



Daffodil
International
University

Internship Report

On

“An Analysis of Marketing Strategies of “Broadway Int’l”



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Letter of Transmittal

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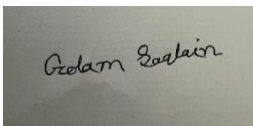
Subject: Submission of Internship report about “An Analysis of Marketing Strategies of “Broadway Int’l”.

Dear Ma’am,

With due respect, I am pleased to inform you that I have completed my internship report on marketing strategies of “Broadway Int’l”. I have tried my best to focus on “Broadway Int’l” marketing strategies. This report highlights the marketing strategies employed by Broadway Int’l to conduct its marketing activities effectively & I have made every effort to prepare the report with consistent quality and thorough research, under your valuable guidance. I have tried my best to include all relevant data and support my findings comprehensively.

So, I therefore pray and hope that, you would be kind enough to judge that how much effort I have put into its preparation. I highly appreciate your guidance and consistent cooperation and hope the report will be completed as per your expectations.

Yours Sincerely,



Golam Saqlain

ID: 201-11-1032

Major in Marketing

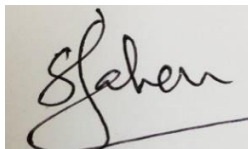
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Certificate of Approval

This is to certify that, the internship report titled “An Analysis of Marketing Strategies of ‘Broadway Int’l” was prepared by Golam Saqlain (ID: 201-11-1032), Department of Business Administration, Faculty of Business & Entrepreneurship, Daffodil International University, has been recommended for submission & presentation.

Golam Saqlain carries moral & ethical character and is a very pleasing, as well as student.

It has indeed been a great pleasure working with him. I wish him all success in life.

A handwritten signature in black ink, appearing to read 'Sharmin', on a light-colored background.

Sharmin Jahan

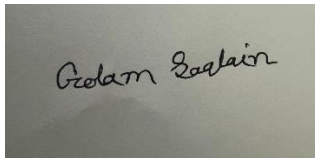
Assistant Professor

Faculty of Business & Entrepreneurship

Daffodil International University

Declaration

I declare that, the internship report on- “An Analysis of Marketing Strategies of ‘Broadway Int’l” reveals the results of my own research work. All the information in this internship report, I collected while doing internship in my company “Broadway Int’l”. I have collected all the information of my internship from various sites/websites of my company, employees working in the company, owner (Zafar Saleh) of the company and my supervisor “Ashiqul Islam Shawon”.

A photograph of a handwritten signature in black ink on a light-colored surface. The signature reads "Golam Saqlain".

Golam Saqlain

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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 Broadway Int’l.

I want to express my deepest gratitude to my respected teacher, Ms. Sharmin Jahan, for her commitment, valuable guidance, and encouragement throughout all the processes. 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. In my opinion this internship will help me become more professional and develop my potential professional career.

I want to express my appreciation to my supervisor Ashiqul Islam Shawon, Manager of Broadway Int’l, for his invaluable assistance in writing this report.

I am also grateful to Fatema Tuz Zohra, team leader of Marketing Department. 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.

Executive Summary

In this internship report, we will be able to get a detailed idea and comprehensive marketing analysis about “Broadway Int’l” a leading consultancy firm and visa processing agency in Bangladesh. This internship report is divided into four chapters.

The first chapter deals with introduction, background, scope, objectives, methodology, and limitations of the study. Chapter two is about organizational profile of “Broadway Int’l” where the organization “Broadway Int’l”’s introduction, their mission-vision, founder, employees and its place within the study abroad industry in Bangladesh. Then, the next chapter (Chapter 3) is completely about marketing strategy and analysis of “Broadway Int’l”. This chapter includes the company's segmentation, targeting, positioning (STP) strategies and their products, pricing strategies, placement methods & promotional methods are discussed. Additionally, the marketing mix (8Ps) is thoroughly analyzed, including a deep dive into the company’s service offerings, price, place, promotion, people and physical evidence. The last chapter (Chapter 4) is about finding, recommendation and conclusion. This internship report serves as a valuable resource for understanding how Broadway Int’l implements its marketing strategies and future improvements that can drive growth and success in the Consultancy Sector at Bangladesh. This internship report contains recommendations for “Broadway Int’l” and gives a brief conclusion.

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Chapter: 1

Introduction

1.1 Introduction

Broadway International is a well-known study abroad consultancy firm and visa processing agency that has been operating in Bangladesh since 2011. Broadway International provide a wide range of service including counseling, university selection, application processing, visa guidance, pre-departure briefing, booking and managing accommodation and more. At Broadway International, the goal is to give each student personalized help so that they can make smart choices about their academic paths. The company offers full services for all parts of studying abroad, from choosing the best university and course to getting a student visa and getting ready for life in a new country. Broadway Int'l engages in different marketing strategies to promote and enhance their study abroad services to potential clients. They are professionals who offer affordable, trustworthy, and high-quality services to students seeking to apply for bachelors, masters, and PhDs in various countries. The company is led by a dedicated team of professionals, their collective expertise and commitment to student success have enabled the company to place students in top-ranked universities in Europe and United State of America. Broadway International establish a strong reputation in consultancy industries for their top notch services and highest visa success rate. Some of the services offered by Broadway International include Counseling, help students in university selection, application processing, visa guidance, pre-departure briefing, booking and managing accommodation. In Addition, Broadway Int'l also offered after arrival services to help student to navigating in their new environment and the company ensure all students are well-guided to their destination by picking them up at the airport, helping them find housing. With 13 years of experience Broadway Int'l hold a strong position in consultancy sector at Bangladesh. As an intern in Marketing Department, I had to opportunities to contribute to promoting their services and attend in various marketing campaigns. In Bangladesh Broadway Int'l is a reputed consultancy firm and they located in Mirpur DOHS, Dhaka.

1.2 Background of the study

The primary objective of this internship program report study is to familiarize students with the corporate sector. I'm completed my internship at Broadway International. This internship program provides me with the opportunity to apply my theoretical knowledge in a real-world setting. From this internship program I gain a lot of knowledge and experience including Social Media Marketing, Content Creation and Run Campaigns in digital platform, Customer

Service, Data Entry, and field visit to collaborate with different agencies including Travel agencies, Insurance agencies and more. Through this research, people will also discover about "Broadway International" marketing strategy and advertise their Services in traditional and digital platform.

1.3 Scope of the Study

My possible area of focus includes marketing strategies of Broadway International, Identity their target audience, analyzing promotional activities through digital marketing channels, analyze effective marketing campaign both traditional and digital channels and potentially offering suggestions for improvements based on my findings. In order to provide a comprehensive marketing strategy of Broadway International, it is necessary to consider factors such as market research, competitor analysis, and customer feedback. Most of the scopes of my study were generated by the personal website of Broadway International (<https://broadwayintlbd.com>) and the Facebook Page of Broadway International (<https://www.facebook.com/BroadwayIntl>). Additionally, my supervisor, Ashikur Rahman, consistently established the majority of the study scopes for me during my internship at "Broadway International" The employees of "Broadway International" also established numerous study scopes for me.

1.4 Objectives of the Study

The objectives of this study are-

- To present the company overview of “Broadway International”.
- To analyze the Marketing Strategies of “Broadway International”.
- To identify some problems related with the Marketing Strategies of “Broadway International”.
- To suggests some recommendations for those identified problems of “Broadway International”.

1.5 Methodology of the study

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 “Broadway International”.
- Personal discussion with the employees of “Broadway International”.
- Personal experiences gained by working with different people of “Broadway International”.

Sources of Secondary Data:

- Websites.
- Facebook Page.
- Books.

1.6 Limitations of the study

- **Timing:** After completing my all courses, I was a little late in starting my internship because I can’t find any organization, after that I secure my internship program in Broadway International.
- **Lack of experience:** Because I didn't have much experience, it was hard for me to get an internship and get used to the company after I got this internship.
- **Lack of previous records:** Because of organizational limits and restrictions, it is not possible to do more study.
- **Lack of information:** It's hard to find the right people to talk to because there aren’t enough information out there about traditional marketing plans but as a digital marketing intern I got enough information about the digital marketing plan strategy.

Chapter: 2 Organizational Overview

2.1 Overview of the Company

This chapter will highlight overall activity and background of Broadway Int'l. Broadway Int'l is a study abroad and visa processing agency in Bangladesh that has been serving clients since 2011. Through various marketing campaign, Broadway Int'l spreads awareness and benefits of study abroad among clients. Broadway Int'l helps student to learn about different academic possibilities and career opportunities around the world and guide student who want to study and settled in abroad. Through the accurate and update information on study abroad, Broadway Int'l show student the world of possibilities. They help them to make smart choices about their future education and future careers. They had a lot of success in consultancy sector and done great job. CEO Zafar Saleh who is always interested in the education and visa processing sector. Since 2011 he has been helping students who are interest in study abroad from Bangladesh. Broadway Int'l CEO Zafar Saleh also complete his study in abroad and did a lot of work as a business analyst, student counselor and visa processor. Since 2011, he has been helping students how to start their career in abroad. Students in our country should know about the universities around the world that offer the courses, scholarship and study choices that fit their interest if they want to start career in abroad. Broadway Int'l goal is to make easier for student who wants to study abroad. Broadway Int'l will help university selection, application processing, visa guidance, scholarship, credit transfer, prepare documents pre-departure briefing, booking accommodation and insurance. Mainly Broadway Int'l promote their services in two ways, one is traditional marketing (advertising in newspaper and using banner, flyers) and other one is digital marketing using Facebook Page, Groups and Website. In these sites, Broadway Int'l offers live online seminars, provides information on foreign study and share articles about study abroad.

2.2 Mission

To assist students, achieve their full potential by offering them guidance and support they need to succeed academically and professionally, both their studies and in their future careers. Broadway Int'l are committed to putting students in touch with educational and working possibilities around the world. We also support them to their academic goals and get ready for success in worldwide by giving them counseling and provide their services.

2.3 Vision

Broadway Int'l vision is to become a leading Educational Consultancy and visa processing firm in Bangladesh by providing the highest quality services to clients and maintain reputation in the industry.

Broadway Int'l have a challenging vision:

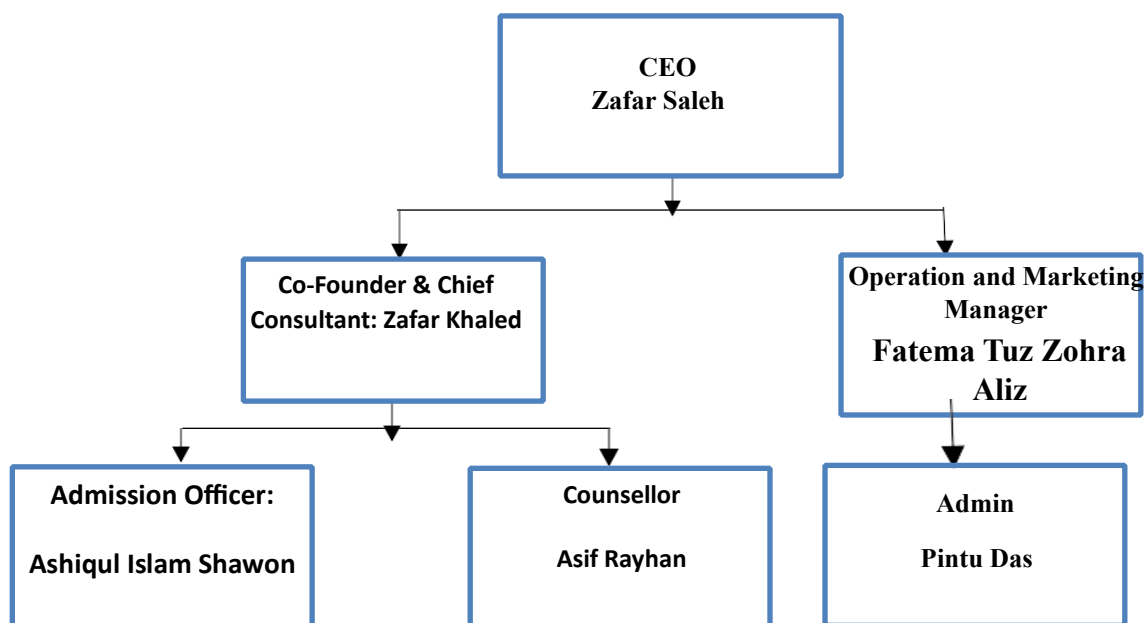
Study Abroad, Lives Your Dream: Broadway Int'l is to be a global leader in providing guidance and support about study abroad. We are dedicated to providing students with the excellent education that will enable them to flourish in their education and overseas by providing them with the resources and the self-assurance they require.

2.4 Company at a Glance

Name of the company	Broadway Int'l
Slogan	Study Abroad, Live your Dreams
Type	Education
Founded	2011
Founder	Zafar Saleh
Industry type	Consultancy and Visa Processing Firm
Product	• United Kingdom • Canada • Italy • Hungary • Finland • Denmark • Lithuania • South Korea
Enrolled Student	1000+
Location	House:734 Road: 10, Avenue: 04, Mirpur DOHS, Dhaka

Employees	20+
Website	https://broadwayintlbd.com/
Telephone no	+88 01880-580833
Email	info@broadwayintlbd.com

2.5 Hierarchy Chart of Broadway Int'l



*Zafar Saleh (Owner of “Broadway Int’l”)

*Zafar Khaled (Co-Founder & Chief Consultant)

*Fatema Tuz Zohra (Operation and Marketing Manager)

* Ashiqul Islam Shawon (Admission Officer)

Chapter: 3

Analysis of Marketing Strategies of Broadway Int'l

3.1 What is Marketing Strategy

A marketing Strategy is an organization's comprehensive plan for attracting potential clients/customers and turning them into buyers of its products or services. Marketing Strategy includes high quality elements like the target customer or clients' demographics, the value proposition of the business or organization, brand message. A clear marketing strategy provides direction for accomplishing goals, building brand awareness, and establishing a long-term competitive edge in the marketplace.

3.1 STP Analysis

Segmentation, Targeting, and Positioning (STP) is a framework that helps a company determine market segment they can effectively target to provide value. STP is an effective tool that facilitates market segmentation and the placement of a company's products or services according to the defined target market.

*Segmentation

Broadway Int'l segments its market according to three primary variables, those are geographic, demographic, psychographic. These segmentation variables help Broadway Int'l to understand its audience more effectively. Broadway Int'l uses three primary segmentation strategies.

1. Geographic Segmentation

In geographic segmentation, the market is divided into specific groups according to location, region, city size, or country size.

Broadway Int'l as an educational consultancy and visa processing firm and it's considered the whole country as a market in terms of their geographical segmentation.

2. Demographic Segmentation

In Demographic segmentation categorized the market and divided into groups based on age, income, gender, race, education level, and occupation.

3. Psychographics segmentation

In psychographic segmentation, the total market is divided into a distinct group based on personality, values, attitudes, lifestyle, moral etc.

In terms of psychographic segmentation, Broadway Int'l focuses on customers personality. And by guessing on personality and psychographic elements "Broadway Int'l" can understand who are their real customers.

*Targeting

Broadway Int'l has targeted the students and job holder who are highly interested to purchase their study in United Kingdom, Canada, Italy, Hungary, Finland, Denmark, Lithuania and South Korea.

Broadway Int'l has considered their target customers as-

1. **Age:** 19 to 39 years, those who have completed HSC, graduation or master degree.
2. **Personal or Family Income:** Family or personally who's monthly income is 40,000 to 80,000BDT or above.
3. **Occupation:** Students who complete HSC, recent graduates, Master's or MBA degree complete, and individuals who are seeking advance degree like Bachelor, Masters or PHD for their future career.
4. **Social Class:** People of middle-class and upper-class life style who is capable of study in abroad.

*Positioning

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

1. **Expert Guidance for Study Abroad:** Broadway Int'l is over 12 years' experience in study abroad consultancy, positioning it as a reliable resources and expert guidance for students navigating international education options. Broadway Int'l Co-Founder Who is Chiefs consultant and he completed his bachelor and masters from Italy. This unique expertise provides students with real life knowledge on European education, living cost, career opportunities. Broadway Int'l ensure that they are able to make informed and strong decision with confidence.
2. **Comprehensive Services:** Broadway Int'l has an expert team of immigration consultants will assist students to prepare documentation for Visa Application and prepare students briefly for Visa Interview where necessary. Broadway Int'l comprehensive services are

including university selection, application guidance, visa processing. They assist students through pre departure and on arrival guidance in real time.

3. **Visa Assistance:** Broadway Int'l is a leading consultancy in Bangladesh. They prepare each and every student's file with professionalism so that every student can easily get visa. It is important to highlight the reliable support that Broadway Int'l provides with visa applications in order to establish the company as a leading consultancy that minimizes the number of visa rejection and maximizes the possibility of a successful conclusion.
4. **Global Reach and Local Expertise:** Broadway Int'l as a consultancy that bridges the gap between between global education systems, Career opportunities and local student needs, offering services that help to Bangladeshi Student. Broadway Int'l offer services that help students meet the requirements of top universities and providing access to international agents who offer accurate and real-time information.

3.1 Analysis of Marketing Mix

The term "marketing mix" refers to the several components that are utilized in the process of marketing a product or service. These components are referred to as the "8 P's," which are Product, Price, Promotion, Place, People, Process Physical Evidence and Productivity. After taking segmentation, targeting, positioning step Broadway Int'l focus on necessary decision regarding the marketing mix. They consider 8P of marketing before taking any decision.

The 8Ps Of Marketing are:

- Product
- Price
- Place
- Promotion
- People
- Process
- Physical Evidence
- Positioning

3.2 Product/Services

Broadway Int'l works with a vast network of public universities around Europe and other study destinations including Denmark, Finland, Italy, Canada, Hungary, Lithuania, South Korea and United Kingdom. Broadway Int'l offers tailored services to Bangladeshi Students.

Principal Services of Broadway Int'l:

University Admissions: Broadway Int'l Offers professional support and guidance for students applying to Bachelor, Postgraduate, Masters, Doctorate and PHD programs in a variety of subjects. The admission team analysis student's educational qualification and helps students choose universities that match their academic strengths and future opportunities. They make admission process smoother and more straightforward for students.

Test Preparation: Broadway Int'l helps students prepare for important exams such as Entrance Exam, Tolc Exam and different Interview process. Each country has different admission criteria, admission team offers support and guidance to ensure students meet the specific requirements.

Scholarship Consultation: Broadway Int'l provide support on different kind of scholarship like government fund scholarships, university grants scholarships, and financial assistance. Broadway

Int'l prepare documents for this type of scholarship. This assists students in obtaining financial support that they can afford their living cost and educational expenses.

Visa and Immigration Support: Broadway Int'l offers professional support with visa applications, navigating students through the process. They offer mock interview before students are going to attend visa interview. Broadway Int'l has a high visa approval record that facilitating students' study abroad endeavors without any unnecessary delays.

Pre-Departure and Post-Arrival Support: Broadway Int'l helps students to find accommodation and book affordable hotel rooms. Broadway Int'l makes sure that students have an easy transition to studying abroad by helping them before they leave Bangladesh and after they get to their dream country.

International Networking: Broadway International puts students in touch with agents and representatives from universities all over the world. These contacts help students get accurate information. This helps students make smart choices about their futures and higher education.

3.3 Price

Broadway Int'l adopts a competitive and transparent pricing strategy, offering a consistent service fee.

- **Hungary:** For Hungary Broadway Int'l Charge 1lacs BDT (after Visa) and 200 euros application fee before visa
- **UK:** For UK Broadway Int'l Charge 2.5 lacs BDT (after Visa) and 200 euros application fee before visa.
- **Canada:** 2.5 lakh BDT service charge after visa approval and 150 euros enrollment.
- **Italy:** 2 lakh BDT (after visa approval), 150 euros (application fee before visa) and student need to paid accommodation and CIMEA fees (450 to 600 euro)
- **Finland:** 2 lakh BDT (after visa approval), 200 euros (application fee before visa)
- **Denmark:** 2 lakh BDT (after visa approval), 200 euros (application fee before visa)
- **Lithuania:** 1.5 lakh BDT (after visa approval), 200 euros (application fee before visa)
- **South Korea:** 1 lakh BDT (after visa approval), 200 euros (application fee before visa)

3.4 Place:

Broadway Int'l offers both online and offline services through their two branches, one located in the Italy and the other one is in Mirpur DOHS, Dhaka. Students can access their services through their Facebook Page, Instagram, website and also communicate with them via email. Students can directly come to the office for free counseling and get the service.

3.4 Promotion:

Broadway Int'l use three types of marketing, those are:

1. Social Media Marketing
2. Print Marketing
3. Event Marketing

Social Media Marketing: Broadway Int'l promote their services on different social media channels like Facebook, Instagram, and LinkedIn. On these platforms, they share educational content, Career opportunities, educational videos, and updates on their regular activities to engage with their audience.

Print Media Marketing: Broadway Int'l create different kind of poster, banner and flyers about study abroad. They serve their poster or brochure in different Ielts Coaching Center or in front of educational instruction. From Banner, Poster and Brochure Students knows about Broadway Int'l.

Event Marketing: Broadway Int'l arrange various seminar and workshop for their audience. Students always participates in those seminar and workshop. They ask questions, seeking clarification on various topics related to studying abroad. By joining these sessions, Audience knows details about Broadway Int'l.

3.5 Process:

Broadway Int'l ensure that all processes are professionally followed and give excellent service to their students. They provide counseling, career guidance, university selection, application submission, visa processing, and pre-departure preparation services to their student. They ensure that every student receives receives personalized and efficient support throughout their journey of studying abroad.

3.6 People:

Broadway Int'l provide top-notch services by employing trained and professional individuals. They provide training, entertaining working environment that will ensure the happiness of all employee. They have professional and experienced counselor; they support every student. The team's experience is evident in the success stories of the students they have assisted over the years.

3.7 Physical Evidence:

Broadway Int'l is an educational consulting firm that has both physical and online services. The corporate office of Broadway Int'l located in House 734, Road 10 Avenue 04, Mirpur DOHS, Dhaka, Bangladesh. They have a well establish Facebook page and Website where they provide business operation. This combination of physical and digital evidence Broadway Int'l has a good reputation as a trusted study abroad consultancy.

3.8 Performance:

Broadway Int'l provides efficient and professional services to their students. For these services Broadway Int'l is one of the top educational consultancy firms in Bangladesh. They have highly skilled consultants, they complete task within the deadlines, the marketing team ensure different seminar and workshop. The company prioritizes students' preferences when offering advice. They invest vast amount of money in research and marketing every year. So, their overall performance regarding visa processing is satisfactory.

Chapter: 4 Findings, Recommendations and Conclusion

4.1 Findings

- Broadway Int'l does not focus in traditional marketing channels such as television commercials (TVC).
- Broadway Int'l does not collaborate with educational institutions or any English coaching centers.
- Broadway Int'l does not focus on content marketing.
- Broadway Int'l doesn't offers any discounts or promotional pricing on their product and services.
- Broadway Int'l does not focus in influencer marketing.

4.2 Recommendation

Focus on Traditional Marketing Channels: Broadway Int'l need to focus more traditional marketing for TVC and billboards. They provided flyers in front of different coaching center but they don't have any billboards.

Collaborate with Educational Institution and Coaching Centers: Broadway Int'l should collaborate with Educational Institution and English coaching Centers. This collaboration or sponsorship could help attract new clients to the organization.

Focus on Content Marketing: Broadway Int'l should prioritize in content marketing such as creating videos and informative articles to expand their reach and effectively engage potential clients.

Discounts and Promotional Offers: Broadway Int'l should consider the possibility of offering discounts. This strategy can encourage more enrollments, client satisfaction, and potentially expand their customer base.

Influencer Marketing: Broadway Int'l should prioritize online influencer marketing strategies, to reach a broader and audience. Collaborating with influencers can enhance brand awareness and brand visibility.

4.3 Conclusion

During my time with Broadway Int'l I've learned valuable experience in digital marketing especially in content creation, managing their social media platform, paid advertising and responding to client questions through digital channels. Broadway Int'l offers an important opportunity in a dynamic learning environment, by constantly enhancing its services and adapting to changing market demands as well as using innovation approaches for promoting student's future education and their professional career. Broadway Int'l employed innovative strategies to help students achieve their academic and professional goal through study abroad programs in countries like Hungary, Finland, Denmark, and Italy.

Broadway Int'l become one of the most trustworthy and reputable study abroad consultancies in Bangladesh by offering comprehensive services. My experience at the company allowed me to develop key skills in digital marketing. In my internship period I was actively involved in content creation, running targeted ad campaigns and response client questions.

Broadway Int'l aims to become one of the most reputable studies abroad consultancies in Bangladesh by offering comprehensive services. My experience at the company allowed me to develop key skills in digital marketing, particularly in managing Facebook ad campaigns, addressing customer inquiries, and guiding prospective clients through their study abroad journeys. I was actively involved in running targeted ad campaigns, handling client questions, and analyzing campaign performance to optimize results.

In this report, I have highlighted several initiatives that Broadway Int'l marketing strategy, career counseling, end-to-end visa and interview preparation, and educational seminars. The hands-on learning I received from Broadway Int'l has equipped me with a solid foundation in digital marketing.

4.4 References:

1. **Kotler, P. and Keller, K. (2016) Marketing Management. 15th Edition, Pearson Education, Edinburgh Gate.**
2. <https://broadwayintlbd.com/>
3. <https://www.facebook.com/BroadwayIntl>
4. <https://www.instagram.com/broadwayinternational2024/>