



An Analysis of the Marketing Strategies of Unmesh Medical & Dental Admission Care

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“An Analysis of the Marketing Strategies of Unmesh Medical & Dental Admission Care”

Letter of Transmittal

Dewan Golam Yazdani

Assistant Professor

Department of Business Administration

Faculty of Business and Entrepreneurship

Daffodil International University

Subject: Submission of Internship Report on “An Analysis of the Marketing Strategies of Unmesh Medical & Dental Admission Care”

Dear Sir,

I am pleased to submit my internship report titled “**An Analysis of the Marketing Strategies of Unmesh Medical & Dental Admission Care**”, which was prepared as part of the requirements for completing my Bachelor of Business Administration degree.

This report is based on my internship experience at Unmesh Medical & Dental Admission Care, where I had the opportunity to analyze their marketing strategies. It focuses on the organization’s marketing mix, segmentation, targeting, positioning strategies, challenges, and recommendations for improvement.

The report reflects my efforts to connect academic knowledge with real-world practices. I am grateful for your guidance during this process and for the valuable advice you provided, which greatly contributed to the completion of this report. I sincerely hope the report meets your expectations. I am available for any further clarification or discussion regarding the content.

Thank you for your support and encouragement.

Sincerely yours,



Zafrin Akter

ID: 202-11-1170

Program: BBA, Major in Marketing

Department of Business Administration

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Daffodil International University

Certificate of Approval

This is to certify that the internship report titled “**An Analysis of the Marketing Strategies of Unmesh Medical & Dental Admission Care**”, submitted by **Zafrin Akter**, Student ID: **202-11-1170**, in partial fulfillment of the requirements for the degree of Bachelor of Business Administration (BBA) at Daffodil International University, has been reviewed and approved.

I hereby recommend this report for submission and acceptance.



Dewan Golam Yazdani

Assistant Professor

Department of Business Administration

Faculty of Business and Entrepreneurship

Daffodil International University

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Declaration

I, **Zafrin Akter**, Student ID: **202-11-1170**, hereby declare that the internship report titled “**An Analysis of the Marketing Strategies of Unmesh Medical & Dental Admission Care**” is an authentic work completed by me during my internship at Unmesh Medical & Dental Admission Care.

I further declare that the information and findings presented in this report have been derived from my personal experiences and research during the internship period. The sources and references used in the preparation of this report have been acknowledged properly, and no part of this report has been copied from any other source without appropriate citation.

This report has not been submitted for any other degree or professional qualification.

Sincerely yours,



Zafrin Akter

ID: 202-11-1170

Program: BBA, Major in Marketing

Department of Business Administration

Faculty of Business & Entrepreneurship

Daffodil International University

Acknowledgment

I would like to express my sincere gratitude to all those who have contributed to the successful completion of this internship report.

Firstly, I would like to thank Mr. Dewan Golam Yazdani, Assistant Professor, Department of Business Administration, Daffodil International University, for his constant guidance, support, and valuable feedback throughout my internship. His mentorship has been crucial in shaping my report and understanding of marketing strategies.

I would also like to extend my heartfelt thanks to the team at Unmesh Medical & Dental Admission Care, especially my supervisors and colleagues, who provided me with an enriching environment and practical exposure to marketing strategies in the education sector. Their cooperation and willingness to share their knowledge and experience greatly enhanced my learning process.

I am grateful to Daffodil International University for providing me with the opportunity to undertake this internship, which allowed me to apply my academic learning in a real-world setting.

Finally, I would like to express my gratitude to my family and friends for their unwavering support and encouragement throughout the course of my internship.

Thank you all for your invaluable contributions.

Executive Summary

Unmesh Medical & Dental Admission Care, a prominent educational institution offering coaching for medical and dental entrance exams, operates in a highly competitive market. The company faces numerous challenges that hinder its ability to differentiate itself and establish a strong foothold in the educational sector. Key problems identified include market overcrowding, inconsistent branding, limited specialization, and barriers to digital accessibility for students in semi-urban and rural areas. Additionally, the institution struggles with inconsistent service quality across its regional locations, over-reliance on digital tools, and a weak appeal to the premium market segment. Moreover, its international outreach efforts remain underdeveloped, limiting its potential to attract students from abroad.

This report, titled “**An Analysis of the Marketing Strategies of Unmesh Medical & Dental Admission Care,**” offers targeted recommendations to address these issues. It suggests that Unmesh develop a unique selling proposition (USP) to differentiate itself from competitors, refine its brand identity to clearly communicate its strengths, and focus on specialized coaching programs in either medical or dental fields. To enhance accessibility, the company should offer offline materials and support digital literacy initiatives in underserved areas.

Furthermore, it is advised that Unmesh standardize service quality across its locations, incorporate hybrid learning models that combine online and offline support, and offer tiered pricing options to cater to both affordable and premium segments. Lastly, expanding international outreach by tailoring offerings for global students and enhancing digital engagement is crucial for broadening its reach.

By implementing these strategies, Unmesh can strengthen its position in the market, improve student satisfaction, and attract a wider range of local and international students, thus driving long-term growth and success.

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Chapter-1:

Introduction of the report

1.1: Introduction

The process of education is ever-evolving, with various institutions striving to meet the needs of students who aim for academic excellence in specialized fields. One such area is medical and dental education, where students undergo rigorous preparation to secure admission in competitive institutions. As a student pursuing a Bachelor of Business Administration (BBA) with a Marketing major at Daffodil International University, I had the opportunity to undertake an internship at Unmesh Medical & Dental Admission Care.

This report, titled “An Analysis of the Marketing Strategies of Unmesh Medical & Dental Admission Care,” aims to provide an analysis of the marketing strategies implemented by Unmesh, focusing on how the organization markets its services to prospective students. Through my internship, I was able to observe and engage in various marketing activities that have shaped my understanding of how marketing principles are applied in real-world business environments. The internship allowed me to integrate academic knowledge with practical experience, providing valuable insights into the strategic aspects of marketing in the education sector.

The purpose of this report is to evaluate the marketing efforts of Unmesh, specifically the marketing mix, segmentation, targeting, positioning strategies, and identify the challenges they face. Furthermore, the report will suggest recommendations for addressing these challenges, based on the findings observed during my internship.

By assessing the organization’s marketing strategies, this report aims to contribute to the ongoing discussion on best practices in educational marketing and how institutions like Unmesh can enhance their visibility and effectiveness in reaching their target audience.

1.2: Background of the Study

As a BBA student majoring in Marketing at Daffodil International University, my mandatory internship was conducted at Unmesh Medical & Dental Admission Care, a leading institution specializing in coaching for medical and dental college entrance exams. Under the guidance of my internship supervisor, Dewan Golam Yazdani, Assistant Professor, Department of Business Administration, I had the opportunity to closely examine the marketing strategies employed by Unmesh.

During my internship, I focused on analyzing the institution's marketing mix, segmentation, targeting, and positioning strategies, as well as evaluating the effectiveness of these strategies in attracting and retaining students. My experience at Unmesh provided me with valuable insights into the unique challenges faced by organizations in the education sector, particularly in a highly competitive market like medical and dental entrance preparation. This hands-on experience was instrumental in bridging the gap between theoretical knowledge and practical application. It gave me a deeper understanding of how marketing principles applied in real-world business scenarios, especially within service-oriented industries like education. Observing the marketing tactics used by Unmesh helped me comprehend how they effectively position themselves in the market and how they tailor their strategies to meet the needs of their target audience.

Ultimately, my internship at Unmesh was not only an academic requirement but also a crucial opportunity for professional development. It enriched my understanding of the role marketing plays in the educational services sector and enhanced my skills in strategic analysis, problem-solving, and decision-making.

1.3: Objective of the Study

The objectives of my study are as follows:

1. To assess the marketing mix of Unmesh Medical & Dental Admission Care.
2. To evaluate the segmentation, targeting and positioning strategies of Unmesh Medical & Dental Admission Care.
3. To explore the problems in the marketing strategies of Unmesh Medical & Dental Admission Care.
4. To provide recommendations for addressing the identified problems.

1.4: Scope of the Study

The scope of this study is focused on analyzing the marketing strategies of Unmesh Medical & Dental Admission Care. It aims to examine their marketing mix, segmentation, targeting, and positioning strategies within the context of Bangladesh's competitive medical and dental admission coaching industry. Additionally, the study will explore the challenges faced by the institution in implementing these strategies and will offer recommendations for improvement. This analysis is based on data collected during my internship, specifically related to the marketing functions of the organization, and does not cover other operational or financial aspects.

1.5: Methodology of the Study

This study uses a descriptive research methodology, combining both qualitative and quantitative approaches. Primary data was gathered through direct observations during my internship and interviews with Unmesh staff, providing firsthand insights into their marketing strategies. Secondary data from company reports and industry publications supplemented the analysis. The data was then analyzed using qualitative methods, such as content analysis of interviews, and quantitative methods, including the review of marketing performance metrics. The research was limited to the marketing strategies of Unmesh, and certain constraints, such as time and access to other departments, were acknowledged.

1.6: Sources of Data Collection

The data for this report was gathered from a combination of primary and secondary sources to ensure a comprehensive analysis of Unmesh Medical & Dental Admission Care's marketing strategies.

Primary Data

- Direct observations during my internship at Unmesh.
- Informal interviews with Unmesh staff to understand marketing strategies.
- Feedback from students to assess the effectiveness of marketing efforts.

Secondary Data

- Company reports, marketing materials, and internal documents from Unmesh.
- Industry reports and academic articles on educational marketing strategies.

1.7: Method of Data Collection

For this study, a combination of qualitative and quantitative data collection methods was employed to gather comprehensive insights. Qualitative data was gathered through direct observations made during my internship at Unmesh, where I had the opportunity to closely monitor marketing activities and interact with the marketing team. Additionally, informal interviews were conducted with key staff members to understand their roles in shaping and implementing marketing strategies. On the other hand, quantitative data was collected through student feedbacks that helped assess the effectiveness of Unmesh's marketing campaigns. Analyzing this data, along with performance metrics like enrollment numbers, provided a broader understanding of the institution's marketing success and areas for improvement.

1.8: Target Population

The target population for this study consisted of two primary groups: prospective students who are preparing for medical and dental college entrance exams, and staff members of Unmesh involved in the marketing process. The students, representing a diverse demographic, were the main audience for Unmesh's marketing efforts, making them key participants for understanding the institution's outreach. The staff members, including those in marketing, administration, and academic departments, were selected for their direct involvement in creating and executing the marketing strategies that are central to the study.

1.9: Sample Size

The sample size for this study consisted of approximately 30 students, who were selected to participate in feedback about their experiences with Unmesh's marketing campaigns. These students provided valuable insights into the effectiveness of the marketing strategies used to attract them to the institution. Additionally, 5 key staff members from various departments at Unmesh, including marketing and administrative roles, were interviewed to gain an understanding of the institution's internal marketing processes and objectives. This sample size ensured that data collected was relevant and representative of both the audience and internal stakeholders.

1.10: Sampling Method

The study used a non-probability sampling method, primarily relying on convenience sampling and purposive sampling techniques. In the case of students, convenience sampling was applied, where participants were selected based on their availability and willingness to take part in the surveys. This approach allowed me to collect feedback from a diverse group of students during the internship period. For staff interviews, a purposive sampling method was used, where specific staff members were chosen due to their involvement in the marketing strategies, ensuring that the insights gathered were from the most knowledgeable and relevant individuals within the organization.

1.11: Limitations of the Study

- **Time Constraints:** The duration of the internship was limited, which restricted the amount of data that could be collected and analyzed. This limited the depth of the study, as a longer observation period would have provided more comprehensive insights.
- **Limited Access to Internal Data:** There was restricted access to certain internal data, such as financial records and detailed performance analytics, which hindered a complete analysis of the marketing strategies' cost-effectiveness and long-term impact.
- **Response Bias:** The feedback collected from students may have been biased, as those who were either more engaged or satisfied with Unmesh's services were more likely to participate.
- **Geographical Constraints:** The study focused on a limited geographic area, and as Unmesh may have different marketing strategies for different regions, the findings may not fully reflect regional variations in the marketing approach.
- **Narrow Focus:** The study primarily focused on the marketing department, and insights from other departments, such as customer service or academic administration, were not fully incorporated, potentially omitting factors that influence marketing success.

Chapter-2

Overview of Unmesh Medical & Dental Admission Care

2.1: Introduction of the Company

Unmesh Medical & Dental Admission Care is one of the premier educational institutions in Bangladesh, specializing in providing specialized coaching and preparatory services for students aiming to secure admission to medical and dental colleges. Since its inception, Unmesh has focused on delivering high-quality education and guidance to students aspiring to excel in one of the most competitive fields in the country.

The institution's primary aim is to prepare students for the medical and dental entrance exams by offering structured coaching programs that encompass a wide range of subjects, including biology, chemistry, physics, and English. These subjects form the core of the entrance exams, and Unmesh's curriculum is designed to help students master these topics through rigorous training and targeted exam strategies.

Unmesh Medical & Dental Admission Care is recognized for its innovative teaching methods, experienced faculty members, and comprehensive study materials. The institution has successfully built a reputation for providing an environment that encourages academic excellence, enabling students to not only perform well in their exams but also develop critical thinking and problem-solving skills that are essential for their future careers in medicine or dentistry. Apart from offering academic coaching, Unmesh also provides career counseling and guidance to students, helping them understand the nuances of the medical and dental admissions process. The institution maintains a close connection with top medical colleges and dental schools, offering students valuable insights into the admission requirements and criteria.

Through its consistent focus on quality education and student success, Unmesh Medical & Dental Admission Care has carved a niche for itself in Bangladesh's educational landscape. It continues to play a crucial role in shaping the futures of thousands of aspiring medical professionals and dental practitioners in the country.



2.2: Mission and Vision of Unmesh Medical & Dental

Admission Care

2.2.1: Mission

The mission of Unmesh Medical & Dental Admission Care is to provide high-quality coaching and guidance to students aspiring to enter prestigious medical and dental colleges in Bangladesh. The institution aims to prepare students for their entrance exams by equipping them with the necessary academic skills, exam strategies, and confidence. Unmesh is committed to fostering an environment that promotes academic excellence, critical thinking, and personal growth, ensuring that students not only succeed in their exams but also build a solid foundation for their future careers in the healthcare industry.

2.2.2: Vision

The vision of Unmesh is to become the leading institution in Bangladesh for medical and dental entrance exam preparation. Unmesh strives to be recognized for its academic integrity, innovative teaching methodologies, and successful outcomes. The institution envisions expanding its reach to more students across the country and offering comprehensive services that cater to every aspect of medical and dental admission preparation. By continuously improving its curriculum, infrastructure, and support services, Unmesh aims to play a pivotal role in shaping the future of aspiring doctors and dentists in Bangladesh.

2.3: Objectives of Unmesh Medical & Dental Admission

Care

Unmesh Medical & Dental Admission Care has established clear objectives to guide its operations and ensure that it meets the needs of students preparing for medical and dental college entrance exams in Bangladesh. These objectives are aligned with their mission to provide high-quality education and guidance to students. The key objectives of Unmesh are:

- **To Provide Quality Coaching:** Unmesh strives to offer the best coaching services to its students, focusing on preparing them comprehensively for medical and dental entrance exams. This includes a strong emphasis on mastering the subjects of biology,

chemistry, physics, and English through structured lessons, practice exams, and expert guidance.

- **To Enhance Student Success Rates:** The primary goal of Unmesh is to increase the success rate of its students in securing admissions to top medical and dental colleges. This involves not only imparting academic knowledge but also helping students develop effective exam strategies and time management skills to perform well under pressure.
- **To Offer Personalized Guidance and Support:** Unmesh focuses on providing individualized attention to each student, understanding their strengths and weaknesses, and tailoring the learning process to meet their unique needs. This personalized support helps students overcome challenges and stay motivated throughout their preparation.
- **To Foster Critical Thinking and Problem-Solving:** Beyond exam preparation, Unmesh aims to equip students with the critical thinking skills necessary for success in medical and dental fields. The curriculum is designed to encourage logical reasoning and problem-solving abilities, which are vital in both entrance exams and future professional practice.
- **To Promote Holistic Development:** Unmesh aims to develop students not only academically but also personally. The institution focuses on character building, discipline, and leadership qualities, preparing students to become well-rounded professionals in the healthcare industry.
- **To Provide Career Counseling and Admission Assistance:** Unmesh also assists students in understanding the medical and dental admissions process, offering guidance on career choices, application procedures, and the specific requirements for different institutions. This helps students make informed decisions about their academic and professional futures.
- **To Ensure Continuous Improvement:** Unmesh is dedicated to maintaining high standards and continuously improving its teaching methods, curriculum, and overall services. The institution regularly updates its study materials, adopts new teaching technologies, and seeks feedback from students to enhance the learning experience.

2.4: Government Affiliation

- **Private Institution:** Unmesh Medical & Dental Admission Care is a private educational institution and does not have direct government affiliation like public universities or institutions.
- **Aligned with National Standards:** While not directly affiliated with the government, Unmesh's programs are aligned with the regulations set by educational authorities such as the **Bangladesh Medical and Dental Council (BMDC)**, which governs medical and dental college admissions.
- **Compliance with Entrance Exam Guidelines:** The institution's coaching programs are designed to prepare students for the **medical and dental entrance exams**, which are administered in accordance with the standards and criteria defined by the BMDC and other regulatory bodies.
- **Collaboration with Medical Institutions:** Although there is no formal affiliation, Unmesh indirectly supports students in gaining admission to government-run and private medical and dental colleges in Bangladesh by providing high-quality preparatory courses and guidance.
- **Adherence to Academic Regulations:** Unmesh ensures that its curriculum and exam preparation meet the academic requirements needed for students to succeed in the highly competitive medical and dental entrance exams regulated by the government.

2.5: Global Partners

Unmesh Medical & Dental Admission Care primarily operates within Bangladesh, focusing on coaching and preparing students for medical and dental entrance exams. As of now, the institution does not have formal global partnerships with international universities, medical institutions, or global educational organizations. However, Unmesh may incorporate international best practices into its teaching methodologies, leveraging global educational standards to enhance the learning experience for its students.

The institution's primary mission is to serve the local student population and help them succeed in the highly competitive medical and dental entrance exams in Bangladesh. While there are no specific international affiliations, Unmesh may engage in informal collaborations with international educational resources, exam prep materials, and guest instructors who can bring global perspectives to the coaching process.

Moreover, Unmesh's approach to global partnerships could involve drawing on the wealth of educational expertise from across the world, including digital resources and online platforms that facilitate learning and exam preparation. The institution may also guide students on pursuing higher education abroad, providing them with information on international medical and dental programs, but the focus remains on preparing them for local exams.

In the future, Unmesh may look to establish direct affiliations with global medical institutions, universities, or online education platforms to further enhance its offerings. Such partnerships could enable the institution to expand its reach, offer students international exposure, and align itself with global education standards in medical and dental disciplines.

2.6: Team of Unmesh Medical & Dental Admission Care

The success of Unmesh Medical & Dental Admission Care is driven by a dedicated and experienced team of professionals who are committed to providing students with the best possible preparation for their medical and dental entrance exams. The team is made up of faculty members, administrators, academic counselors, and support staff, all of whom play a vital role in ensuring that the institution's services meet the highest standards.

- **Faculty Members:** Unmesh prides itself on having highly qualified and experienced teachers, many of whom have backgrounds in the medical and dental fields. These educators bring not only subject matter expertise but also a deep understanding of the entrance exams and the unique challenges students face. They focus on delivering comprehensive lessons in biology, chemistry, physics, and English, ensuring students are thoroughly prepared for the exams.
- **Management Team:** The management team at Unmesh includes professionals with expertise in education management, marketing, and student support. This team oversees the day-to-day operations of the institution, ensuring that students receive timely academic support and that the institution's marketing efforts effectively reach prospective students.
- **Academic Counselors:** Unmesh's academic counselors provide one-on-one support to students, guiding them on study plans, exam strategies, and career counseling. These counselors play a crucial role in helping students navigate the pressure of exam preparation and stay focused on their academic goals.

- **Administrative and Support Staff:** Behind the scenes, the administrative staff at Unmesh ensures smooth operations, from managing student records to handling admissions and coordinating various student services. Their efficiency and attention to detail are essential to maintaining a high standard of service.
- **Guest Lecturers and Special Instructors:** In addition to its core team, Unmesh occasionally invites guest lecturers and special instructors from medical and dental backgrounds to offer additional insights and specialized knowledge. These experts bring a wealth of real-world experience, enhancing the overall learning experience for students.

2.7: Infrastructural Strength

Unmesh Medical & Dental Admission Care has invested significantly in building a strong and supportive infrastructure to provide a conducive learning environment for its students. The institution recognizes that a well-equipped and comfortable environment is essential for effective learning, especially in a high-pressure field like medical and dental exam preparation. Below are the key aspects of Unmesh's infrastructural strength:

- **Classrooms and Learning Spaces:** Unmesh boasts modern, spacious, and well-ventilated classrooms designed to accommodate large groups of students while maintaining an intimate and interactive learning experience. These classrooms are equipped with the latest teaching tools, including multimedia projectors, whiteboards, and other visual aids to enhance the learning process.
- **Library and Study Materials:** Unmesh has a well-stocked library that provides students with access to a wide range of textbooks, reference books, journals, and online resources relevant to their medical and dental entrance exams. The library also provides students with study guides, past exam papers, and practice books to help them revise effectively. The institution ensures that its study materials are up-to-date, comprehensive, and aligned with the entrance exam syllabus.
- **Computer and Online Learning Facilities:** With the increasing role of technology in education, Unmesh has integrated digital tools and online platforms into its teaching methods. Students have access to computer labs where they can access digital learning resources, participate in online mock exams, and use various educational software designed to improve their preparation. Additionally, online support and e-learning resources ensure that students can study from home or other locations if needed.

- **Comfortable Student Lounge and Common Areas:** Unmesh understands that students need breaks during their rigorous study schedules. The institution provides a comfortable student lounge and common areas where students can relax, interact with peers, and recharge between study sessions. These areas are designed to foster a positive and supportive learning community.
- **Science Laboratories:** For subjects like biology and chemistry, Unmesh is equipped with modern science laboratories that provide practical learning experiences. These labs allow students to perform experiments and apply theoretical knowledge in a hands-on environment, enhancing their understanding of scientific concepts and improving their readiness for the practical aspects of the medical and dental exams.
- **Accessibility and Location:** Unmesh is located in a prime area, ensuring that it is easily accessible to students from various parts of the city. The building is conveniently situated near transport hubs, making commuting easier for students. The location also ensures that students can easily access other essential services, such as bookstores, cafes, and medical facilities.
- **Hostel and Accommodation Facilities:** For students who come from other cities or regions, Unmesh provides hostel facilities that offer a safe and supportive environment. The accommodation is well-maintained and provides students with everything they need to stay focused on their studies while being away from home.

2.8: Strengths of Unmesh Medical & Dental Admission Care

Unmesh Medical & Dental Admission Care has built a strong reputation in the educational sector, particularly in preparing students for highly competitive medical and dental entrance exams. The institution's success is driven by several key strengths that set it apart from other educational centers in Bangladesh:

- ✓ **Experienced Faculty Members:** One of the major strengths of Unmesh is its team of highly qualified and experienced faculty. The teaching staff consists of professionals with solid academic backgrounds in their respective subjects, many of whom are former medical and dental students themselves. This expertise allows them to offer valuable insights into the nuances of the entrance exams and provide students with a deeper understanding of the subjects.

- ✓ **Comprehensive Curriculum and Study Materials:** Unmesh offers a well-rounded and comprehensive curriculum that covers all necessary subjects for medical and dental entrance exams, including biology, chemistry, physics, and English. The study materials provided by the institution are meticulously designed and regularly updated to stay in line with the latest exam trends and syllabi. These materials give students an edge over others and help them in their exam preparation.
- ✓ **Personalized Attention and Support:** Unmesh places a strong emphasis on personalized student support. With a relatively low student-to-teacher ratio, the institution ensures that students receive individualized attention to address their specific learning needs. Academic counselors and faculty members provide constant guidance and assistance, helping students manage the stress and pressure of preparing for such competitive exams.
- ✓ **Proven Track Record of Success:** Over the years, Unmesh has built a strong reputation for consistently producing successful candidates who go on to secure seats in prestigious medical and dental colleges. The institution's high success rate in entrance exams is a testament to the quality of its coaching methods and student support systems.
- ✓ **Modern Infrastructure and Learning Facilities:** The institution's infrastructure plays a pivotal role in enhancing the learning experience. Unmesh's modern classrooms, well-equipped science labs, digital resources, and comprehensive library ensure that students have access to all the resources needed to succeed. The comfortable and well-maintained campus provides a conducive learning environment, helping students stay focused and motivated.
- ✓ **Mock Exams and Test Series:** Unmesh conducts regular mock exams and test series that simulate the actual medical and dental entrance exams. These mock exams are an essential part of the preparatory process, as they help students familiarize themselves with the format of the exams, manage time effectively, and identify areas that need improvement. The institution's emphasis on these test series helps students gain confidence and improve their performance.
- ✓ **Student-Centered Approach:** The institution is deeply committed to student success, not just academically but also personally. Unmesh offers career counseling, motivational sessions, and stress management workshops to ensure that students remain balanced and focused throughout their preparation period. The emphasis on holistic development contributes to the students' overall growth and readiness for both exams and future careers.

- ✓ **Affordable and Accessible Services:** Unmesh ensures that its services remain affordable while maintaining high standards of education. With flexible payment options and various support schemes, it makes quality medical and dental exam preparation accessible to a wide range of students, regardless of their economic background.

2.9: How Unmesh Medical & Dental Admission Care Maintains Quality!

Unmesh Medical & Dental Admission Care ensures quality through several key strategies:

- **Experienced Faculty:** The institution recruits highly qualified teachers with specialized knowledge in medical and dental entrance exam subjects. This ensures that students are taught by experts who understand both the subject matter and the exam requirements.
- **Updated Curriculum:** Unmesh ensures that its curriculum and study materials are regularly revised to align with the latest exam patterns and syllabus updates. This helps students stay current with the most relevant content.
- **Mock Tests and Continuous Assessments:** The institution organizes frequent mock exams that simulate real test conditions. These help students assess their progress and prepare effectively for the actual exams.
- **Personalized Support:** Unmesh provides one-on-one counseling, tailored study plans, and academic mentorship, ensuring that each student gets the personalized attention needed to address their individual learning needs.
- **Student-Centered Approach:** The institution focuses on overall student development, offering motivational sessions and stress management workshops, helping students stay balanced and focused throughout their preparation.
- **Ongoing Faculty Development:** Teachers at Unmesh undergo regular training to stay updated with the latest teaching methods and exam trends, ensuring high-quality instruction.

- **Feedback Mechanism:** Continuous feedback from students and parents helps the institution make improvements, maintaining high standards of education and service delivery.

2.10: Student Facilities at Unmesh Medical & Dental

Admission Care

Unmesh Medical & Dental Admission Care offers a variety of student facilities designed to support the academic and personal well-being of its students, ensuring a conducive learning environment. The key facilities provided to students are:

- **Modern Classrooms:** Unmesh has spacious, well-equipped classrooms designed to facilitate interactive learning. These classrooms feature multimedia projectors, comfortable seating, and adequate lighting, providing an ideal space for focused study and engaging lectures.
- **Library:** The institution offers a well-stocked library that houses a wide range of reference books, textbooks, journals, and online resources relevant to medical and dental exam preparation. This library serves as a quiet and resourceful environment for students to study and access essential learning materials.
- **Science Laboratories:** Unmesh provides state-of-the-art laboratories for practical sessions, particularly for subjects like biology, chemistry, and physics. These labs enable students to perform experiments and gain hands-on experience, reinforcing theoretical knowledge.
- **Computer and Internet Access:** Students have access to computer labs with high-speed internet, where they can access online study resources, take mock exams, and engage in e-learning platforms. This helps enhance their exam preparation with digital learning tools.
- **Study Rooms:** Dedicated study areas are available for students who prefer quiet spaces for independent study or group discussions. These rooms are equipped with necessary study materials and offer a peaceful atmosphere for academic focus.

- **Student Lounge and Recreation Areas:** Unmesh recognizes the importance of relaxation during intense study sessions. The student lounge offers comfortable seating and a place for students to relax, socialize, and refresh before getting back to their studies.
- **Hostel and Accommodation:** For out-of-town students, Unmesh provides hostel facilities that offer a secure and homely environment. These accommodations are well-maintained and conveniently located near the campus.
- **Counseling and Guidance:** The institution offers academic counseling to help students manage their study schedules and prepare effectively for exams. Additionally, career counseling is available for students' seeking advice on future educational and professional opportunities.
- **Mock Exams and Test Series:** Unmesh organizes regular mock exams and test series, allowing students to practice under real exam conditions. These tests help students assess their progress, improve time management, and identify areas for improvement.
- **Transport and Accessibility:** The institution is conveniently located with easy access to public transportation, making it easier for students to commute. The infrastructure ensures that students from different regions of the city can easily reach the campus.

Chapter - 3

Marketing Strategy of Unmesh Medical & Dental Admission Care

3.1: Marketing Mix of Unmesh Medical & Dental Admission Care

Unmesh Medical & Dental Admission Care has strategically developed its marketing mix using the 7 P's framework, like- Product, Price, Place, Promotion, People, Process, and Physical Evidence, to cater to the educational needs of students aspiring for medical and dental school admissions in Bangladesh. By focusing on these key elements, Unmesh ensures that its services meet the demands of the market while maintaining high-quality standards. Below is an in-depth analysis of each element of the marketing mix.

3.1.1: Product

Unmesh Medical & Dental Admission Care offers a diverse range of educational products designed to prepare students for the competitive medical and dental school entrance exams. The primary product offerings include a combination of coaching services, study materials, mock tests, and personalized support.

- **Core Coaching Programs:** Unmesh's flagship product is its coaching program, which includes a comprehensive curriculum tailored to meet the requirements of medical and dental entrance exams.
 - ✓ **Biology:** Focuses on topics such as cell biology, human physiology, genetics, and ecology.
 - ✓ **Chemistry:** Divided into Organic, Inorganic, and Physical Chemistry, each taught in a structured format to prepare students for exam-level questions.
 - ✓ **Physics:** Covers essential concepts such as mechanics, electricity, thermodynamics, and wave motion.
 - ✓ **English:** A critical subject, focusing on grammar, comprehension, and essay writing skills as required by medical and dental entrance exams.
- **Study Materials:**
 - ✓ **Textbooks & Printed Notes:** High-quality printed materials, which cover all necessary exam topics.
 - ✓ **Digital Resources:** Includes downloadable PDFs, online notes, video tutorials, and practice materials.

- ✓ **Mock Exams:** Full-length mock exams with real-time feedback designed to mimic actual entrance exams, helping students identify areas for improvement.
- **Additional Learning Support:**
 - ✓ **Online Video Classes:** Students can access recorded video lessons of various subjects, making learning more flexible.
 - ✓ **One-on-One Mentorship:** Personalized guidance from experienced faculty members to address individual learning needs.
 - ✓ **Mobile Application:** Offers easy access to study materials, progress tracking, quizzes, and exam schedules on the go.

3.1.2: Price

Unmesh's Price strategy is designed to offer high-quality education at competitive rates. The pricing is transparent and structured to be accessible to a wide range of students. The institution provides flexibility in terms of payment options, offering discounts, installment plans, and special pricing for different products.

- **Course Fees:**
 - ✓ **Full Course (Medical/Dental Preparation):** BDT 25,000 - 30,000 for a 6-month course. This includes comprehensive coaching in Biology, Chemistry, Physics, and English.
 - ✓ **Short-Term Intensive Course:** BDT 12,000 - 15,000 for a 2-month crash course, focusing primarily on key subjects and exam tips.
 - ✓ **Online Course:** BDT 15,000 for 6 months of full access to online coaching, video lectures, and study materials.
- **Mock Tests & Test Series:**
 - ✓ **Full Mock Test Series:** BDT 2,000 - 2,500 per test series, including exam simulations and detailed performance analysis.
 - ✓ **Single Mock Test:** BDT 500 - 700, which includes one full-length mock exam with feedback.

- **Discounts & Offers:**
 - ✓ **Early Enrollment Discount:** 10-15% off for students who enroll before the start of a session.
 - ✓ **Referral Discount:** A 5-10% discount for students who refer new candidates.
 - ✓ **Group Discounts:** 10% off for groups of five or more students who enroll together.

- **Flexible Payment Plans:**
 - ✓ **Installment Plans:** Students can split the total course fee into 2-3 installments, making it easier to manage the financial burden.
 - ✓ **Online Payment Methods:** Fees can be paid via mobile banking, debit/credit cards, or other digital payment systems.

3.1.3: Place

The Place element is crucial for making Unmesh's services accessible to a wide audience, both physically and digitally. The institution adopts a hybrid approach that combines traditional in-person learning with online learning platforms.

- **Physical Locations:**
 - Unmesh's primary center is located in Dhaka, the capital of Bangladesh. The facility is centrally located, accessible via major public transportation routes, and equipped with modern classrooms and study areas.
 - The Dhaka campus also includes libraries, common areas, and student lounges, providing a comfortable environment for students.

- **Online Learning Platform:**
 - Unmesh offers a robust online platform through its website and mobile app, where students can access lectures, study materials, and mock exams from anywhere in the country.
 - This online platform ensures that students from rural and remote areas can also benefit from the services provided.

- **Regional Centers:** Unmesh has extended its reach to other key cities, including Chattogram, Rajshahi, and Khulna, with regional centers that offer coaching and study material pickup.

3.1.4: Promotion

Unmesh employs a well-rounded promotion strategy to reach potential students and build brand awareness in the highly competitive education sector.

- **Social Media Marketing:** Active campaigns on platforms such as Facebook, Instagram, and YouTube to share useful content like exam tips, success stories, and promotional offers. These platforms also allow students to directly engage with the brand.
- **SEO & Google Ads:** Unmesh invests in Search Engine Optimization (SEO) and Google Ads to ensure its website ranks highly for relevant search terms, helping prospective students find the institution easily.
- **Traditional Advertising:**
 - ✓ **Flyers, Posters, and Billboards:** Distributed across Dhaka, Chattogram, and other cities in key public areas like bus stations, shopping malls, and educational institutions.
- **Referral Programs:**
 - ✓ **Word-of-mouth Marketing:** Unmesh offers discounts or free services to students who refer others to join the courses. This program helps build a loyal customer base.
- **Free Workshops & Seminars:** Unmesh organizes free workshops and open-house seminars where prospective students can meet faculty members, learn about the course structure, and participate in sample lessons.

3.1.5: People

The People element in Unmesh Medical & Dental Admission Care's marketing mix plays a critical role in creating a positive brand image and delivering effective educational services. It includes all individuals who interact directly or indirectly with students, influencing their experience, satisfaction, and ultimately their success.

- **Faculty Members:** Unmesh employs a team of highly qualified and experienced faculty members, many of whom have a background in medical and dental education. These instructors are not just subject experts but also possess the necessary skills to engage and motivate students. Most instructors hold advanced degrees and have a proven track record of successful student outcomes in medical and dental admissions. Their pedagogical expertise, paired with a deep understanding of the entrance exam patterns, ensures that students receive comprehensive, up-to-date, and focused training.
 - **Specialization in Exam Preparation:** Many faculty members have specialized in training students for highly competitive medical and dental exams, thus delivering a tailored curriculum that targets the specific needs of entrance exam preparation.
 - **Ongoing Training:** The institution conducts periodic training sessions for its faculty, ensuring that they stay updated on the latest teaching methods and exam trends. This helps in delivering the best possible education to the students.

- **Support Staff:** A dedicated administrative and support team ensures that operations run smoothly. They assist students with various tasks, including:
 - **Student Counseling:** The support team helps students with course selection based on their individual needs, guiding them on how to effectively prepare for exams.
 - **Customer Service:** The front-desk staff and call-center team address queries, complaints, and concerns, ensuring students' satisfaction. They also manage inquiries related to fees, schedules, and admissions.
 - **Technology Assistance:** The staff also provides assistance regarding the use of Unmesh's online platforms, helping students navigate study resources, digital classes, and other services.

- **Mentors and Guest Speakers:** Unmesh offers mentorship through its experienced educators and alumni who have successfully gained admission to medical and dental schools. These mentors guide students on exam strategies, time management, and stress reduction. Additionally, guest speakers from medical and dental institutions are invited regularly to inspire students and share insights about the career paths in these fields.

- **Student Engagement:** Unmesh encourages a strong sense of community and collaboration, wherein the students and faculty engage in regular discussions, feedback sessions, and academic workshops. This approach not only improves learning outcomes but also builds a network of motivated peers.

3.1.6: Process

The Process aspect of the marketing mix refers to the way Unmesh Medical & Dental Admission Care ensures that its services are delivered efficiently and effectively, from initial contact to post-course support. A smooth and consistent process contributes to the overall student experience and satisfaction.

- **Enrollment Process:** The enrollment process at Unmesh is streamlined for convenience and accessibility. Students can register either through the institution's website or by visiting the campus. After completing the registration, they are provided with:
 - ✓ An orientation session where they are introduced to the course structure, faculty, and learning tools.
 - ✓ Access to the learning management system (LMS) and online study materials immediately after registration, allowing them to begin preparing even before classes start.
- **Course Delivery:** Unmesh delivers its courses through a combination of traditional in-class sessions and online platforms, offering flexibility to students who might be unable to attend physical classes regularly. The process of course delivery includes:
 - ✓ **Structured Learning Modules:** Courses are divided into weekly modules that cover different sections of the syllabus. Each module contains detailed lessons, practice questions, and assignments that help reinforce learning.
 - ✓ **Interactive Classes:** Instructors utilize interactive tools, including quizzes, polls, and problem-solving exercises, during live sessions to enhance student engagement.
 - ✓ **Student-Teacher Interaction:** Students have regular one-on-one interactions with instructors to discuss progress, ask questions, and clarify doubts. These sessions ensure personalized attention, especially for struggling students.

- **Regular Assessments & Feedback:** Throughout the course, students are regularly assessed through quizzes, mock exams, and practice tests. This consistent evaluation helps track students' progress and identifies areas that need improvement. After each assessment, detailed feedback is provided, which includes:
 - ✓ Performance analysis.
 - ✓ Recommendations for improvement.
 - ✓ Personalized study plans to address weaknesses.
- **Post-Course Support:** Even after completing their course, Unmesh offers ongoing support to students. This includes:
 - ✓ **Access to Previous Years' Question Papers:** Students can access and practice questions from previous years to understand the exam pattern and the level of difficulty.
 - ✓ **Career Counseling and Placement:** After admission into medical or dental schools, students are provided with career counseling services that help guide them through the next stages of their education.

3.1.7: Physical Evidence

The Physical Evidence element in Unmesh's marketing mix encompasses all the tangible components that students encounter during their journey, which help to reinforce the brand's professionalism, credibility, and quality of service.

- **Classroom Environment:** Unmesh's classrooms are designed with student comfort and learning in mind. Each classroom is equipped with modern educational tools such as projectors, whiteboards, and high-speed internet, ensuring that the learning experience is as effective as possible.
 - **Ergonomic Furniture:** Comfortable seating arrangements are provided to ensure students can focus during long hours of study.
 - **Clean and Organized Space:** The cleanliness and organization of the classrooms create a conducive learning environment that fosters concentration and productivity.

- **Branded Study Materials:** Unmesh ensures that all printed study materials, such as textbooks, guides, and practice papers, are professionally designed and branded with the institution's logo and theme. These materials are high-quality, well-structured, and easy to follow, ensuring that students have access to the best possible learning resources.
 - **Printed Notes:** Comprehensive notes are provided for all subjects, summarizing key topics, formulas, and important definitions.
 - **Mock Exam Booklets:** Physical mock exams that simulate the real exam environment are distributed to students, along with detailed answer keys and performance analysis.

- **Online Platform and Mobile Application:**
 - **Website:** The Unmesh website is user-friendly, featuring course details, faculty information, and a blog with study tips and exam updates. It also serves as the central hub for online course registration, accessing materials, and viewing exam schedules.
 - **Mobile App:** The Unmesh mobile app allows students to access study materials, video lectures, and practice tests directly from their smartphones. The app also sends reminders about upcoming classes, deadlines, and exams, keeping students on track.

- **Student Feedback and Success Stories:** Testimonials and success stories from previous students are prominently displayed on the Unmesh website and social media. These serve as powerful endorsements of the quality of services offered, providing potential students with reassurance and motivation.

- **Certificates and Recognition:** Upon completing the course, students are awarded certificates that showcase their dedication and the training they received, which can be used to enhance their professional profile.

3.2: STP Analysis of Unmesh Medical & Dental Admission Care

Unmesh Medical & Dental Admission Care employs a strategic STP (Segmentation, Targeting, and Positioning) approach to identify its target audience, tailor its services accordingly, and position itself as the leading provider of coaching and preparatory services for medical and dental admissions. The STP framework helps Unmesh effectively meet the specific needs of different groups, ensuring the best outcomes for its students.

3.2.1 Segmentation

Segmentation involves dividing the broader market into smaller, more specific groups of students with shared characteristics or needs. Unmesh uses multiple bases of segmentation to identify the distinct groups that are most likely to benefit from their services.

3.2.2: Demographic Segmentation

- **Age:** Unmesh primarily targets students between the ages of 17 to 22 years, who are about to complete or have recently completed their higher secondary education (A-levels, HSC, or equivalent).
- **Education Level:** The main target group consists of students aspiring to enter medical or dental colleges, typically after completing their higher secondary studies.
- **Income Level:** Unmesh focuses on the middle to upper-middle-income segments. Although the pricing for its services is competitive, it also offers affordable coaching packages to cater to students from varying financial backgrounds. This makes its services accessible to a wider range of students, without compromising on quality.

3.2.3: Geographic Segmentation

- **Urban Areas (Major Cities)**
 - **Dhaka:** The capital city with the highest demand for medical and dental education. Unmesh offers in-person coaching services and hosts its main office in Dhaka.
 - **Chittagong (Chattogram):** The southeastern city with a growing number of students pursuing medical and dental admissions. Unmesh has regional offices to cater to students here.

- **Sylhet, Rajshahi, and Khulna:** These cities have rising demand for entrance exam coaching. Unmesh also provides services to students in these areas, ensuring a broader reach.
- **Semi-Urban Areas & Smaller Towns**
 - **Service through Online Learning:** Unmesh serves students in semi-urban and rural towns, like Bogura, Barisal, and Mymensingh, through digital platforms, ensuring equal access to its preparatory services.
 - **Regional Outreach:** Conducts workshops and seminars in smaller towns to raise awareness about the importance of professional coaching for medical and dental exams.
- **Rural Areas**
 - **Access through Online Platforms:** While rural areas are less saturated, Unmesh provides access through virtual classes, recorded sessions, and resources, ensuring students in rural areas can also prepare for medical and dental exams.
 - **Community Outreach:** Periodic seminars and workshops are organized in rural locations to introduce Unmesh's services to students who may have limited access to educational infrastructure.

3.2.4: Behavioral Segmentation

- **Needs-Based Segmentation:** Students who are specifically looking for coaching services and preparatory programs for medical and dental entrance exams. They often seek guidance on exam strategies, subject-specific tutoring, and psychological support to manage exam stress.
- **Benefit Sought:** Students who need not just exam preparation but also career guidance, mentoring, and expert advice on medical school admissions. Unmesh positions itself as a one-stop solution for these needs.
- **Occasion-Based Segmentation:** Unmesh focuses on the pre-admission season, when students are actively looking for preparation services. This is a critical time when students prepare to sit for entrance exams, and Unmesh offers time-sensitive services to meet this need.

3.2.5: Psychographic Segmentation

- **Lifestyle:** Unmesh targets ambitious and career-driven students who see a medical or dental career as a long-term goal. These students are typically highly motivated and dedicated to their academic pursuits.
- **Values and Attitudes:** The ideal students are those who value quality education, professional development, and are willing to invest in their future. They are often proactive in seeking guidance and solutions to ensure they achieve their goals of securing admission into medical or dental programs.
- **Personality:** The personality traits of students who are attracted to Unmesh include dedication, discipline, and perseverance. These are students who are serious about succeeding in their academic journey and are focused on achieving their dream careers in the healthcare field.

3.3: Targeting

Unmesh uses differentiated targeting to serve a variety of distinct student segments with tailored services. The institution targets specific groups of students with unique educational needs to maximize its impact.

a. **Primary Target Group:**

- **Aspiring Medical & Dental Students:** Unmesh primarily targets students who have completed their higher secondary education and aspire to enter medical or dental schools. These students are often looking for specialized coaching to help them navigate the competitive entrance exams.
 - ✓ These students are typically between the ages of 17 and 22, in the crucial phase of preparing for entrance exams.
 - ✓ They seek structured coaching, practice tests, and guidance that can help them achieve a higher rank in the medical or dental entrance exams.

b. **Secondary Target Group:**

- **Parents of Aspiring Students:** Since parents often play a significant role in the decision-making process for students, Unmesh also targets parents who want the best possible education for their children. This segment is particularly concerned with quality, affordability, and the long-term career prospects of their children.

- ✓ Parents are looking for institutions that not only provide excellent coaching but also offer a comprehensive support system that ensures their child's success in the highly competitive medical and dental admissions process.
- c. **Geographic Targeting** Unmesh targets urban students from cities like Dhaka, where there is a high concentration of students aspiring to join the medical and dental fields. However, it also caters to students in semi-urban and rural areas by offering online coaching programs. Additionally, Unmesh serves international students who are looking for affordable and quality education options in Bangladesh.

3.4: Positioning

Positioning involves how Unmesh differentiates itself from other competitors in the market and communicates its value proposition to its target audience. Unmesh has successfully positioned itself as the top coaching provider for medical and dental entrance exams in Bangladesh by emphasizing the following key points:

- **Expertise and Experience:** Unmesh positions itself as a leader in the field of medical and dental admissions coaching. It leverages its years of experience and success stories to build trust with prospective students. The team of qualified instructors, who have deep knowledge and expertise in the medical field, plays a significant role in delivering high-quality education.
- **Comprehensive and Tailored Services:** Unmesh is positioned as a comprehensive solution for students preparing for medical and dental entrance exams. Their services go beyond just providing coaching; they offer mentoring, personalized career advice, psychological support, and exam strategies. This holistic approach ensures students receive the academic, emotional, and mental support they need to succeed.
- **Affordable Quality Education:** Unmesh positions itself as an institution that offers high-quality services at competitive prices. This value proposition makes medical and dental coaching accessible to students from diverse socioeconomic backgrounds without compromising on the quality of education provided.

- **Flexible Learning Options:** With the rise of digital learning, Unmesh has positioned itself as a forward-thinking institution by offering online courses, live sessions, and a mobile app for students. This flexibility allows students to prepare at their own pace and access resources at their convenience, which is a significant draw for students who need to balance studies with other responsibilities.
- **Technologically-Advanced Support:** Unmesh embraces technology to enhance its offerings, positioning itself as a modern, tech-driven institution. Through its mobile application, students can access mock tests, study materials, live classes, and performance tracking features. This technological advantage appeals to students who are accustomed to using digital tools for learning.

3.5: Promotional Mix of Unmesh Medical & Dental

Admission Care

Unmesh Medical & Dental Admission Care employs a variety of promotional strategies to reach its target audience, enhance brand visibility, and drive enrollment. By utilizing a comprehensive promotional mix, the institution can communicate its offerings effectively and build lasting relationships with students and parents. Below is a breakdown of the key elements of the promotional mix used by Unmesh:

3.5.1: Advertising

Unmesh uses both traditional and digital advertising channels to promote its coaching services and attract prospective students.

- **Traditional Media:** Includes print advertisements in leading newspapers, educational magazines, and brochures distributed in educational fairs. This method helps to reach students and parents who rely on traditional media sources for information.
- **Digital Advertising:** Unmesh invests in online advertising through Google Ads, Facebook Ads, and Instagram promotions, which are targeted to students in specific geographic locations, particularly those searching for medical and dental entrance coaching services.

- **TV and Radio:** To enhance reach in urban and semi-urban areas, Unmesh has also placed advertisements on popular TV channels and radio stations. These channels are effective for capturing the attention of a wider audience, including both students and parents.

3.5.2: Sales Promotions

Sales promotions play a crucial role in attracting students by providing limited-time offers and discounts.

- **Discounts on Tuition Fees:** Unmesh often offers discounts on course fees for early bird registrations or during specific periods, such as before exam seasons, to encourage students to enroll.
- **Group Discounts:** Promotions are offered for students who refer a friend or join a group. These promotions help increase student enrollment by leveraging word-of-mouth marketing and providing incentives.
- **Free Trial Classes:** Prospective students are given the opportunity to attend a free trial class, which helps them evaluate the quality of coaching before committing to the full program.

উন্মেস - Unmesh Medical & Dental Admission Care
November 20 at 2:38 PM · 🌐

✅ মেডিকেল ভর্তি প্রস্তুতি ২০২৪-২৫
👉 মাইক্রো মডেল টেস্ট পর্ব ০৯

প্রিয় মেডিকেল ভর্তি প্রস্তুতি শিক্ষার্থী বন্ধুরা,
খুব শীঘ্রই তোমাদের মেডিকেল ভর্তি পরীক্ষা অনুষ্ঠিত হতে যাচ্ছে। এই পরীক্ষায় সফল হতে প্রয়োজন নিখুঁত প্রস্তুতি ও নিয়মিত চর্চা। তাই তোমাদের ভর্তি প্রস্তুতি আরো জোরদার করতে, উন্মেস - Unmesh Medical & Dental Admission Care ফেসবুক পেজে এবার ধারাবাহিকভাবে থাকছে মেডিকেল ভর্তি প্রস্তুতির "মাইক্রো মডেল টেস্ট"। তাহলে আর দেরি কেনা মডেল টেস্ট এখনই অংশগ্রহণ করে তোমার স্কোর শেয়ার করা কমেন্টে, আর এই পর্বের সঠিক উত্তরগুলো মিলিয়ে নিতে চোখ রাখো ১০ম পর্বে।
📌 মেডিকেল মডেল টেস্ট প্যাকেজ ২০২৪ (অনলাইন/অফলাইন)-এ ভর্তি চাচ্ছে। বিস্তারিত জানতে ও ভর্তি হতে ক্লিক করে।
<https://unmesh.com/Program/Details/medicalmodeltest24off>
#Unmesh #medical_model_test

See Translation

উন্মেস - Unmesh Medical & Dental Admission Care
November 18 at 7:09 PM · 🌐

মূল বইয়ের সাথে চূড়ান্ত রিভিশনের জন্য "মেডিকেল Final Touch" বিস্তারিত কমেন্টে 👉

#medical_final_touch #Unmesh

See Translation

উন্মেস - Unmesh Medical & Dental Admission Care
November 17 at 2:06 PM · 🌐

মেডিকেল ভর্তি প্রস্তুতি বন্ধুরা,
তোমরা নিশ্চয় জানো, মেডিকেল ভর্তি প্রস্তুতিতে সবচেয়ে গুরুত্বপূর্ণ কিন্তু সবচেয়ে কঠিন কাজটির নাম হলো রিভিশন। আর এ ভর্তি পরীক্ষায় যেহেতু মূল বই থেকেই প্রশ্ন হয়, তাই মূল বই রিভিশনের কোনো বিকল্প নাই। অপরদিকে রিভিশনের অন্যতম কার্যকরী উপায়টি হলো প্রলম্বকালিক রিভিশন। মূল বই রিভিশন ও প্রলম্বকালিক রিভিশন এই দুটি বিষয় এক সূত্রায় বাঁধতে উন্মেস-এর প্রায় অর্ধশত সিনিয়র শিক্ষক তাদের দীর্ঘদিনের মেডিকেল এডমিশনে পড়ানোর অভিজ্ঞতা কাজে লাগিয়ে এই 'মেডিকেল... See more

See Translation

3.5.3: Public Relations

Unmesh uses public relations strategies to maintain a positive image and build strong relationships with its stakeholders, including students, parents, and the general public.

- **Press Releases:** Unmesh regularly issues press releases announcing achievements, such as high student success rates or the introduction of new courses or services. These releases are distributed to educational magazines, newspapers, and online news portals.
- **Community Engagement:** Unmesh participates in community-building activities and educational seminars to promote medical and dental careers. By supporting social causes and education in the community, Unmesh strengthens its brand reputation.
- **Media Relations:** Unmesh collaborates with local media outlets to feature success stories of their students or educational initiatives, which helps to build trust and credibility.

3.5.4: Direct Marketing

Direct marketing is used by Unmesh to directly communicate with potential students and their families, offering tailored services and personalized solutions.

- **Email Campaigns:** Unmesh sends personalized emails to students who have shown interest in their services. These emails contain information about upcoming courses, special offers, and success stories to entice students to enroll.
- **SMS Marketing:** Short Message Service (SMS) is used to send reminders about important deadlines, offers, and news related to medical and dental admission coaching. This strategy ensures immediate communication with students and parents.
- **Brochures and Catalogs:** Unmesh distributes physical brochures and catalogs in educational institutions, coaching centers, and at various events, allowing students to gain a clear understanding of their offerings.

3.5.5: Personal Selling

Personal selling is crucial in building a direct, one-on-one relationship with students and parents, ensuring that their concerns and queries are addressed in detail.

- **Consultations and Counseling:** Unmesh provides personalized consultations and counseling services to students and parents. This helps in guiding them through the admission process, selecting the appropriate courses, and addressing any concerns about the coaching process.

- **In-House Advisors:** The institution has trained advisors who meet with prospective students and parents to explain the benefits of enrolling in Unmesh's coaching programs. Advisors often conduct seminars, where they answer questions and provide tailored advice.

3.5.6: Social Media Marketing

Social media is an essential platform for Unmesh to connect with its target audience and engage with prospective students.

- **Facebook & Instagram:** Unmesh maintains an active presence on platforms like Facebook and Instagram, where it shares success stories, tips for medical exam preparation, and updates about coaching sessions. Engaging content, such as quizzes, educational videos, and live sessions with instructors, helps increase interaction and build brand loyalty.



- **YouTube:** Unmesh leverages YouTube to post free tutorials, exam tips, motivational videos, and student testimonials. This helps to attract a larger audience by showcasing the effectiveness of their coaching programs.



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- **LinkedIn:** For students seeking more professional insights into medical and dental admissions, Unmesh uses LinkedIn to share industry news, success stories, and professional guidance.

3.5.7: Sponsorship & Partnership

Unmesh establishes sponsorships and partnerships to enhance brand recognition and credibility within the educational sector.

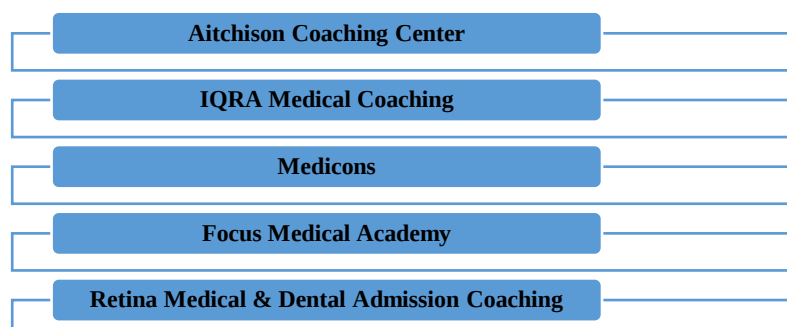
- **Educational Events and Competitions:** Unmesh sponsors various medical and dental education fairs, workshops, and contests. This partnership provides them with a platform to interact directly with students and raise awareness of their services.
- **Tie-ups with Schools and Colleges:** Unmesh collaborates with high schools and colleges to provide preparatory coaching to students aspiring for medical or dental admissions. These partnerships help expand Unmesh's reach and enhance its credibility among students and educational institutions.
- **Partnerships with Medical Institutions:** To further strengthen its position as a trusted provider of medical coaching, Unmesh partners with renowned medical and dental colleges for promotional campaigns, guest lectures, and seminars.

3.6: Competitor Analysis of Unmesh Medical & Dental

Admission Care

Unmesh Medical & Dental Admission Care operates in a competitive environment, with several well-established coaching centers providing preparatory services for medical and dental entrance exams. Below is a brief overview of some key competitors:

- **Aitchison Coaching Center:** A long-standing name in Bangladesh, Aitchison is known for its comprehensive coaching programs and strong brand reputation. Based primarily in Dhaka, it caters to students with higher budgets, offering in-depth study materials and experienced faculty.
- **IQRA Medical Coaching:** IQRA stands out for its affordability and strong online presence, catering to a broader audience, including students from rural and remote areas. It focuses on accessible and flexible learning options but may not provide as much personalized attention as some of the more premium centers.
- **Medicons:** A well-known player in the medical coaching industry, Medicons offers specialized coaching for medical exams across multiple locations. While it has a strong brand, it faces criticism for inconsistent quality in teaching and services across its different branches.
- **Focus Medical Academy:** Specializing in medical exam coaching, Focus Medical Academy is known for its intensive programs. However, it primarily focuses on medical exams and has limited offerings for dental aspirants, making it a less comprehensive option compared to Unmesh.
- **Retina Medical & Dental Admission Coaching:** Retina is an emerging competitor providing quality coaching for medical and dental entrance exams. Known for its modern teaching methods, Retina offers personalized coaching tailored to students' specific needs. It also has a growing reputation for its use of digital tools and interactive learning techniques. However, its reach and brand recognition are still catching up with well-established institutions like Unmesh.



3.7: Competitive Advantage of Unmesh Medical & Dental Admission Care

Unmesh Medical & Dental Admission Care stands out in the competitive landscape of medical and dental coaching centers due to several key factors that give it a distinct advantage over its competitors:

- ✓ **Personalized Coaching and Counseling:** Unmesh focuses on providing individualized attention to students. Unlike larger competitors such as Aitchison or Medicons, which cater to a broad audience, Unmesh's smaller class sizes and personalized coaching approach ensure that students receive tailored guidance suited to their learning pace and specific needs. This personalized approach helps in addressing each student's unique challenges, ensuring better preparation and confidence.
- ✓ **Affordable Pricing:** Unmesh offers competitive pricing that is more affordable than many other leading coaching centers like Aitchison and Medicons. While other institutions may have higher fees, which can limit access for students from less privileged backgrounds, Unmesh's affordable packages ensure that a wider range of students can access quality education. This pricing strategy makes Unmesh an attractive option for many aspiring medical and dental students in Bangladesh.
- ✓ **Strong Regional Reach:** While larger centers like Aitchison have a strong presence in urban areas, Unmesh has successfully expanded its reach to semi-urban and rural areas of Bangladesh. By offering online coaching, Unmesh can cater to students outside of Dhaka and other metropolitan areas. This regional accessibility makes it a more inclusive option for students across the country.
- ✓ **Integrated Approach (Offline + Online Coaching):** Unmesh uses a hybrid model that combines offline classes with online resources, providing students with the flexibility to choose a learning method that best suits their schedule and preferences. This integrated approach is increasingly popular, as it offers both traditional face-to-face learning as well as the convenience of online study materials and virtual sessions.
- ✓ **Comprehensive Support Services:** Beyond just academic coaching, Unmesh offers a wide range of support services, including career counseling, admission guidance, and mock tests. These services ensure that students are not only academically prepared but are also equipped with the right information and strategy to approach the medical

and dental admission process. The emphasis on holistic student support is a significant advantage in helping students succeed.

- ✓ **Experienced Faculty and Staff:** Unmesh employs a team of highly experienced faculty members who have expertise in the medical and dental admission processes. The faculty is deeply involved in each student's progress, providing insights and feedback that help improve exam readiness. The teachers' backgrounds in both coaching and practical experience make them invaluable resources for students.
- ✓ **Results-Oriented Approach:** Unmesh places a strong emphasis on exam-oriented preparation, ensuring that students are equipped with the skills, knowledge, and strategies to excel in their entrance exams. The coaching center consistently tracks the progress of students through regular assessments, helping students focus on areas that require improvement.

Chapter - 4

Problem Identifications, Recommendations, and Conclusion

4.1: Problem Identified

1. **Market Overcrowding:** Unmesh operates in a highly competitive market with well-established players such as Retina Medical & Dental Admission Coaching. Its offerings, like flexible learning and affordable pricing, are not unique enough to differentiate from competitors, making it difficult to capture market share in cities like Dhaka and Chittagong.
2. **Inconsistent Branding:** Although Unmesh offers a variety of services, the brand itself lacks a strong, consistent identity. The company's marketing materials may not clearly communicate its unique strengths, leaving potential students unsure of what makes Unmesh stand out from other coaching centers.
3. **Limited Specialization:** The dual focus on both medical and dental entrance exams could dilute the institution's expertise and appeal. Students might prefer specialized coaching for either medical or dental exams, but Unmesh's broader approach might fail to attract students who seek depth and focus in one field.
4. **Digital Accessibility Barriers:** While Unmesh offers online coaching, it struggles with reaching students in semi-urban and rural areas due to issues such as unreliable internet connections, limited digital literacy, and inconsistent technological access, which may hamper the effectiveness of its online services.
5. **Inconsistent Service Quality Across Locations:** With a presence in multiple regions, Unmesh risks inconsistent teaching quality and student experiences across its centers. The variation in resources and instructors could negatively impact the overall brand reputation and lead to dissatisfaction among students.
6. **Over-Reliance on Technology:** Unmesh's heavy use of digital tools like mobile apps, live classes, and mock tests may alienate students who are not tech-savvy, especially those from rural areas or older demographics. There is insufficient support for students who may struggle with these platforms.
7. **Low Appeal to Premium Market:** The focus on affordable pricing may create a perception of lower quality, particularly among high-end students who are willing to invest in more prestigious brands. This could limit Unmesh's ability to attract affluent customers who prioritize high-quality education.

8. **Weak International Outreach:** While Unmesh makes efforts to cater to international students, its offerings may not be as tailored to this demographic compared to its competitors. The company could improve its international presence by offering region-specific programs or increasing digital outreach to attract students from abroad.

4.2: Recommendations

1. **Create a Unique Value Proposition (UVP):** Develop a distinct value proposition that highlights what makes Unmesh unique, its personalized coaching, a proven success rate, or specialized technology-driven tools. This helps distinguish Unmesh from competitors and attracts students seeking a specific, differentiated service.
2. **Establish a Clear and Consistent Brand Identity:** Unmesh should create a cohesive brand image across all marketing channels, making it easy for students to recognize the brand and its strengths. Clear messaging, uniform visuals, and leveraging success stories will help build brand trust and loyalty.
3. **Focus on Niche Specialization:** To appeal to students seeking expert knowledge, Unmesh could specialize in either medical or dental coaching. This would allow for a deeper, more targeted curriculum, creating a stronger reputation for expertise in one field, which is often preferred by students.
4. **Enhance Digital Accessibility for Rural Areas:** To improve online learning access, Unmesh should provide offline materials and conduct digital literacy programs for students in semi-urban and rural regions. This would ensure students in these areas can fully participate in the learning process.
5. **Standardize Quality Across Locations:** Unmesh should implement uniform teaching standards and regularly audit its regional centers. This ensures a consistent level of service quality, regardless of location, which enhances the overall brand reputation and student satisfaction.
6. **Offer Hybrid Learning Models:** By combining online learning with in-person support, Unmesh can cater to students who are less comfortable with technology, especially in rural areas. This model ensures that all students can access content and receive personalized attention.

7. **Introduce Tiered Pricing Options:** Unmesh should consider offering different pricing tiers that include premium options with additional benefits, such as exclusive resources or personalized coaching. This strategy can help attract a broader market, including affluent students who value high-quality services.
8. **Increase International Outreach:** To better attract international students, Unmesh should tailor its programs to specific regions and promote them through international marketing campaigns. Offering localized resources and forming partnerships with overseas education agents can help expand the institution's reach globally.

4.3: Conclusion

In conclusion, Unmesh Medical & Dental Admission Care has shown potential by offering a broad range of educational services tailored to medical and dental exam preparations. However, several key challenges hinder its ability to achieve sustainable growth and establish a dominant market position. These challenges include market overcrowding, inconsistent branding, limited specialization, and digital accessibility barriers. The institution also faces difficulties in maintaining service quality across its various locations and has an over-reliance on technology without sufficient support for non-tech-savvy students.

To address these issues and enhance its competitive edge, Unmesh must focus on developing a unique value proposition, refining its brand identity, and offering specialized programs that cater to either medical or dental aspirants. Additionally, improving digital accessibility for underserved areas, standardizing service delivery across locations, and introducing hybrid learning models can further enhance its reach. By introducing tiered pricing options and strengthening its international outreach, Unmesh can broaden its appeal to a diverse demographic, including both local and global students.

By implementing these recommendations, Unmesh can position itself as a leader in the educational sector, providing high-quality, specialized, and accessible learning experiences that meet the needs of students in both local and international markets.

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