



Internship Report
on
Analysis of the Marketing Strategies of Futurenation

Prepared for

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Letter of Transmittal

Sharmin Jahan
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Subject: Submission of internship report on “Analysis of the Marketing Strategies of Futurenation”.

Dear Ma'am,

I am submitting this report with the title "Analysis of the Marketing Strategies of Futurenation" as part of my internship. In my internship, I viewed how Futurenation markets its services and gave a brief analysis using the 8Ps of marketing mix as well as the STP (segmentation, targeting, and positioning) framework. I hope that I have documented them in great detail and to the best of my abilities.

I appreciate your support through this complicated phase and wish for you to look at the enclosed report. I kindly request your consideration of this report. And thank you for keeping me grounded and pointed in the right direction.

Sincerely,

Hamim Ahmed
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Declaration

I, Hamim Ahmed, a student of Daffodil International University hereby declare that the Internship report titled “Analysis of the Marketing Strategies of Futurenation” is my original work completed under supervision of Ms. Sharmin Jahan. This report is conducted for the completion of BBA (Bachelor of Business Administration) with a major in Marketing.

I declare this report has not been accepted in whole or part form any other academic institution and it is my own work.

I also understand that a violation of this undertaking may subject me to disciplinary action in accordance with the rules and regulations applicable at Daffodil International University.

Submitted by,



Hamim Ahmed

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Acknowledgement

First of all, I am grateful to Allah Almighty for giving me the strength, knowledge and determination which enabled me to complete this internship report.

I also want to express my heartiest thanks to my supervisor Ms. Sharmin Jahan ma'am for all the help, guidance and encouragement all throughout this report. I could not imagine accomplishing this report without your suggestions and experiences.

My sincere appreciation goes to the entire team at Futurenation for providing me with the opportunity to intern at your esteemed organization. The hands-on experience and knowledge I gained during my time with Futurenation have significantly contributed to the development of this report.

I am also grateful to my teachers and all the faculty of Daffodil International University for supporting me all along this academic lifetime. The affect of your teachings had already made its impact as I was able to relate back to the things you taught me and apply them directly into this internship with a structure grounded within marketing principles.

Last but not least my lovely family and friends for all the support you have given me throughout this process your motivation has been instrumental.

Executive Summary

Thousands of people have lost their jobs over time. Futurenation is a non-profit organization that has made it their mission to reduce youth unemployment rates. This report presents an overview of Futurenation, analyses their marketing strategies, highlights their challenges, and offers recommendations. Futurenation's strategy is to enable youth with relevant skill development programs, employment-linking services, and entrepreneurship guidance. Futurenation effectively targets its youth audience, specifically 18–25 year old kids, using demographic, geographic, and psychographic segmentation features in an engaging manner. It positions itself as a leading provider of career-starting educational programs and key industry connections. With a comprehensive 8Ps marketing mix that encompasses dynamic digital content, social media engagement, and potential activism, Futurenation has trained over 10,000 young individuals, many of whom have now secured meaningful employment. While these approaches have shown measurable outcomes, such as improvements in digital literacy and youth employment, the report has also found challenges such as poor outreach to rural areas or weak local partnerships that are essential for better results. In the long run, they can leverage this progress by expanding their targeted campaigns to include more courses of instruction. Additionally, they must actively seek new business opportunities from a variety of audiences, including startups. With the above tips, Futurenation can generate jobs for freshmen from Bangladesh with a new economy.

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Chapter 1: Introduction

1.1 Introduction

The implications of this global pandemic have been severe for Bangladesh's youth. Just over one in eight among the young Bangladeshis, aged 15 to 24, who were able and looking for work had no employment during this post-pandemic moment on which so many of us now live. But Futurenation, as dark a patch as it might seem, was the light at the end of our tunnel. Futurenation was created in 2020 as a response to the massive pandemic-driven economic challenges, serving three key customer segments; public sector sponsors concerned with both job creation/retention and training Bangladesh's youth at scale, corporates seeking fresh talents who complete their skill development requirements without further on-the-job support or coaching post-hiring/enrollment (essentially ready-to-work for them), and finally non-corporate partners anxious about mobilising productive citizens from underprivileged backgrounds. They knew the devastation commanded by a pandemic, let loose marketing plans to help ready late teens with the skills and chances needed for lasting careers.

So we dive into the heart of Futurenation's strategic marketing engine. An analysis through these guts we unveil how they have been holding up our young chaps to pursue the journey of sustainable employment and entrepreneurship.

1.2 Background of the study

Futurenation arises within the vibrant tapestry of Bangladesh. It is an organization that gives youth the tools they need in order to go out there and blaze their own trail of success. Futurenation's competitive edge lies in its marketing strategy, supported with vibrant content and targeted market research deployed at highly attended career expos, new online platforms along with the unique Smart CV program. The current analysis takes a closer look at how the unique mix contributes to Futurenation's pull. My aim is to understand how this model can work in developing young people and creating jobs within Bangladesh through analyzing the building blocks of this approach. The results I report here not only demonstrate certain elements of the Futurenation programme, but also aspects which will be helpful to organisations that wish for economic growth via youth empowerment in a low income country.

1.3 Objectives of this study are:

- ☐ To present the organizational overview of Futurenation.
- ☐ To analyse the marketing strategies of Futurenation.
- ☐ To identify some problems related with marketing strategies of Futurenation and
- ☐ To suggest some recommendations of those identified problems.

1.4 Methodology of the study are:

There are two types of data used to prepare this report. One of which is primary data and the other is secondary data.

Sources of Primary Data:

- ❖ Direct communication with the employees or workers of Futurenation.
- ❖ Personal discussion with the employees of Futurenation.
- ❖ Personal experiences gained by working with different people within the organisation.

Sources of Secondary Data:

- ☐ Secondary documentation.
- ☐ Websites.
- ☐ Books.

1.5 Limitations of the study are:

Several limitations were encountered during the preparation of this internship report:

- ☐ Confidentiality: Restricted access to certain internal data limited the depth of analysis in specific areas. Findings are based on the data available during the internship period.
- ☐ Duration: The limited internship duration constrained the extent of data collection and analysis. A longer period would have facilitated a more thorough examination of Futurenation's marketing strategies.
- ☐ Focus: The primary data collection was centered on Futurenation, which may affect the breadth of the analysis.

Chapter 2: Organizational Overview of Futurenation

2.1 Organizational Overview of Futurenation

Futurenation is a non-profit organization that aims to develop and educate Bangladesh's youth. The organization is on a mission to 'create economic opportunities for people by upskilling and making youth employable and entrepreneurial in the post-COVID world.

Futurenation is developing a range of programs and initiatives to meet its aims. These include:

- ❖ The platform that assesses skills for luxury jobs assists young individuals in enhancing their areas of weakness and choosing appropriate learning programs.
- ❖ This is a learning hub network that provides high-quality education and training to young people.

This also includes partnering with government, private sector, and development organisations in a more enabling ecosystem for youth employment and entrepreneurship. Futurenation is a crucial organization for accelerating Bangladesh's future. I am hugely impressed by the faith they have in helping young people develop and thrive. There is no doubt that Futurenation will secure a bright future for young people across Bangladesh.

2.2 Mission

Our mission is to empower talented youth via opportunities; we do this by connecting the best talent with recruiters, companies and content providers.

2.3 Vision

We believe in a future where Skilled, Tech savvy individuals and users connect to innovate together creating the next big thing thereby disrupting industries. Sees a future where every single person can use their dependants grow, and prosper to create lasting success for themselves in this free society.

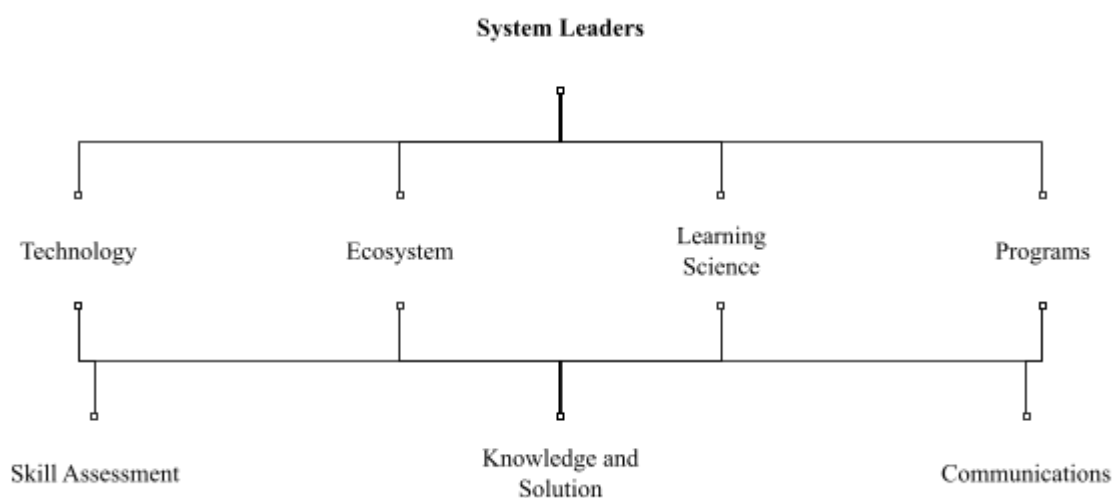
2.4 Programs and Initiatives

- ❖ Youth Skill Development: Future Nation brings with it a wide canvas of skill training for youths as per the need and requirements pertaining to the current dynamic job market. Our expert trainers deliver in-class training for courses across domains, developing the right skills to grow in their career prospects.

- ❖ **Recruiter Portal:** An easy-to-use interface through which recruiters can search for high-quality talent profiles. As a startup, small business, or billion-dollar behemoth, our platform introduces you to the largest store of talent who understand equitability in diverse hiring practices.
- ❖ **Job Posting Services:** Our job posting services help recruiters post jobs to qualified candidates who are actively looking for a new job.

2.6 Organizational Hierarchy

At Futurenation, we maintain a fixed hierarchy to ensure everyone understands who reports to whom within the organization. Additionally, it is crucial for every team member to have unrestricted communication within the company. Knowing the expectations for each team member fosters a sense of ownership and enhances their efficiency in work. Regular reporting mechanisms should support this methodical and systematic approach. We continuously update employees on their achievements and learned lessons, and monthly reports validate them against both organisational and departmental objectives. While the vast majority of work takes place remotely, Futurenation realises that it needs to be nimble. Futurenation occasionally provides employees with the opportunity to engage in remote working, offering the benefits of different work environments. This method empowers the staff, maintains clear reporting lines, and strikes a balance between a structured framework and employee independence. This is the way in which leaders set up a strong structure based on accountability and teamwork—how they direct an organisation towards success.



Chapter 3: Analysis of the marketing strategies of Futurenation

3.1 STP analysis of Futurenation

Segmentation: Futurenation has a thorough market segmentation strategy to tailor its marketing efforts to different consumer groups, thereby increasing engagement and maintaining resource allocation.

❖ Demographic:

- Age: Futurenation tends to segment by age, with a large focus going into the youth demographic, which is the prime target.
- Gender: Gender is also an important factor in Futurenation's segmentation strategy.
- Education: Futurenation views education as one of its key segmentation filters.

❖ Geographic:

- Urban vs. Rural: This aligns with their strategy.

❖ Psychographic:

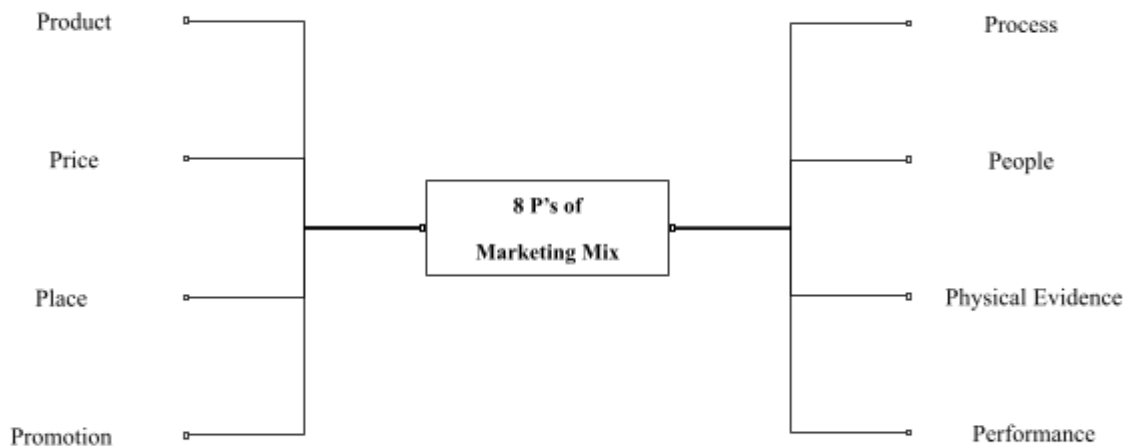
- Values and Beliefs: Futurenation seeks those with a particular set of personal characteristics. Like innovative, tech savvy etc.

Targeting: Futurenation adopts a strategic method of narrowing down its target audience by segmenting it on the basis of demography, geography, psychographics. This strategy allows the business to aim its marketing efforts that fit in with their objectives, as it can target consumer segments.

- ❖ Age: Youths is the main segment that Futurenation targeted. It is in the category of 18-25 years.
- ❖ Gender: Although the company primarily focuses on a youth demographic, it also recognizes gender-based preferences and needs.
- ❖ Education: Futurenation is targeting university students as their centre of customer base.
- ❖ Urban vs. Rural: Futurenation is not a program targeted directly at rural areas, but due to its focus on university students it has strong penetration within urban environments by default.
- ❖ Values and Beliefs: Futurenation targets individuals who value innovation, technology, and trendiness. The company seeks out consumers who are tech-savvy, communicative, and enthusiastic about new advancements, ensuring that its products and marketing messages resonate with these psychographic traits.

Positioning: Futurenation presents itself as the ideal platform for young people in Bangladesh to begin their professional journeys, by offering a tailored educational experience and direct opportunities to reach leading companies in the country.

3.2 The marketing mix of Futurenation



1. Product/service: Futurenation provides a dual-service platform combining educational courses with job placement services. Key offerings include:

➤ **Educational Courses:** Futurenation caters to a large number of educational courses that can help improve hands-on experience in different career fields. These courses are provided both online and in some cases, offline for everyone to develop skills on particular fields. The program is intended to equip students with the skills most in demand by today industry, providing concentration areas including: Live Classes, Photography, Digital Media, Programming, Design, Business, Communication, Sales, Marketing, Technology, Others. Popular Courses and Enrollment:

- Digital Literacy: 1,865 enrolled members
- Android App Development: 1,796 enrolled members
- Professional Video Editing: 2,351 enrolled members
- UI/UX Design: 931 enrolled members
- Motion Graphics: 676 enrolled members
- Data Visualization: 890 enrolled members
- Software Product Management: 371 enrolled members
- Cyber Security & Ethical Hacking: 678 enrolled members
- Blockchain Technology: 315 enrolled members

With a diverse course catalog and a growing student body, Futurenation is committed to building a skilled workforce and contributing to a sustainable Bangladesh.

➤ **Job Placement Services:** Futurenation offers a comprehensive suite of tools to help users land their dream jobs. Their platform provides:

- Job listing: Diverse job listings tailored to individual career goals.
- Resume building: Uses industry specific and professional resumes that enhance the chances of a successful job as well as an AI-powered resume analyzer that offers personalized feedback to optimize resumes for applicant tracking systems (ATS) and human recruiters.
- Mock interviews and interview preparation resources.
- Exclusive access to job fairs and networking events.

Futurenation leverages user data and course completion to provide personalized job recommendations. Users can also apply for any job on the platform, giving them maximum flexibility.

2. **Price:** Futurenation adopts a pricing strategy that balances accessibility with value:

- Users do not have to pay anything for using the services of Futurenation. The platform is funded through larger UNDP (United Nations Development Programme) initiatives enabled by their alliance with the organization. As part of Futurenation's mission to help young people, no direct fees are charged for users.

3. **Place:** Distribution of Futurenation's services is primarily through:

- Online Platform: Accessible via the company's website and mobile applications, allowing users to access educational content and job services from anywhere.
- Campus and District Presence: Physical presence through job fairs and informational events held at university campuses and various districts to engage directly with students and young professionals.

4. **Promotion:** Through a strong digital promotional strategy, Futurenation can reach their primary target audience more effectively and increase the visibility of the platform. The company might employ various digital channels and tactics to associate a brand with the intent of attracting new customers or growing business. Below is a comprehensive breakdown of the key strategies employed:

➤ SEO (Search Engine Optimization):

- Website Optimization: Futurenation focuses on improving the content and structure of its website for better search engine ranking. This involves optimizing on-page elements like meta tags, headers and keyword inclusion to comply with the algorithms of search engines.
- Keyword Targeting: An SEO strategy that is focused around targeting specific, high value keywords surrounding career development, online education and job placement.
- Backlink Building: Futurenation secures the authority and credibility of its website with a strategic backlink-building process.

➤ Content Marketing:

- Valuable Content Creation: Futurenation makes its own valuable content — in written (blog posts, articles) and video form.
- Search Engine Optimization: This involves optimizing the content to increase its reach and visibility on search engines.

➤ Affiliate Marketing:

- Partnerships with Affiliates: Futurenation partners with a huge network of affiliates, such as influencers, bloggers and other companies within the same industry that promote their platform.

➤ Influencer Marketing:

- Collaborations with Influencers: Futurenation partners with influencers whose following includes their target demographic.

➤ Social Media Marketing:

- Platform Engagement: Futurenation communicates with their followers on all key social media platforms, from Facebook to Instagram, LinkedIn and Twitter. These steps can mean sharing important content, holding contests that get users involved.

➤ Email Marketing:

- Lead Nurturing and Updates: Futurenation employs email marketing to nurture leads, disseminate updates, and promote new offerings.
- Internal Communication: The company sends bi-weekly email updates to internal teams and stakeholders to ensure alignment and maintain engagement within the organization.

5. **People**: The success of Futurenation's service delivery relies on:

- Personnel: Skilled experts that teach classes, offer job placement and professional advice. This includes teachers, career coaches and support staff.
- HR Representatives: Participated in head-hunt seminars and virtual podiums thus sharing much needed insights along with opportunities, to students looking out for jobs.

6. **Process**: The processes involved in delivering Futurenation's services include:

- Course Enrollment: An efficient process of registering for courses through the internet.
- Job Placement: Streamlined processes to connect jobseekers with suitable posted positions and meet potential employers.
- Customer Support: A help for the point in query to help you when utilizing a user experience.

7. **Physical evidence**: Physical evidence helps in enhancing the credibility and perception of Futurenation:

- Website Design: A rustic, user-friendly web design that showcases the business values and gives an easy way to get services.
- Event Materials: professional branding such as banners and brochures at job fairs and campus events.
- Success Stories: Testimonials of graduates who have landed employment through Futurenation.

8. **Performance**: Monitoring and evaluating the effectiveness of Futurenation's marketing mix involves:

- Key Performance Indicators (KPIs): Data related to user engagement course completion rates, job placement success rates, and social media.
- Feedback Mechanisms: Ongoing collection of feedback from customers or key stakeholders to understand satisfaction and problems.

Chapter 4: Findings, Recommendations and Conclusion

4.1 Findings

Based on the analysis of Futurenation's marketing strategy, the following key findings can be identified:

- ❖ The company's value proposition effectively meets the needs of its target audience.
- ❖ Futurenation uses a well-rounded marketing mix to engage its audience effectively.
- ❖ The company's integration of an online platform with campus and district events ensures broad reach and engagement.
- ❖ Futurenation's experienced professionals enhance the quality of their services.
- ❖ Expanding outreach efforts to rural areas could significantly increase impact.
- ❖ Futurenation's current course offerings are limited to a few specific fields, lacking coverage of emerging industries and diverse user interests.
- ❖ Existing partnerships with local businesses and educational institutions lack depth in creating targeted opportunities for youth.

4.2 Recommendations

- ❖ Futurenation could implement Social Media Marketing (SMM) and Search Engine Optimization (SEO) strategies to enhance engagement with youth in rural areas.
- ❖ Futurenation should introduce new educational courses to address emerging industry needs and diverse user interests.
- ❖ Perhaps in the future Futurenation should look towards additional collaborations with local businesses and educational institutes to open up more youth opportunities.

4.3 Conclusion

Having worked with Futurenation as a Dynamic Content Developer, I learned so much about how the company is changing lives by attracting and educating young professionals in Bangladesh through its strategic marketing. University students have been remarkably engaged and motivated by the way Futurenation harnesses digital platforms with tailored content. The study showed that Futurenation has strong brand marketing which enhances the current strategy but shows room for greater increase. To strengthen Futurenation for good, it should expand its outreach to rural areas, introduce courses on emerging technologies and 21st century skills in their repertoire as a part of an ongoing curriculum revision system besides deepening alumni engagement which must hit the field soon after graduating; Marketing strategies may also have some fine tuning opportunities. This will also elevate overall performance through better customer support.

That reflects how well the marketing strategy of Futurenation works, and why it will keep on working. Applying these suggestions will consolidate Futurenation as a notable career development reference and have an upward effect on the professional advancement of young adults with Bangladesh.

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