



Daffodil
International
University

Internship Report on “Analyzing Marketing Strategy of Orbit Education”



Submitted to

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Submitted by

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ID: 201-11-6478

Program: BBA (Major in Marketing)

Department of Business Administration

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Daffodil International University



Internship Report on “Analyzing Marketing Strategy of Orbit Education”

LETTER OF TRANSMITTAL

Dewan Golam Yazdani
Assistant Professor
Department of Business Administration
Faculty of Business & Entrepreneurship
Daffodil International University

Subject: Submission of the internship report on “Analyzing Marketing Strategy of Orbit Education”

Respected Sir,

Respectfully, as a requirement for finishing the BBA program, I, Joynob Begum Leya, am sending you my internship report, which is titled “Analyzing Marketing Strategy of Orbit Education”, for your thoughtful consideration. I have made every effort to ensure that the information needed for this report is included.

I am hoping you will find the report acceptable.

Sincerely,



Joynob Begum Leya
ID: 201-11-6478
Program: BBA (Major in Marketing)
Department of Business Administration
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LETTER OF APPROVAL

With ID number 201-11-6478, this attests that Joynob Begum Leya is enrolled in Daffodil International University's Faculty of Business & Entrepreneurship as a regular student, majoring in marketing and pursuing a BBA. She finished her internship at Orbit Education with success, and I personally oversaw the preparation of her internship report. "Analyzing Marketing Strategy of Orbit Education" is the topic of her internship report. It is advised that this report be submitted as a sub. I hope she has the best possible career.



Dewan Golam Yazdani

Assistant Professor

Department of Business Administration

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DECLARATION

I am Joynob Begum Leya, a student in the Daffodil International University (DIU) Department of Business Administration with a major in marketing and ID number 201-11-6478. I thus genuinely certify that I have prepared the internship report on "Analyzing Marketing Strategy of Orbit Education" in a true and authentic manner. I wrote this internship report without intentionally violating any copyright laws.

I further affirm that, this report was not turned in for credit toward a degree, certification, or other credentials.



Joynob Begum Leya

ID: 201-11-6478

Program: BBA (Major in Marketing)

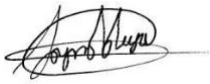
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ACKNOWLEDGEMENT

First and foremost, I want to thank Almighty Allah for granting me the ability to correctly compile this report. I also want to express my gratitude to my family for their blessings and support. Lastly, I would like to sincerely thank my supervisor, Dewan Golam Yazdani, an assistant professor in the Faculty of Business & Entrepreneurship, who gave me the direction and supervision I required to complete my report. Without his help, I found it difficult to complete this paper. His wonderful instructions made the entire procedure easy for me to understand. Special thanks go out to Orbit Education's Senior Marketing Manager, Sayma Rahman. Throughout my internship, she supported and aided in my understanding.



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EXECUTIVE SUMMARY

This report provides a broad summary of Orbit Education's marketing approach, emphasizing the STP analysis and the 4P (product, price, promotion, and place). It investigates how business handles its services portfolio, pricing policies, marketing initiatives, and distribution networks by analyzing the 4Ps. Regarding product analysis, Orbit Education exhibits a varied service offering that includes a variety of consumer products. Orbit Education uses competitive pricing techniques that take into account consumer preferences and market dynamics. Orbit Education uses an integrated marketing communication strategy when it comes to promotion. Furthermore, it has successfully embraced social media and digital marketing to interact with its target market. In terms of location, Orbit Education concentrates on a productive distribution network to guarantee prompt and extensive service accessibility.

To assess the STP (segmentation, targeting, and positioning) strategies of the organization, the report also includes a STP analysis. Orbit Education effectively targets particular customer groups by segmenting its market according to a range of demographic and technological characteristics. The business presents its offerings to the target market as superior, dependable, and reasonably priced solutions.

Several suggestions are made to improve Orbit Education's marketing mix approach in light of the findings. Investing in R&D for services innovation, regularly gathering market data for pricing optimization, investigating novel promotional avenues, and broadening distribution networks are some of these suggestions.

The internship report concludes with a thorough examination of Orbit Education's marketing mix approach, with an emphasis on the STP analysis and the 4Ps. The study provides recommendations to strengthen the company's marketing activities in addition to insightful information about the company's areas of strength and progress.

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Chapter 1

Introduction

1.1 Introduction of the study

The Bangladesh Educational Agency was formally founded in 1971, the year when the nation gained independence from Pakistan. Bangladesh's Ministry of Education is in charge of all national policies and issues pertaining to education. Another educational platform in Bangladesh that offers its pupils a range of amenities is Orbit Education.

This study focuses on Orbit Education, a respectable educational consulting firm based in Bangladesh, and its usage of the marketing mix technique. makes effective use of the marketing mix's components—product, pricing, promotion, and place—to position and market its goods. The objective of this article is to provide readers a thorough grasp of orbit education. The marketing mix is a framework for strategy that includes the fundamental choices and activities businesses make while promoting their goods and services. A number of components must be carefully balanced and arranged in order to accomplish business objectives and provide clients with an alluring value proposition.

Product, price, promotion, and place—the four Ps of the marketing mix—are important factors that impact a business's marketing strategy and overall performance. This internship report aims to provide a comprehensive analysis of every element of orbit education's marketing mix strategy. In order to offer useful insights into how Nova Education reaches its target market, keeps a competitive advantage, and fosters customer loyalty, this study will look at the company's distribution strategy, pricing policies, marketing initiatives, and product offers.

1.2 Background of the study

All graduate students pursuing business degrees must take part in the internship program. It offers a priceless chance to close the knowledge gap between theoretical academic study and real-world work experience. Students can apply what they have learnt and get a deeper grasp of their field of study through the internship. I had the honor of collaborating with orbit Education, a respectable consumer education organization, throughout my internship. Analyzing orbit education's marketing mix strategy is the main goal of my internship report.

The goal of selecting this subject was to evaluate and examine the business's marketing strategies. Assistant Professor Dewan Golam Yazdani, my institutional supervisor at DIU, and Sayma Rahman, my organizational supervisor, both supported my topic choice, "Analyzing Marketing Mix Strategy of Orbit education," which emphasizes the importance and pertinence of looking into this area of the business's operations. The goal of choosing the issue for the marketing mix strategy study is to thoroughly analyze the marketing performance of the business.

1.3 Objectives of the study

- 1 Evaluating how Orbit Education integrates the 4ps (Product, Price, Place, Promotion) in their marketing approach.
- 2 To examine how Orbit Education segments their markets, target their customers & positioning their products and services in the market.
- 3 Identifying their major problems related with Marketing Mix and STP analysis of Orbit Education.
- 4 To suggests some recommendations for those identified problems.

1.4 Methodology of the study

The company's marketing system implementation is a challenging undertaking. The performance marketing policy, marketing management, marketing process, market-oriented evaluations, and a range of interest criteria for different marketing concepts are all displayed in this study, which focuses on marketing analysis.

Type of the study: The investigative technique of this study is predicated on the marketing plan of Orbit Education.

Analysis method of the study: To analyze the marketing plan, only qualitative data from Orbit Education is utilized.

During the study endeavor, both primary and secondary sources were studied. On the other hand, virtually little unique information or data could be found. The majority of research has been done utilizing secondary data when original data are unavailable.

Different sources of data:

A. Primary sources:

1. Face to face discussion with the manager and employees.
2. Marketing related study of different section of the company.
3. Practical work experience in the different department of the company.
4. Relevant field study as provided by the company officers.

B. Secondary sources:

1. Facebook page of Orbit Education.
2. Marketing Management Book (Philip Kotler)

1.5 Limitations of the study

1. Orbit Education has different policies for revealing specific information and data for apparent purposes.
2. More Secondary data or information is used instead of primary data.
3. As working in the company, only a modest number of persons were interviewed for real time working information.

Chapter 2

Company Overview

2.1 About Orbit Education

Established in 2009, Orbit Education aims to enable students worldwide by supporting their academic endeavors in esteemed universities located in the United States, United Kingdom, Canada, and Australia. The organization was founded to offer ethical and all-inclusive student consulting services, making sure that students who want to study abroad have an easy transition.

2010-2012: Building Expertise and Partnerships

During its early years, Orbit Education concentrated on developing a group of knowledgeable educational advisors and forming strategic alliances with respectable colleges and educational establishments. The business made an investment in staff training so they would be knowledgeable about current academic curricula, industry trends, and visa laws.

2013-2015: Expansion and Diversification

Orbit Education grew and diversified its services as a result of its increasing reputation for quality and high success rate in obtaining student visas. In an effort to provide a full range of options for prospective overseas students, the company added new services like test-prep materials, educational counseling, and application assistance.

2016-2018: Technological Integration and Innovation

Orbit Education welcomed innovation since it understood the role that technology played in today's educational environment. In order to improve the overall experience for students, the organization incorporated technology into its operations and began providing online counseling sessions, virtual workshops, and digital materials.

2019-2021: Celebrating a Decade of Success

In 2019, Orbit Education commemorated its tenth anniversary, having helped a considerable number of students fulfill their aspirations of pursuing international studies. The ten years were one of steady expansion, with a strong network of happy students, filed visa applications with success, and cooperative alliances.

2022-Present: Leading in Student Consultancy

Orbit Education has been at the forefront of the student consulting industry in recent years, consistently securing visa approvals for students pursuing studies in the United States, United Kingdom, Canada, and Australia. The organization's standing as a reliable resource for people looking for chances for overseas education has been cemented by its dedication to honesty, quality, and a student-centric philosophy.

Future Outlook:

With an eye on the future, Orbit Education is committed to fulfilling its goal of enabling students everywhere. In order to support more students in achieving their academic and professional objectives on the international scene, the organization is well-positioned to adopt new trends in education, offer state-of-the-art services, and broaden its reach.

2.2 Description of the business of Orbit Education

Orbit Education has three sister concerns group. Total business units of Orbit Education:

Educational consultancy firm
Language Proficiency Training
Visa processing

2.3 Orbit Educations Values, Vision, and Mission

Mission:

“To enable aspirant students worldwide by assisting them in obtaining visas in a quick, ethical, and secure manner. We are dedicated to providing each student with individualized advice and assistance so they can fulfill their academic and career goals.”

Vision:

"To envision a world where every student has access to high-quality education abroad and strives to be the leading choice in student consulting. By encouraging cross-cultural understanding, supporting academic performance, and aiding in the development of well-rounded global citizens, we hope to be the driving force behind positive change.”

Values:

1. Integrity
2. Student-centric Approach
3. Excellence
4. Collaboration
5. Innovative
6. Diversity and Inclusion
7. Responsibility

2.4 Landing page of Orbit Education

To verify the students' advanced coursework, the representative calls each student. If a student would like to cancel their order, they must phone the numbers +8801609283844. The student's sign-up is then canceled by the receptionist.

Social Media Management: The official Facebook page of Orbit Education has amassed over 79,807 likes, and its fans have added over 20,000 likes. Numerous questions are sent in daily by prospective students. If the prospective student doesn't receive a quick response, he or she may decide to change. Potential students can get a quick response from Orbit Education's online media specialists.

Students who sign up on Orbit Education's Facebook page are contacted either three days or one week later to schedule a free in-person evaluation. They also receive a response to their queries and concerns from Orbit Education's Facebook page within a day of submitting a message. If traveling to Dhaka is not possible for students enrolling from outside the city, they can opt for a complimentary online assessment option. If a student indicates that they are not interested in going to college when they are called after signing up on Facebook, they will not be approached again."

Chapter 3

STP Analysis of Orbit Education

3.1 STP of Orbit Education

This strategic framework used in marketing that helps create focused and practical marketing strategies. This three-step process is especially important given the complex market dynamics in the building sector. STP analysis becomes crucial in the construction business, which is a diversified and dynamic market. It helps with target audience identification, market segmentation understanding, and developing a distinct positioning approaches analysis is a prediction technique that provides information about the company's present marketing strategies. It makes it possible to comprehend Orbit Education's market positioning and how it customizes its services for different market niches. This report presents Orbit Education's project-based marketing strategy using STP analysis. Through market segmentation, target audience identification, and successful brand positioning, the organization is able to negotiate the complex and varied market conditions that exist in the construction industry. To sum up, the STP analysis provides Orbit Education with a useful foundation for navigating and succeeding in the construction sector. It offers an organized method for comprehending and addressing the wide range of market demands, guaranteeing a purposeful and well-planned marketing campaign for the business.

3.1.1 Market Segmentation

In the case of Market Segmentation Orbit Education focuses on Individual's Demographic and Behavioral segmentations.

a) Individual's Demographic Segmentation: Students enrolled in Orbit Education may be significantly impacted by the specific demographic parameters listed, including age distribution, lifestyle and financial gaps, potential for growth, and sociocultural influences. Let's investigate the ways in which each element may affect their decision to use services.

Age Distribution: The distribution of ages has a major impact on preferences for higher education. Young people typically express interest in obtaining graduate or undergraduate degrees because of their desire to further their education. On the other hand, older people might have a preference for getting a Ph.D., which could indicate a distinct stage in their educational and career paths. It is imperative that educational institutions comprehend these age-related phenomena in order to customize their programs and services to meet the various requirements and goals of people at various phases of life.

Lifestyle and Wealth Inequality: People's interests and hobbies are greatly influenced by lifestyle and wealth discrepancies, especially when it comes to higher education. Because they can afford to invest in higher education, wealthy people frequently express a strong desire to pursue higher

education. On the other hand, those with little money might not prioritize investing in a college education because of their restricted resources. It is imperative that educational institutions acknowledge these differences in order to tackle accessibility concerns and establish inclusive routes that enable persons from a range of economic backgrounds to pursue higher education.

Potential Development Opportunities: Analyzing prospective development prospects necessitates understanding how customer views on their housing and employment circumstances affect their purchase decisions. Higher earners and those with steady employment may have more disposable cash, which encourages them to spend it on luxuries. On the other hand, people who are struggling financially or have limited resources could give priority to necessities over extravagance. Businesses can adjust their services to distinct consumer segments by identifying and understanding these dynamics, which enables them to take advantage of opportunities that correspond with varied objectives and financial conditions.

Socio-Cultural Elements: Patterns of service uptake are greatly influenced by sociocultural factors, such as family relationships and cultural considerations. The decisions that people make about the use of services are greatly influenced by social conventions, cultural traditions, and familial factors. Businesses and service providers must comprehend these socio-cultural subtleties in order to match their services with the expectations and beliefs of various groups, resulting in a more responsive and culturally aware approach to service delivery.

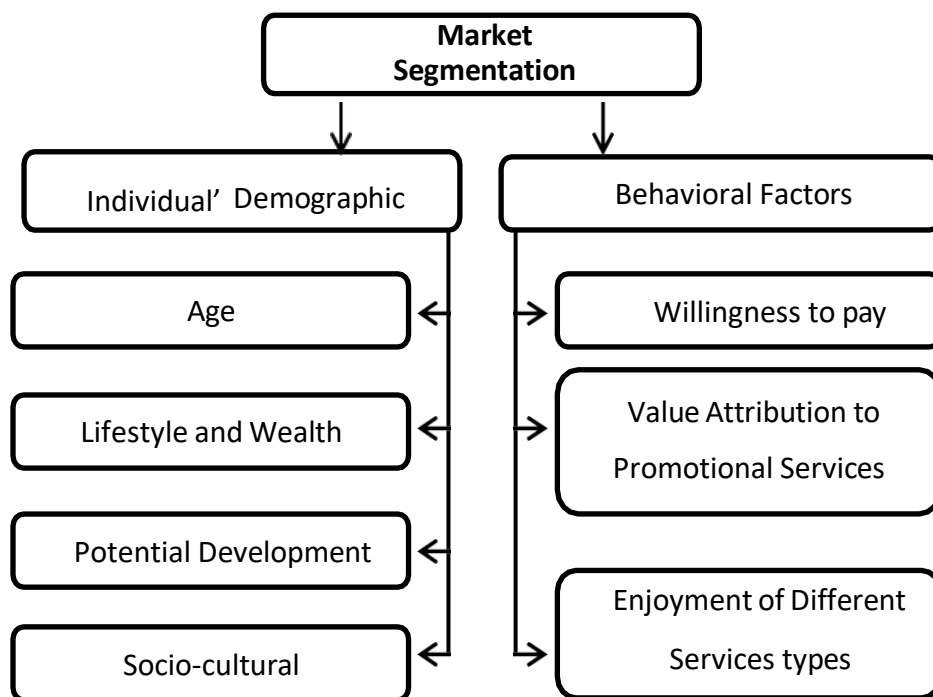
b) Behavioral Segmentation: Students' service-taking behavior can be significantly influenced by the behavioral components outlined above, including social trends, individual differences, and personal affective aspects. Now let's examine the particular behavioral traits of the pupils who were selected for Orbit Education:

Willingness to pay for a premium service: It is important to note that some customers are prepared to pay more for services that they believe are of higher quality, customized, or provide a better overall experience. Orbit Education can carefully introduce premium offerings that justify higher price points in order to cater to these clientele or students. Orbit Education may add value and possibly set itself apart in the market by tailoring its offerings to the tastes and expectations of this market segment and satisfying the particular requirements of customers looking for a more sophisticated educational experience.

Value Attribute to Promotional Services: Orbit Education take advantages of this information by proactively realizing that customers might place more value on promotional services that are eye-catching, distinctive, or offer extra advantages. Orbit Education may improve its promotional methods

by producing promotional things that are unique and provide clients with a tangible value. This strategy not only garners attention but also suits the preferences of the clientele, resulting in a favorable impression of Orbit Education's educational offerings.

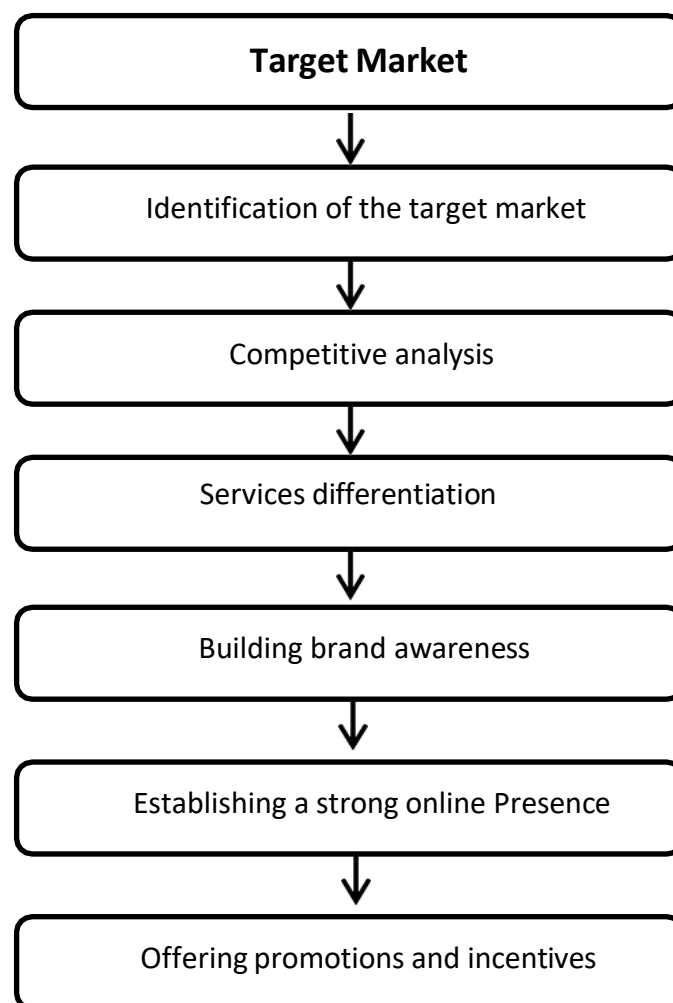
Enjoyment of Different Service Types: Customers or students who love discovering and using a range of services can be beneficial to Orbit Education. By offering a variety of products and services in many categories, businesses may satisfy the wide range of interests and preferences of their customers and guarantee their participation. By proactively broadening its service offering, Orbit Education may take advantage of this and offer a more customized and enriching educational experience that appeals to a wider spectrum of customers or students.



3.1.2 Target Market

Orbit Education uses Differentiated Target Marketing strategy to effectively target its customers. A marketing strategy known as differentiated target marketing targets several consumer categories or niche markets. In order to maximize brand awareness for the diverse client bases within your target demographic, a differentiated marketing strategy would involve developing distinct marketing campaigns. Orbit Education provides different services for their different customers or students.

In the case of Differentiated Target Marketing, Orbit Education follows some steps, which are given below:



a) Target Market Identification: Orbit Education starts the process of identifying the target market by having a thorough awareness of the psychographic and demographic traits of possible consumers. With the help of this tactical method, they are able to precisely customize marketing campaigns and messaging to the distinct qualities and inclinations of the chosen target market, guaranteeing a more successful and compelling outreach plan.

b) Competitive analysis: By carrying out an extensive competitive analysis, Orbit Education methodically assesses rivals in the industry, pinpointing their advantages, disadvantages, and potential growth areas. With the help of this strategic assessment, Orbit Education can effectively position itself by highlighting its distinctive offerings and drawing in the target market with a value proposition that stands out.

c) Service differentiation: By highlighting special qualities or advantages that set its services apart from competitors' offerings, Orbit Education consciously sets itself apart from the competition. This method not only distinguishes Orbit Education but is also an essential aspect of their marketing plan, allowing them to draw attention to and capitalize on unique features in order to draw in and keep their target market.

d) Building brand awareness: By implementing a comprehensive promotional strategy and leveraging platforms including social media, reels, video, and content marketing, Orbit Education actively increases brand awareness. By means of these coordinated endeavors, the organization aims to augment awareness and identification among the intended clientele, solidifying its position within the industry and cultivating a more profound bond with its constituents.

e) Established a strong online presence: Orbit Education prioritizes building a strong online presence, which is achieved by setting up social media profiles and putting email and phone marketing techniques to use. The organization is able to actively engage with potential clients who are actively looking for online educational offerings thanks to these strategic tactics. Orbit Education effectively reaches and engages its target audience by utilizing these digital platforms to increase its online presence and accessibility.

f) Offering promotions and incentives: Orbit Education offers customized promotions, incentives, and loyalty programs in an effort to attract clients and differentiate themselves from competitors. By offering target clients something extra and fostering a preference for Orbit Education over competing products, these incentives operate as motivators. By giving users of Orbit Education's educational offerings a positive and fulfilling experience, this strategy helps with both client acquisition and retention.

3.1.3 Market Positioning

Orbit Education generally uses different type of positioning strategies to create their position in the market, which are discussed below:

a) Positioning by product attributes and benefits: when connecting a product or brand to a particular benefit or set of features, it considered as positioning by product attribute and benefits.

In the case of positioning by product attributes and benefits, Orbit Education offers various benefits with their services such as- assisting students in making informed decisions, making the whole study abroad process a lot easier, working as students' guardians, helping in visa processing, helping in getting chances in abroad universities etc.

b) Positioning by product price and quality: Utilizing the relationship between price and quality, the price-quality positioning strategy sets a product's optimal price based on its quality in order to maintain a higher ranking in the minds of consumers is considered as positioning by product price and quality.

In the case of positioning by product price and quality, Orbit Education provides products of equal or better quality at a lower price than any other educational consultancies in its category.

c) Positioning by product class: Sales promotion is the primary instrument used for positioning by product class.

In the case of positioning by product class, Orbit Education provides one of their services with another service for free. Moreover, they create position in the minds of the customers by providing different classes of products for people in different classes.

d) Positioning by competitor: As a marketing tactic, competitive positioning describes how a marketing team can set a business apart from its rivals.

In the case of positioning by competitor, Orbit Education provides good quality services than their competitors, in contrast to the services offered by them, they charge less than their competitors & their provided products classes are better than their competitors. And this is how the create their position in the market.

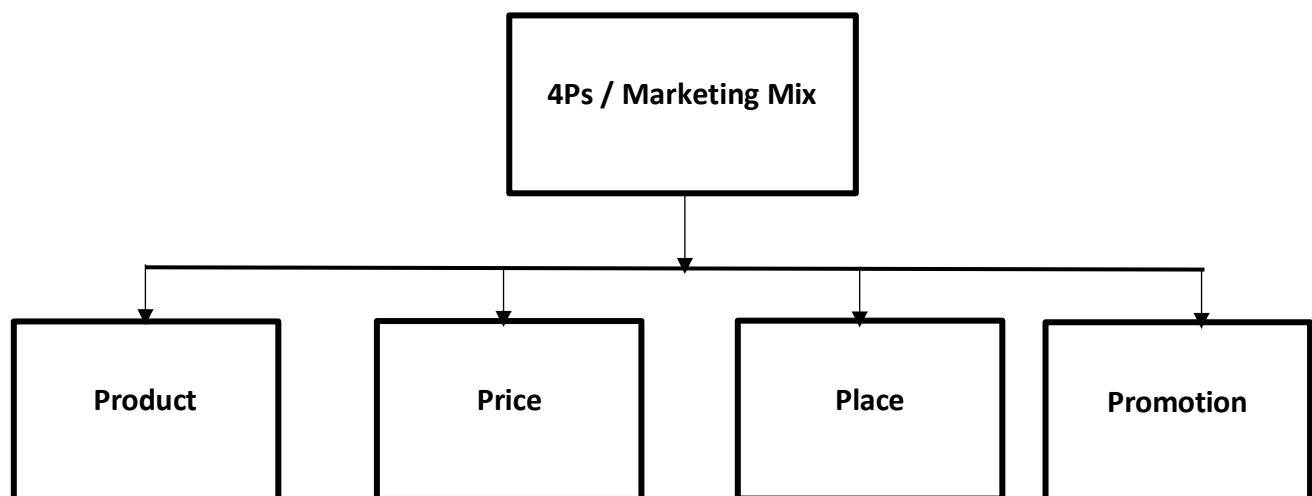
Chapter 4
Marketing Mix / 4P Analysis of Orbit Education

4.1 Marketing Mix Strategy of Orbit Education

A complete marketing plan has various areas of focus, which together make up the marketing mix. The four Ps (product, price, placement, and promotion) are the initials of a standard classification that is sometimes referred to by this title. Marketing Mix of Orbit Education includes their product/services, price, place and promotions.

A group of procedures known as marketing can be taken into consideration in order to produce, distribute, and communicate value to customers as well as manage customer relationships in a way that also benefits the business. The four marketing "4 P's" must be coordinated:

- a. product recognition, selection, and growth.
- b. price determination.
- c. client placement method selection and
- d. creation and execution of an advertising campaign



4.1.1 Product Services

As an educational consulting organization, Orbit Education provides a wide range of services that are suited to the requirements of students. These include help with Duolingo, IELTS, visitation visas, and student visas. Orbit Education seeks to assist students in all facets of their academic path by providing a thorough portfolio, guaranteeing a customized approach to fulfill individual needs.

Their product services broadly include-

- a) Educational Counseling: For students pursuing higher education, Orbit Education provides a wide range of educational counseling services such as- assisting students in making decisions, making the whole study abroad process, helping in getting chances in abroad universities etc.
- b) Personalized Guidelines: Advise specifically designed for students that want to go to colleges worldwide, professional aid in choosing appropriate programs and colleges in accordance with personal objectives and desires.
- c) Admission Assistance: Application assistance for colleges and universities across the globe, professional assistance with writing admission essays and preparing other paperwork to improve application success.
- d) Career Counseling: Assessments to determine and hone professional objectives and aspirations, professional advice on possible career routes and possibilities that complement unique interests and strengths.
- e) Language Proficiency Training: Courses in English designed for non-native speakers, Getting ready for language competence tests such as the TOEFL, IELTS, Duo Lingo, and others.
- f) Cultural Adaptation Programs: Workshops and materials made to assist students in adjusting to new cultures, advice on how to successfully integrate into social and academic contexts, and guarantees a seamless transfer into a variety of situations.
- g) Visa Consultation: To guarantee a seamless visa application process, advice on documentation needs and application procedures is provided, along with help with interview preparation.
- h) Student Visa Services: Professional advice and help in securing student visas for the USA, Canada, Australia, and the UK, full assistance during the application process, guaranteeing adherence to immigration laws.
- i) Test Preparation Resources: Access to materials and advice for taking the standardized examinations (GRE, TOEFL, IELTS, etc.) needed to be admitted to universities abroad.

j) Application Support: Help with application strategy and essay critiques for college and university applications as well as their preparation and submission.

k) Financial Guidance: Information and assistance with budgeting for international education, including costs of living, potential scholarships, and tuition.

l) Pre-Departure Assistance: Advice on the practicalities and arrangements, such as lodging, transportation, and cultural acclimation, that students need to make before starting their academic adventure.

m) Post Arrival Support: After-arrival support that stays with students, guiding them through the early phases of acclimating to a new academic and cultural setting.

n) Workshops & Seminars: Offering educational seminars and workshops on subjects like career development, cultural adaptation, and chances for study and employment. Ultimately, Orbit Education is committed to offering complete assistance to students who want to pursue study abroad, making sure that the transition from the stage of decision-making to the successful assimilation into the global academic community is seamless.

Orbit Education seeks to offer students comprehensive help that addresses all facets of their academic path and personal growth through these varied educational counseling services.

4.1.2 Price

Orbit Education's price structure is designed to be both flexible and accessible, as we recognize that every student's journey is different. We work to provide students with a variety of options, with a focus on English test services, student visas, and tourist visas.

Orbit Education stands out for its dedication to delivering maximum value in a field that is always growing and competitive. Our price range accommodates a range of spending levels, guaranteeing that students obtain the best services without sacrificing their ability to pay.

Orbit Education is committed to providing a wide range of possibilities even as the educational landscape changes. They are steadfastly dedicated to giving students a route to success that fits with their goals and budgetary constraints in this fast-paced, cutthroat industry.

Orbit Education mostly caters to customers that are looking for online shopping platforms. Consequently, they provide a reasonable variety of costs for the products they have selected in order to satisfy every customer.

Some pricing packages of Orbit Education:

Visa Services Pricing:

File opening charge: 5,000 takas

After visa charge: 50,000 takas

English Test Pricing:

IELTS course packages: 10,000 takas

Duolingo course packages: 13,000 takas

Phonetic course package: 10,000 takas

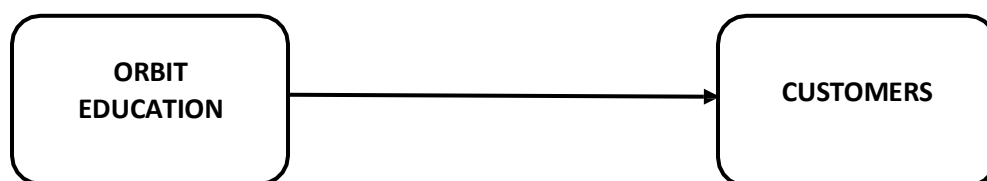
Spoken course package: 6000 takas

4.1.3 Place

Orbit Education is a guiding light in a constantly changing educational environment. Their company, which specializes in education consultancy, skillfully combines offline and online services to meet the various demands of students. They use cutting-edge technology to deliver effective and engaging online education services by leveraging the power of Zoom and Google Meet. These online resources act as virtual doors that let students access a vast amount of information from the comfort of their homes.

Even more essential to our goal are their offline services, which offer a more individualized touch and a nurturing setting for students who need help in person. The seamless integration of these services demonstrates Orbit Education's dedication to quality, guaranteeing the success and enrichment of each student's educational experience.

Orbit Education uses a direct channel approach in its market transfer strategy framework, interacting directly with customers via online portals and in-person meetings to effectively comprehend and meet their needs. Selecting the Best Location in Bangladesh for a Social Commerce Platform.



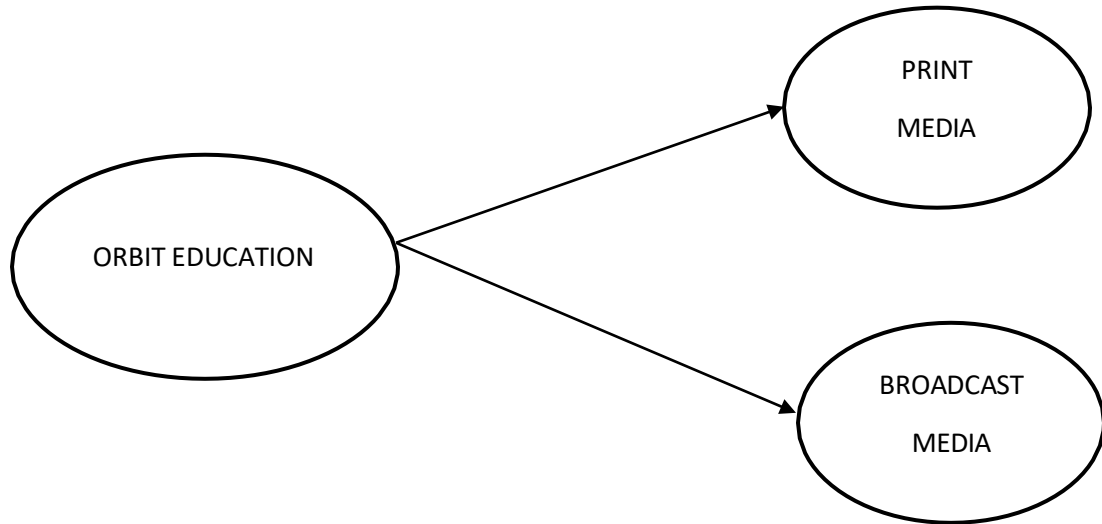
4.1.4 Promotion

Promotion is targeted and strategic advertising that reaches the product's target market. To sell your items and reach the right audience at the right location, you can employ email marketing, public relations, advertising placement, Instagram campaigns, or any combination of these.

Orbit Education uses both print media and broadcast media for their promotion. Orbit Education is proud of its effective internet marketing tactics, which target students via a variety of media to increase exposure and interaction. By utilizing social media sites like Facebook and together with powerful offline and online marketing initiatives, they make sure that their messages reach a wide range of people. Their Facebook page is a vital resource for establishing connections with students around the world. They have increased their promotional efforts on this platform recently in an effort to give users a more engaging and educational experience. Every channel—be it colorful Instagram postings, impactful web campaigns, or well-thought-out email marketing—is painstakingly designed to highlight the multitude of opportunities that Orbit Education provides. As leaders in the field of influence marketing, they work together with influencers to spread the word about our message and establish a genuine connection with prospective students. Orbit Education is more than simply a consulting company; it's a vibrant center of opportunity that keeps growing its online presence in order to realize students' aspirations in education. Orbit Education uses targeted marketing techniques to interact with the intended audience and clearly convey the advantages of its products. Among these crucial tactics are:

- a) Online Presence: A dynamic social media presence for real-time updates and audience interaction, together with an interesting and educational website that features comprehensive services and success stories.
- b) Partnerships: Partnerships to increase reputation and reach with language schools, educational institutions, and test prep companies.
- c) Events and Workshops: Organizing webinars, workshops, and seminars on pertinent subjects to demonstrate competence; actively participating in educational fairs and events to interact with the intended audience.
- d) Referral Programs: Introduction of referral schemes that reward customers who recommend others to Orbit Education in order to encourage word-of-mouth advertising.

e) Promotional Campaigns: Seasonal sales and unique marketing initiatives to draw in new customers, to improve visibility, place well-timed ads in pertinent print and digital media.



Chapter 5

Findings, Recommendations and Conclusion

5.1 Findings

After the analysis was finished, a number of issues were found, which could be the cause of this company's unfavorable reputation. From my vantage point, the issues are as follows:

1. Orbit Education uses two types of bases for market segmentation, which are not enough adequate for the current market. Orbit Education focuses on Demographic & Behavioral segmentations only, which is not enough in the current market without geographic and psychographic segmentation.
2. Orbit Education uses 0-level marketing channel for their product or service placement, which is not enough to expand their reach. To survive in the current market, the use of 1-level & 2-level marketing channels is also essential.
3. Orbit Education promotes their services through different styles & medias but it is not high enough. Due to which, their scope of promotion is not extending far.
4. Orbit Education follows different strategies in terms of their pricing but some improvements are needed in those strategies. Because only these pricing strategies used by them are not enough to keep pace with the current market.
5. Orbit Education uses different types of targeting criteria but it is not high enough. Because all these targeting criteria used by them are lagging behind from the current market.

In order to improve its reputation, gain the trust of potential students, and cultivate strong ties with the community, Orbit Education must address these issues. A better opinion of the business can be achieved by putting corrective procedures into place and exhibiting a dedication to openness and moral behavior.

5.2 Recommendations

As a new firm entering the market, Orbit Education's counseling strategy needs to be strategically adjusted in order to positively influence client opinions. The following recommendations are provided:

1. Orbit Education need to be implemented new more segmentation strategies. That will help them to compete with the current market.
2. In terms of product or service placement, Orbit Education should implement the use of 0-level marketing channel as well as 1-level and 2-level marketing channels. That will expand their customer reach.
3. In the case of promotion, Orbit Education should make some changes in their promotional styles & promotional medias, which will increase the promotion of their organization and their services.
4. Some new more strategies should also be followed in the pricing of “Orbit Education”, such as- demand pricing strategy, competitive pricing strategy etc. It will help them to compete with their competitors.
5. Orbit Education should implement effective targeting criteria also, which will help them to survive in the current market with their competitors.

Orbit Education may become more visible, strengthen client relations, and build a solid name in the cutthroat field of education consulting by putting these suggestions into practice. In order to leave a positive and long-lasting impression on prospective customers, these tactical adjustments are essential.

5.3 Conclusion

In Bangladesh's economic development, Orbit Education is essential. It gives great pleasure to concentrate on this industry as a trailblazing educational consulting organization for higher education. There are several educational consulting organizations in Bangladesh, such as Orbit Education, thus there are chances and obstacles in gaining market share. The company needs to gain the public's trust in order to prosper in this cutthroat market.

I can state with confidence that, "Bangladesh Educational Consultancy Firm" is an effective company based on my internship work experience. They are deliberately establishing quality, dedication, and discipline as the cornerstones of their reputation.

Many outstanding individuals who want to pursue further education overseas might have their goals come true thanks to educational consulting. I'm happy to have joined such a company because I have a lot of expertise with marketing initiatives. I've discovered that real-world experience frequently exceeds theoretical understanding. My experience to the business world, where I had to deal with difficult tactics, has greatly influenced the way I see things now. To sum up, this entry-level internship has given me foundational knowledge that is essential to my future work and studies.

References

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