverse demographics and cater to the varying educational needs across different regions.

3.2.4: Behavioral Segmentation

BSDI creates segments based on consumer attitudes, buying patterns, loyalty, and readiness levels. This approach allows BSDI to tailor its marketing efforts and educational programs to the specific needs and preferences of each segment. Additionally, BSDI launches various campaigns, including waivers, discounts, and seasonal events, to address different occasions and customer preferences. By utilizing behavioral segmentation, BSDI ensures that its marketing strategies are effective in reaching and engaging with its target audience, ultimately driving enrollment and satisfaction among students and corporate clients alike.

3.2.5: Psychographic Segmentation

BSDI employs psychographic segmentation to understand the personality traits, values, interests, and lifestyles of its target audience. This segmentation strategy allows BSDI to effectively tailor its educational offerings and marketing messages to resonate with the diverse psychographic profiles of its audience. By segmenting the market based on customers' lifestyles, activities, and social status, BSDI targets specific groups, including corporate professionals, fresh executives, alumni, fresh graduates, and current students. Furthermore, BSDI offers products at various price points, aligning with customers' career aspirations, personality traits, and current trends. These targeted approaches enable BSDI to foster deeper connections with its audience and enhance its overall market positioning.

3.3: Targeting

BSDI adopts an inclusive targeting strategy that spans a wide spectrum of individuals from diverse demographics. This approach encompasses corporate professionals seeking skill enhancement for career advancement, individuals across different age groups pursuing personal and professional development, and international clients in search of specialized skill development programs. By catering to the unique needs and aspirations of each segment, BSDI ensures that its programs resonate effectively with its diverse audience. This comprehensive targeting strategy enables BSDI to optimize its marketing efforts and deliver tailored services that meet the varied demands of its clientele, ultimately enhancing its overall effectiveness and impact.

3.4: Positioning

BSDI's positioning is bolstered by its diverse and high-quality educational programs, catering to the varying needs of individuals and industries. Leveraging effective marketing strategies, BSDI has established itself as a market leader with a significant share in the education sector. Its attractive services, tailored to different customer segments, further enhance its competitive edge. Moreover, BSDI's geographic expansion, reaching both local and international markets, solidifies its position as a trusted provider of skill development and education, poised for continued growth and impact.

3.5: BSDI's Promotional Mix

The promotional mix employed by Bangladesh Skill Development Institute (BSDI) is a strategic amalgamation of marketing tactics, encompassing advertising, publicity, sales promotion, and direct marketing. This comprehensive approach aims to effectively communicate BSDI's offerings to its target audience.

3.5.1: Advertising:

BSDI employs a comprehensive advertising approach, utilizing various traditional channels such as newspaper ads, magazine adverts, TV commercials, billboards, banners, and posters. These mediums are strategically selected based on their ability to reach different target demographics effectively. For instance, newspaper ads and magazine adverts are used to target a more mature audience, while TV commercials cater to a broader demographic range. Additionally, billboards, banners, and posters are strategically placed in high-traffic areas to maximize visibility and exposure. By leveraging these traditional advertising channels, BSDI ensures widespread awareness of its educational programs and services among its target audience.

3.5.2: Social Media Advertising:

BSDI strategically utilizes social media marketing to engage with its target audience across various platforms, including Facebook, Instagram, LinkedIn, and YouTube. Through these channels, BSDI creates tailored advertisements that resonate with different segments of its clientele, considering factors such as age, location, and interests. For instance, Facebook ads may target younger demographics interested in technology and innovation, while LinkedIn campaigns may focus on professionals seeking career advancement opportunities. By leveraging the diverse features of each platform, BSDI effectively reaches both local and global markets, maximizing its online presence and engagement with potential students and corporate clients alike.

BSDI follows the given strategy in social media marketing-

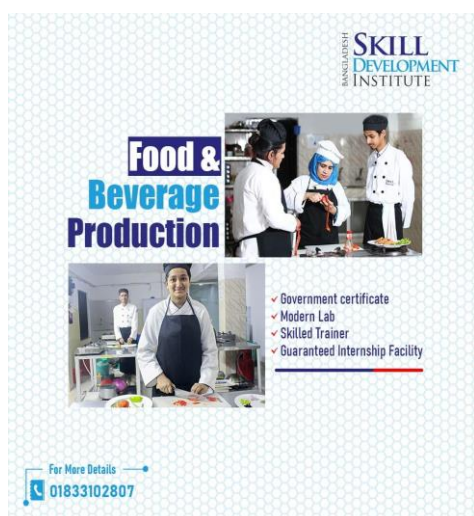
<u>Goals</u>	Who to Reach?	Type of Engagement	Which channels will work?
1. Brand Awareness. 2. Generate traffic. 3. SEO link building 4. Conversion to customers	1. Potential Customers. 2. Existing Customers	1. Photos 2. Videos 3. Events 4. Banner/poster	1. Facebook 2. Instagram 3. LinkedIn 4. YouTube 5. Email 6. Whats' App

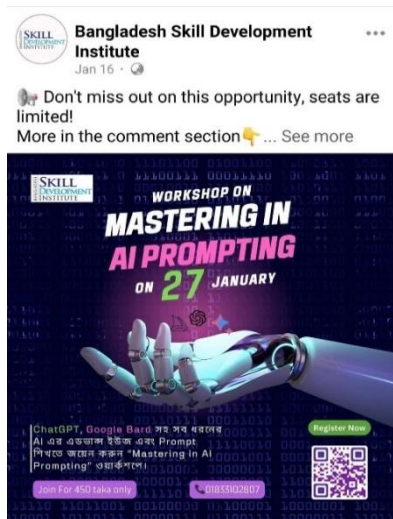
3.5.3: Publicity

BSDI actively seeks publicity through various channels, participating in workshops, seminars, and community events. Media coverage, both online and offline, contributes to building BSDI's brand image and creating awareness about its programs. Additionally, BSDI collaborates with industry influencers, experts, and thought leaders to amplify its message and reach a wider audience. This multi-faceted approach to publicity helps BSDI maintain a positive image, attract potential students and corporate partners, and stay at the forefront of the skill development and education sector.

3.5.4: Sales Promotion:

BSDI implements a variety of sales promotion strategies to incentivize enrollment in its programs. These strategies include offering discounts, scholarships, and special promotional offers during specific periods such as admission seasons or festive occasions. By providing financial incentives, BSDI aims to attract potential students and encourage them to take advantage of the educational opportunities it offers. These promotions are strategically designed to increase enrollment rates and drive growth for the institute while also providing valuable opportunities for students to access quality education at more affordable rates.





3.6: Strategy

BSDI's advertising strategy involves creating impactful messages and selecting the best advertising media to convey messages to a large number of target audiences.

3.6.1: Public Relations Strategy

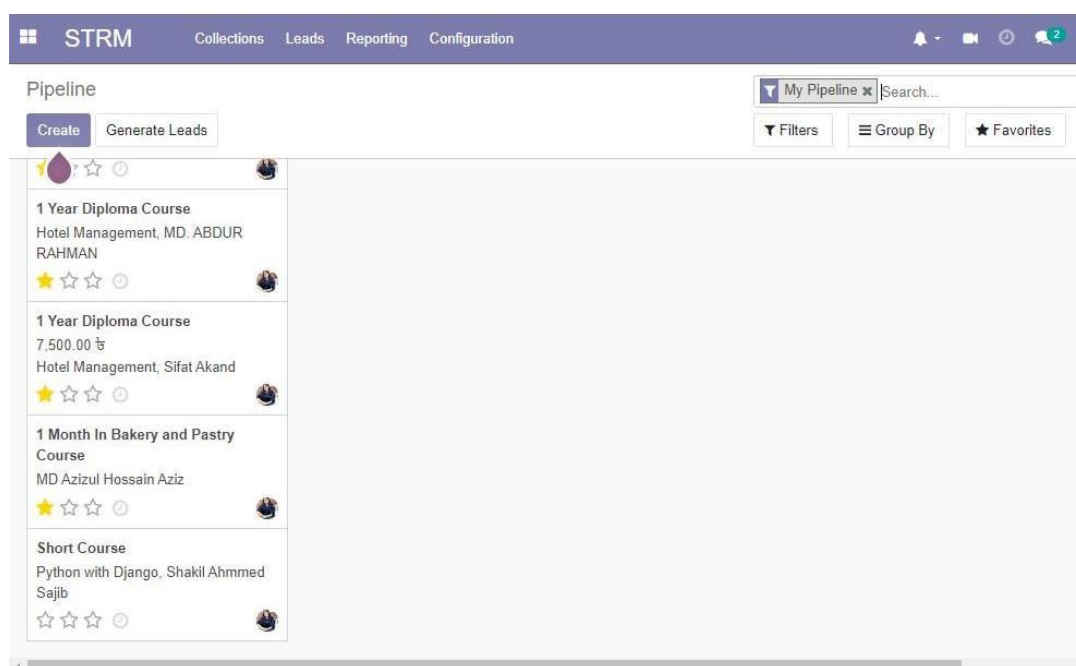
BSDI's public relations strategy involves various initiatives aimed at enhancing its brand exposure and fostering positive relationships with key stakeholders. One aspect of this strategy is the creation of a comprehensive website that serves as a hub for information about BSDI's programs, services, and achievements. Additionally, BSDI actively engages in link-building activities to increase its online visibility and credibility, thereby attracting more potential customers. Moreover, BSDI focuses on cultivating relationships with government officials, industry leaders, and other organizations to gain strategic advantages and support for its initiatives. Through these efforts, BSDI aims to establish itself as a reputable institution and gain recognition in the education and skill development sector.

3.6.2: Direct Marketing Strategy

BSDI's direct marketing strategy encompasses a range of tactics aimed at directly engaging with its target audience. This includes sending personalized offer announcements and course updates via SMS, email, and phone calls to prospective students. Additionally, BSDI employs door-to-door communication methods, such as distributing flyers and brochures in local communities, to reach potential learners. Furthermore, BSDI utilizes targeted online advertising campaigns to reach specific demographics and individuals who have shown interest in skill development programs. By leveraging these direct marketing channels, BSDI seeks to increase awareness of its offerings and encourage enrollment among its target customer base.

3.6.3: Customer Relationship Management

BSDI's customer relationship management (CRM) strategy focuses on nurturing strong and lasting connections with its clients. This involves capturing comprehensive data from various touchpoints, including website inquiries, on-site visits, payment interactions, and contracts managed through Salesforce. By gathering and analyzing this data, BSDI gains insights into client preferences, behavior patterns, and engagement levels. This information enables BSDI to personalize communication and tailor its services to meet the unique needs of individual clients. Additionally, BSDI utilizes CRM tools and techniques to track client interactions, manage inquiries efficiently, and provide timely support, fostering a positive customer experience throughout the engagement journey.



3.7: Target Market

BSDI's target market encompasses a diverse array of clients, ranging from corporate organizations to individual learners. Their inclusive approach ensures that their programs and services are tailored to meet the needs of a wide spectrum of clients, including professionals, students, and entrepreneurs. BSDI's customer-centric strategy is designed to provide impactful training and skill development opportunities across various sectors and demographics. By catering to such a broad target market, BSDI aims to address the dynamic and evolving demands of both corporate entities seeking workforce development solutions and individuals aspiring for personal and professional growth. This comprehensive approach enables BSDI to remain relevant and responsive to the diverse needs of its clientele, thereby fostering long-term relationships and sustained success in the skill development landscape.

3.8: Competitor Analysis

BSDI operates in a competitive landscape within the skill development and education sector. The key competitors are well-established institutions with a focus on enhancing skills and productivity, offering diverse courses to meet market demands. Another competitor is recognized for its contributions to skill development in Bangladesh, while one stands out as a formidable player in professional training. Additionally, competitors specializing in IT training and those addressing niche industries present challenges in the dynamic education landscape. Understanding these competitors enables BSDI to refine its strategies and offerings, ensuring competitiveness and relevance in the market.

BSDI identifies the following competitors in the skill development and education sector:



3.9: SWOT Analysis of BSDI

As BSDI navigates the educational landscape, a concise SWOT analysis provides insights into its internal strengths and weaknesses while identifying external opportunities and threats. This strategic examination guides BSDI in aligning its goals with market dynamics, fostering sustainable growth in the competitive skill development sector.

Strengths	Weaknesses	Internal
• Expert and experienced staff and faculties. • Premium education surpassing competitors in value and quality. • Strong and capable manpower. • Integration of cutting-edge technology. • Financial stability. • Modern design for enhanced consumer satisfaction.	• Underfunding in specific departments. • Insufficient support for faculty scholarships. • Limited infrastructure and resources. • Challenges in recruitment, retention, advising, and marketing. • High student enrollment without dedicated transport.	
Opportunities	Threats	External
• Offering new and unique courses. • Strong market reputation. • Effective and proactive employees. • Established communication channels. • Firm commitment to timely deliverables.	• Offering new and unique courses. • Strong market reputation. • Effective and proactive employees. • Established communication channels. • Firm commitment to timely deliverables.	

Chapter-4

Problem, Recommendations, and Conclusion

4.1: Problem Identified

1. BSDI's current investment levels in crucial areas for development and growth, coupled with the absence of strategic investments, may hinder its competitiveness.
2. Communication gaps between employees and higher-ups, alongside limited transparency in decision-making processes, pose challenges to overall organizational transparency and employee engagement at BSDI.
3. BSDI's promotional efforts, while coordinated for both online and offline channels, may benefit from more targeted approaches to reach specific market segments effectively.
4. Pricing of BSDI's products, comparatively higher than competitors and compounded by additional VAT charges, could impact customer satisfaction and competitiveness.
5. The absence of a feature allowing customers to share their experiences through ratings and reviews on BSDI's website may result in missed opportunities for valuable feedback and engagement.
6. While BSDI accepts cash and mobile payments, the absence of credit card options might affect customer convenience and trust, potentially leading to delays in refund processes.
7. Campaign planning at BSDI could benefit from clearer goals and audience targeting, along with additional training and resources for customer support teams to improve service efficiency.
8. BSDI's HR department faces challenges in recruitment and assessment practices, highlighting the need for improved strategies to identify suitable candidates and enhance recognition practices within the organization.

4.2: Recommendation

1. BSDI should conduct a thorough evaluation to identify crucial areas requiring strategic investments for organizational development and formulate a clear investment plan to ensure competitiveness.
2. BSDI should establish regular communication channels between employees and senior management to enhance transparency. Implementing feedback mechanisms for effective communication is essential.
3. BSDI should invest in digital marketing strategies to optimize its online presence. Leveraging social media, search engine optimization, and targeted online campaigns will help reach a wider audience.
4. BSDI should review and adjust product pricing to remain competitive in the market. It is crucial to ensure that the quality of products aligns with the price to enhance customer satisfaction.
5. BSDI should implement a robust feedback and rating system on the website to gather customer reviews. Acting on this feedback will facilitate continuous improvement in courses and services.
6. BSDI should introduce more payment options, including credit and debit cards, and streamline the refund process for enhanced customer confidence.
7. BSDI should enhance campaign planning by establishing clear goals and identifying target audiences. Investing in training and resources for customer support teams will ensure efficient and effective services.
8. BSDI should revamp HR training programs for better recruitment and assessment practices, introducing effective recognition strategies to enhance overall departmental performance.

4.3: Conclusion

In conclusion, the thorough examination of Bangladesh Skill Development Institute's (BSDI) marketing strategies reveals a multifaceted approach geared towards meeting the diverse needs of its stakeholders. BSDI's adept utilization of both traditional and digital marketing platforms underscores its commitment to staying abreast of industry trends and engaging with its target audience effectively. The organization's emphasis on customer satisfaction, as evidenced by initiatives like feedback mechanisms and expanded payment options, reflects its dedication to delivering exceptional value to its clientele.

Despite encountering challenges such as communication gaps and pricing discrepancies, BSDI remains resilient and poised for growth. By addressing these challenges head-on and implementing the recommended strategies, including strategic investments in key areas, streamlined communication practices, and targeted promotional efforts, BSDI can further solidify its position as a leader in the skill development sector.

Looking ahead, BSDI's commitment to continuous improvement and innovation will be instrumental in navigating the dynamic landscape of skill development. By embracing emerging trends and leveraging its strengths, BSDI can capitalize on new opportunities and continue making a significant impact on individuals and organizations seeking to enhance their skills and capabilities.

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