



**An Internship Report on Marketing Strategy of
CUTTING EDGER**

PREPARED FOR

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***“Internship Report on Marketing Strategy of
CUTTING EDGER”***

Letter of Transmittal

Dewan Golam Yazdani

Assistant Professor
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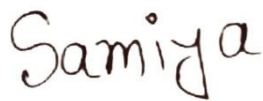
Subject: Submission of Internship Report on "Marketing Strategy of Cutting Edger".

Honorable Sir,

I finalized my internship program at Cutting Edger, and I am presenting my internship report on Marketing Strategy of Cutting Edger, which was assigned to me as part of my BBA degree. This report is a detailed explanation of the experiences that I've learned and practically gone through throughout this internship.

I'd like to offer my appreciation to my supervisor for his considerate supervision. I did my best and hope that the report was delivered to your satisfaction.

Sincerely yours,



Samiya Majumder
ID: 191-11-6095
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Letter of Approval

This is to confirm that Samiya Majumder, ID: 191-11-6095. Major in Marketing, Department of Business Administration, Faculty of Business & Entrepreneurship, Daffodil International University (DIU) has successfully finished her internship program under my supervision.

Her internship report on "Marketing Strategy of Cutting Edger" has been accepted for assessment.

I wish her the best of luck in life.



Dewan Golam Yazdani
Assistant Professor
Department of Business Administration
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Declaration

I am Samiya Majumder, a marketing major at Daffodil International University and a student in the department of business administration (DIU). I hereby sincerely certify that I am the author of the internship report titled Internship report on "Marketing Strategy of Cutting Edger." I didn't deliberately break any copyright laws when writing this internship report.

I further declare that I did not submit this report to any organization for the purpose of receiving a degree, diploma, or certificate.

Samiya

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Acknowledgement

I would not have made this much progress on the report without the assistance of both direct and indirect contributions. The main thing I'm thankful for is that Almighty Allah gave me the strength, boldness, and courage to overcome challenges in order to finish my BBA coursework and the opportunity to work as an intern at Cutting Edger. In a similar spirit, I would want to thank my parents for their continuous support throughout my life.

The next step is for me to express my gratitude to my esteemed academic supervisor and instructor, Dewan Golam Yazdani, an assistant professor at the Daffodil International University department of business administration. My internship report was effectively completed under his diligent guidance.

I would also want to express my thanks to Delwer Hussain, the co-Founder and Chief Operating Officer of Cutting Edger, who performed as my supervisor, taught me all I know about the Cutting Edger activities. Additionally, I want to express my gratitude to Enamul Karim, the co-Founder and CEO of Cutting Edger. I should also take the opportunity to express my gratitude to my colleagues, who have supported me in my job and provided me with an outstanding and great experience.

Samija

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Executive Summary

Cutting edger provides desktop publishing, image editing, creative and digital content services for e-commerce. In order to increase sales and brand awareness while maintaining the required turnaround time even for large orders, they work with their clients' profitability in mind while offering the best possible content at competitively lower prices. With their experience and quick turnaround time, clients can be confident that their post-production image processing and desktop publishing are in capable hands. They believe in providing value to their clients rather than simply discussing pricing.

At Cutting Edger, they provide professional and on-demand image editing services to help people enhance and distinguish their photos. Whether anyone need to retouch their photos or improve the quality of their company's product images, they can help.

Cutting Edgers experienced editors have years of experience and use cutting-edge software and techniques to produce high-quality results. They provide a variety of services, including:

1. Image editing basics (cropping, resizing, color correction)
2. Retouching at the highest level (skin smoothing, blemish removal, teeth whitening)
3. Background replacement and removal
4. E-commerce product image optimization and more!

This company always value the time, money, and commitment of their clients, and they strive to deliver clients edited images as soon as possible. Furthermore, their simple online platform allows clients to upload and track their images as well as communicate directly with their editors.

Day by day the number of their clients is increasing as they have premium quality of work. Along with their existing services, they are adding some new services as well. Recently they assigned a new type of lead generation process. As always, they are getting bulk amount of response from their clients.

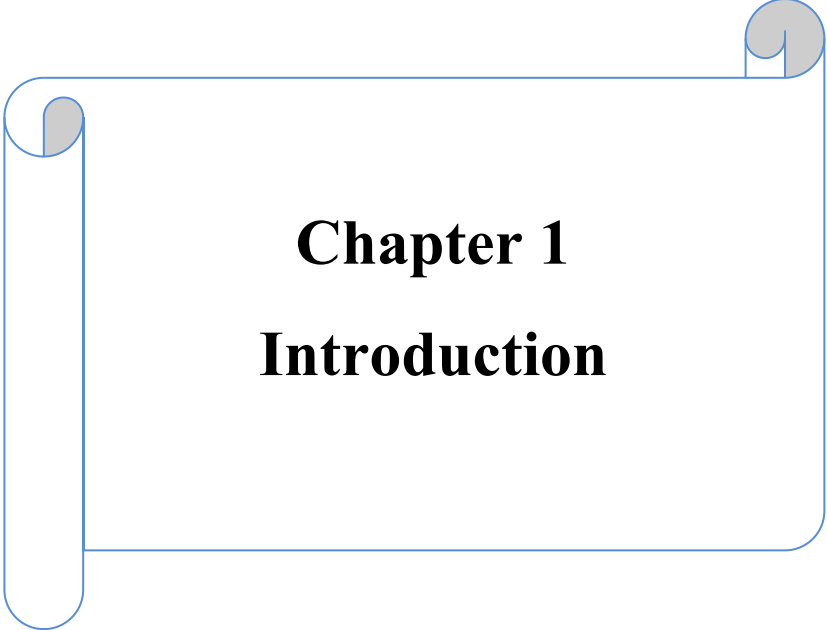
It is located at 57/9, Artisan Center, West Panthapath, Dhaka 1205.

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Chapter 1

Introduction

1.1 Introduction of the Study

As a marketing student, I choose to concentrate my report on Cutting Edger as well as categorization, targeting, positioning, and the four-marketing mix. I want to thank my supervisor for it. I began my internship at Cutting Edger after receiving authorization. For a student to gain actual knowledge at a workplace, I believe an internship program is crucial.

My report is recommended by the Cutting edger's team. To know the situation of the market and the situation of the business we must rely on the practical knowledge. Such internship program can create the opportunity to know that kind of information for being entrepreneur.

During my internship period, the staffs of Cutting Edgers Team were so much cooperative and helpful towards me. It was an amazing experience for me to work with them on that particular internship period.

1.2 Background of the Study

As BBA student of Daffodil International University has to complete such internship program after finishing all the recommended courses. It was obligatory. And so, I did my internship from Cutting Edger.

The supervisor of my internship program is Mr. Dewan Golam Yazdani and he is the Assistant Professor, Department of Business Administration, Faculty of Business and Entrepreneurship of Daffodil International University.

By the instruction of my supervisor, I started my internship in Cutting Edgers Marketing Team. As per his instruction I was obedient to learn about overall products details, target customers and the competitors of Cutting Edger. It was truly an inspiring and interesting topic for me. By selecting this I got the opportunity to know about the Internal Environment of Cutting Edger. This is how the Marketing Department of Cutting Edger can easily develop the numbers of their target customers by their skills and knowledge. The overall process of the Marketing and Sales of this institute is amazingly remarkable.

1.3 Scope of the study

During the period of my study, I did my best to gather all the information I could about the Cutting Edger marketing mix strategies process during the course of my research. However, there are also some negatives. We all understand that the Marketing team and Cutting Edger have access to confidential information, making it impossible for an intern to be fully informed about the organization. I spoke with my corporate supervisor and my Cutting Edger marketing team colleagues to gather the information, and I also conducted a survey by soliciting feedback from them. For doing this, all of the staff members were very helpful to me. I had conversations and got to know some of the Cutting Edger clients.

1.4 Objective of the study

The objectives of the study are as follows:

Broad objectives:

The broad objectives of this report is to analyze marketing strategy of Cutting Edger.

At the same time there are some specific objectives of the study which represent the basic theme.

These are:

- To understand STP strategy of Cutting Edger.
- To analyze marketing mix strategies of Cutting Edger
- To find out the overall marketing strategic gap of the company.
- Recommend some suggestions based on the findings.

1.5 Methodology of the study

There were two sources for collecting the information or data. These are:

- Primary data.
- Secondary Data.

Primary data is the process of discussing with the head of Cutting Edger and collecting the effective information which are useful for marketing mix strategies practices. Like- getting information from the group meeting of Cutting Edger, directly observing the overall practices of marketing of Cutting Edger.

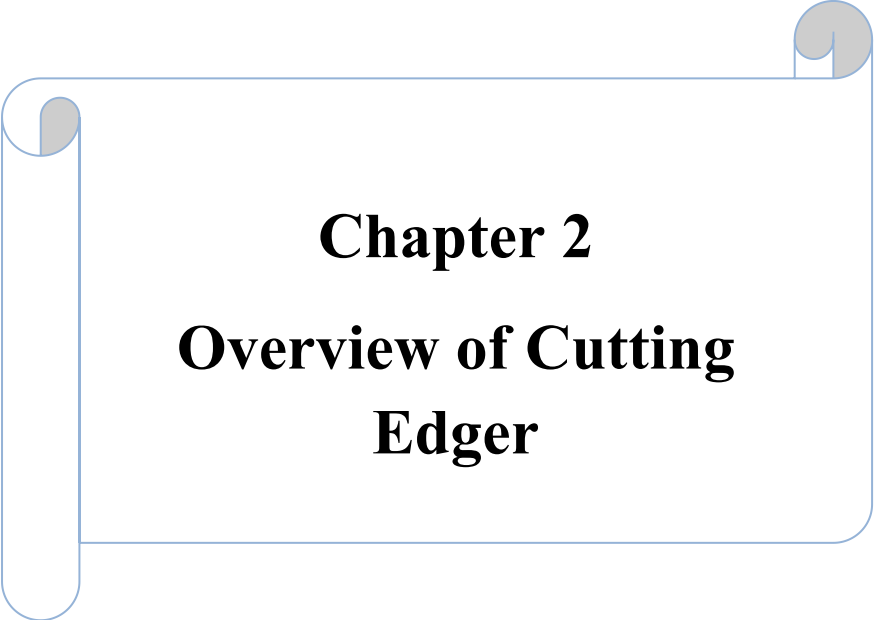
Secondary data are the data which are available on their various available sources. Like- Collecting the annual report, searching the official website of the institute, through checking the official records etc.

1.6 Limitations of the study

During my internship period, I did find many limitations which were strictly followed by the institute. Every organization has some proprietary information that is never made public, which is the cause of this. To gain a competitive edge in the market, the company must uphold its values, adhere to its rules, and follow its strategy. Other than the marketing department, those details are never made public.

Some of the limitations that I got during the study are:

- It is completely not possible to know all the information of the Marketing of Cutting Edger, as here got the limited time frame for internship program. In the period of four months' time, it is almost impossible to gather all data.
- There are different department employees from whom a limited amount of information can be gathered. As we know that, all the information is not available for all.
- The interns never get the confidential information which is a great drawback for me.
- Primary data collection is sometimes difficult as we know that, there must have many barriers in any kinds of organization.



Chapter 2
Overview of Cutting
Edger

2.1 Introduction of the company

Cutting Edger specializes in the creation of creative and digital content for desktop publishing and e-commerce post-production. They increase the profitability of their clients by providing them with material of the highest caliber at competitive pricing that increases sales and brand recognition while meeting all deadlines, even for large orders.

With their experience and short turnover time, clients can rest assured that post-production image processing and desktop publishing are in good hands. This company believes in creating value for their clients, not just talking about pricing. They did several things like image editing, desktop publishing, CGI, web design, digital marketing, lead generation, and many more. The majority of this company's customers are from outside of Bangladesh, but they also serve locals. This company started their journey in 2018 with a tiny office and a very limited number of workers. This company has grown in size, and it now earns a pitiful amount from the global market. Cutting-edge work by a group of experts the marketing department, the production department, the accounts department, and the HR department all run smoothly in this company. Panthopath, in the heart of Dhaka, is at the cutting edge. Every year, many students complete their internships at this company in the marketing and HR departments. Cutting Edger awards certificates to students who have received proper training.



Figure 1: Cutting Edger's logo

2.2 Mission and Vision.

2.2.1 Cutting Edger Mission

Cutting Edger is a result driven e-Commerce post-production and desktop publishing services that exists to help your business grow and succeed online.

2.2.2 Cutting Edger Vision

To Connecting people, Businesses and Communities to a better future through Global Commerce Technology and Services

2.3 Cutting Edger Objective:

○ Marketing Strategy:

They use a different marketing strategy. They are applying the four key elements of marketing strategy: product, price, place and promotion very effectively. This kind of strategies helping them acquiring customers through online platforms by generating leads through internet searches. Then, when they receive work from anywhere in the world, they simply confirm it and complete the task successfully. They focused their business on the internet, promoted it through a beautiful website, and offered their product as a service such as image editing, lead generation, and web design. Just do business all over the world from Bangladesh.

○ Strategic Gap Analysis:

For a long time, Cutting Edger has successfully served both domestic and international clients, demonstrating the effectiveness of strategic gap analysis among startups. As a result of the overseas customers, their business has grown because they are a reliable organization. Dependability and effectiveness are the major concepts of Cutting Edger's. They are successfully evaluating the difference between a business endeavors best possible outcome and the actual outcome.

○ Website Design Strategy:

Utilizing a big team to help the globe A sizable crew at Cutting Edger works in an extremely structured manner. They are implementing their website design strategy very fruitfully. A website is there to showcase services or products and generate awareness about them, Cutting Edger has built up a website which is very convenient towards its potential customers. By viewing the website customers getting interested and providing them some works.

2.4 Why student will choose Cutting Edger?

- Cutting Edger has a very strong server.
- Cutting Edger has very well skilled and highly educated faculty members and trainers who provide the training so that all trainees could be transformed into genuinely skilled workers
- After the successful completion of the training, the trainees will be provided with the training internship facilities as internship business development. which will help them to increase their skills and also help to get a job at home and abroad
- Cutting Edger provided certain amount for their trainees.
- Trainees can get chances to communicate with their international clients which give them real life experiences of handling international clients.
- Cutting Edger will provide the certificates after completion of the training.
- Cutting Edger provides a safe study environment especially for girls.

Why CUTTING EDGER is the Smartest Choice?



Easy & Secure

We keep your information safe and secure.



Affordable Price

As low as you can't imagine



Fast Turnaround

Get your images ready within 12 to 24 hours



Free Storage

Free space upto 6 months without any cost

2.5 How we maintain the Quality

Becoming an IT business Cutting Edger is a strong server with highly trained personnel, where trainees are constantly checked by knowledge providers and required to handle global clients for better experiences. They allow interns to get foreign experience, and once they have finished their internship, they are able to work anywhere in the world.

2.6 Student Facilities

- International clients handling.
- Intern get wages 5000 BDT monthly.
- Certificate after course completion.
- Fully air-conditioned office.
- Laptop and all employees' facilities provided.
- Provide snacks.
- Desk with job environment.
- Lead meeting every week.
- Provided tasks to production house.
- After completing internship program Cutting edger offers job.
- Real life job experiences.

2.7 SWOT Analysis of Cutting Edger

Strengths

- Very Popular in image editing market
- Very Popular in Soft Skill Development
- Give certain wages in training time
- Location at the main point of Dhaka
- Batch is only 2-5 participants, students can get real time job experience
- Get international experiences by handling international clients
- Efficient Management

Weaknesses

- Very few students can get chances.
- No transport facilities provided
- Office time is very long time around 9 hours.
- Holiday doesn't match with Bangladeshi time table.

Opportunities

- Continuing education for intellectual and for students of all section
- Online Result and information opportunities
- Tap into any company anywhere in the world.
- Educational Opportunities related to international and national jobs
- Experience to do job with international companies.
- Real job experiences

Threats

- So many competitors' availabilities
- Growing competition from nearby IT Company among the world.
- Does not have any security of getting works.

2.8 Facilities Offerings in Cutting Edger Website

The screenshot displays the 'SERVICES' section of the Cutting Edger website. It is organized into four columns: Image Editing, Desktop Publishing, CGI, and Others. Each column lists various services with a checkmark icon. Below the services section, the 'FEATURE WORKS' section is visible, featuring three examples: Background Removal (a potted plant), Invisible Mannequin (a blue Moschino sweatshirt), and Image Masking (a black puffer jacket). The website's navigation menu and a chat button are also visible.

SERVICES

Image Editing	Desktop Publishing	CGI	Others
<ul style="list-style-type: none">✔ Background Removal✔ Clipping Path✔ Image Masking✔ Drop Shadow✔ Reflection Shadow✔ Invisible Mannequin✔ Color Adjustment✔ Photo Retouching✔ Model Retouching✔ Jewelry Retouching✔ Automobiles Retouching✔ Product Photo Editing✔ 360 Degree Imaging✔ HDR Panorama Enhancement	<ul style="list-style-type: none">✔ Typesetting and Formatting✔ Multilingual Localization✔ Brand Identity✔ Adaptation✔ Presentation✔ Data Entry	<ul style="list-style-type: none">✔ 3D Modeling and Texturing✔ 360° Imaging✔ HDR Panorama Enhancement	<ul style="list-style-type: none">✔ Web Design✔ Digital Marketing✔ WordPress Web Development✔ Lead Generation

FEATURE WORKS

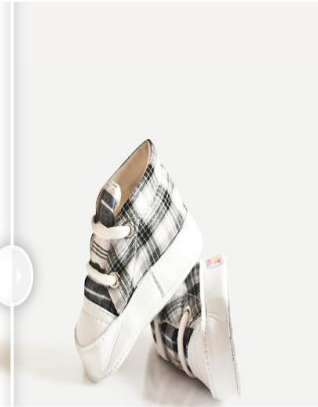
- BACKGROUND REMOVAL**
- INVISIBLE MANNEQUIN**
- IMAGE MASKING**

© Daffodil International University 12

Color Adjustment



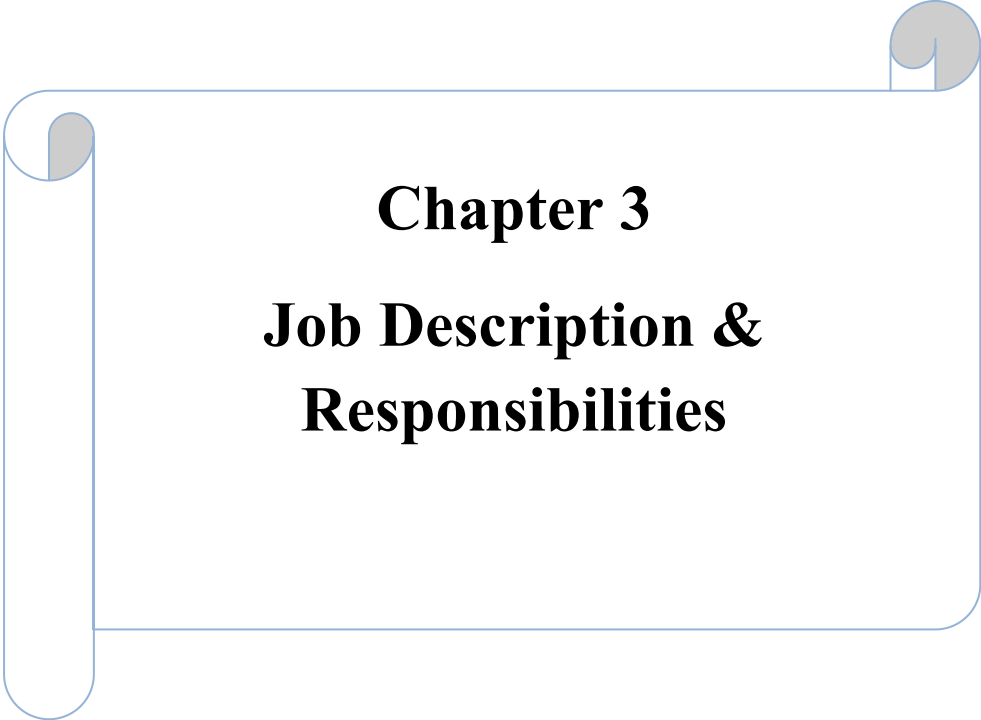
REFLECTION SHADOW



RETOUCHING



Figure 2 : Cutting Edger services



Chapter 3
Job Description &
Responsibilities

3.1 Description of the Job

During my internship period, I assisted in many activities related to branding, sales, and marketing under the guidance and supervision of Mr. Delwar, Deputy Director of Cutting Edger. On the very first day, I was briefed about the operational processes of Cutting Edger, like their services selling to international and national clients, and all my responsibilities. There was always a need to follow up with seniors and be systematic at my job. Like me, all the employees strictly maintain the server system. Also, there are so many tasks that I must complete to maintain and improve our customers' and our clients' needs.

I got the chance to work with the administrative team, who generally maintain the whole production workforce and also deal with customers. After working with this dynamic team, I learned about international marketing.

3.2 Specific Job Responsibilities

I was advised to do the following tasks during my internship period:

- Collecting leads.
- Digital marketing.
- Email marketing.
- Client communication through LinkedIn and Skype.
- LinkedIn marketing.
- Social media handling.
- Promote program in social media
- Telemarketing, SMS, E-mail Boosting
- Generating leads of clients

3.3 Different aspect of my job

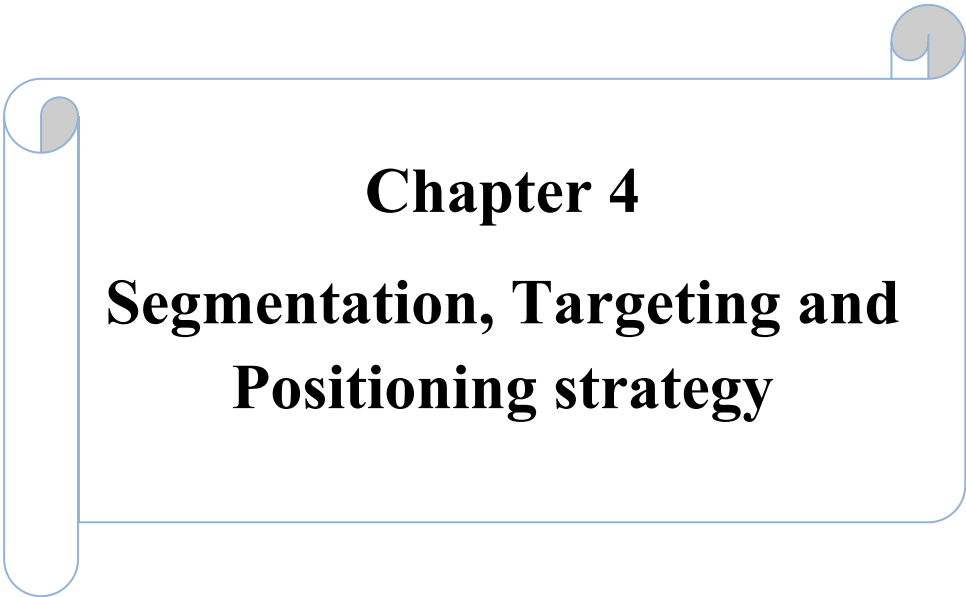
Despite being a part of the management and marketing teams, I had to actively engage in gathering information from clients in other countries, phoning them to inform them about our services, and then passing that information along to the production team.

3.4 Critical Observation & Recommendation

The structure was solid, but there were a few limitations that finally made some of my operations challenging. Here, I've merely offered my opinions about the suggestions listed below:

Lack of Manpower: The core teams at Cutting Edger, where I interned, are management and marketing. There are only two members on this team. In comparison to the burden, the number is lower. The work is progressing quite slowly as a result. Due to their workload, they must operate primarily outside of normal business hours. There should be more personnel.

Lack of Infrastructure: company has a high number of workers in a small place, and the room is crowded with so many people on one floor. They have to increase the area for workers.



Chapter 4
Segmentation, Targeting and
Positioning strategy

4.1 STP of Cutting Edger

STP, or segmentation, targeting, and positioning, is a three-step marketing approach with an emphasis on categorizing goods and services for different clienteles as well as how we convey the advantages of the product to certain clientele segments. Cutting Edger is dedicated to implementing this plan. This system is used by Cutting Edger to manage its services, promotions, and goods.

4.2 Market Segmentation

Cutting Edger has a wide range of products. They focus particularly on market segmentation. They used the following segments to reach their target audience:

Demographic Segmentation: Cutting Edge has produced a wide range of goods to cater to all segments. The market has been divided into segments by Cutting Edger based on services such as image editing, desktop publishing, CGI, web design, digital marketing, WordPress web development, lead generation.

Geographic Segmentation: Cutting Edger concentrates on areas because for their work needed high band of net connection being an IT based company. For this reason, the company located at the center of capital Dhaka named panthopath. Throughout addition, they develop their brand's reputation in the world as a IT company.

Behavioral Segmentation: Cutting Edger has also created segments based on consumer attitudes, customer choice, and customer preferences, which are the main responsibilities of Cutting Edger. Additionally, it divided up its clients' accessibility. As an IT-based company, Cutting Edger focuses on specific areas because their work necessitates a high-bandwidth Internet connection. For this reason, the company located in the center of the capital city of Dhaka is named Pantopath. In addition, they develop their brand's reputation in the world as an IT company so as to assist them by providing adequate information about the services they need.

Psychographic Segmentation: Cutting Edger also segments its market based on customers' lifestyle, activities, and social status. They are also concerned with the needs of their clients and assist them with a variety of projects.

4.3 Targeting-

Targeting is the process of focusing on market segments that are larger, more profitable, and easier to reach, and have lower acquisition costs. Cutting Edger made a great choice in identifying their target market. We can clearly see that Cutting Edger target market thanks to segmentation. Corporate businesses, people of all ages, and even foreigners from other parts of the world are among its target clients.

4.4 Positioning-

The STP framework's positioning phase is the final stage. It refers to how to stand out from competitors in the eyes of customers. Cutting Edger has successfully carved out a niche for itself in the market thanks to a large selection of high-caliber items, clever advertising, and market-friendly services. They presently have a market share of approximately 85%, making them the leader in their sector thanks to their superior position. You may visualize the location of the cutting edge with the help of the next perceptual map

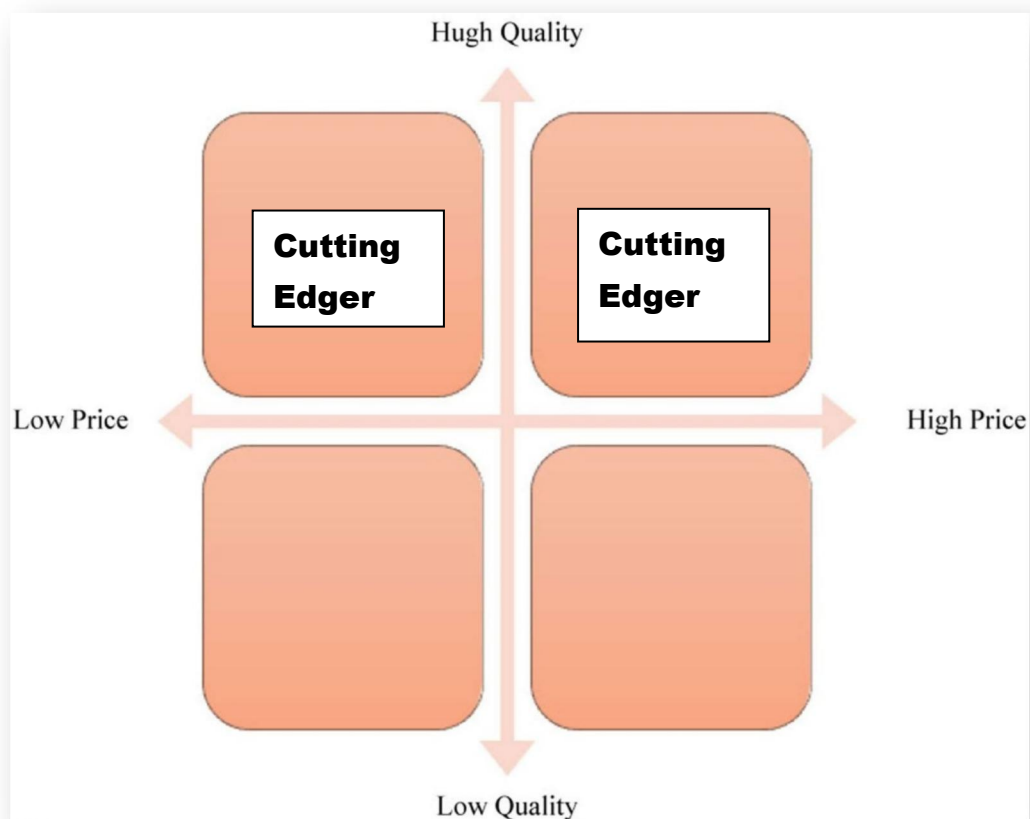
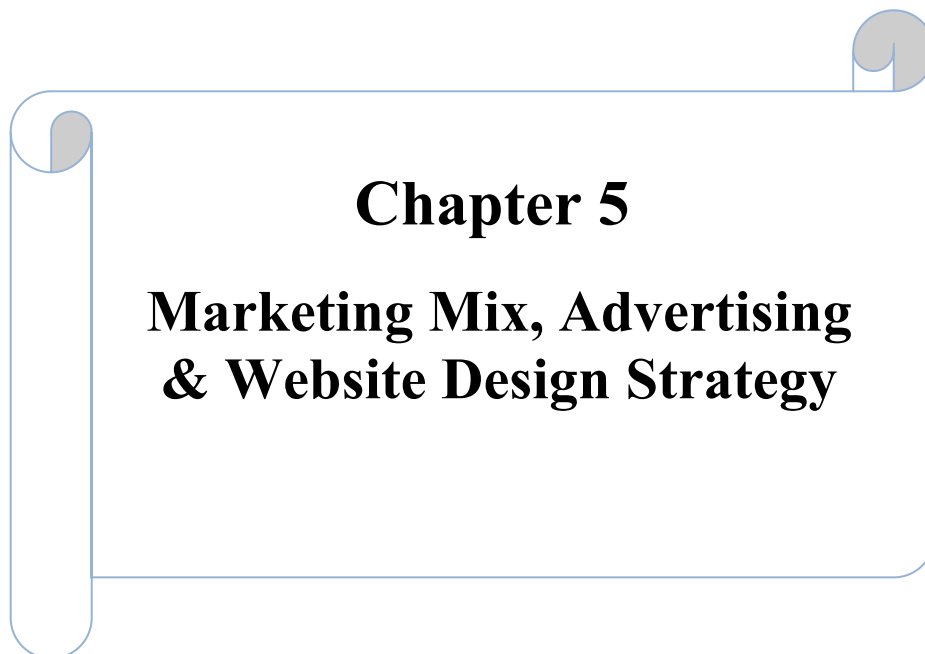


Figure 3: A perceptual map of Cutting Edger's positioning.



Chapter 5
**Marketing Mix, Advertising
& Website Design Strategy**

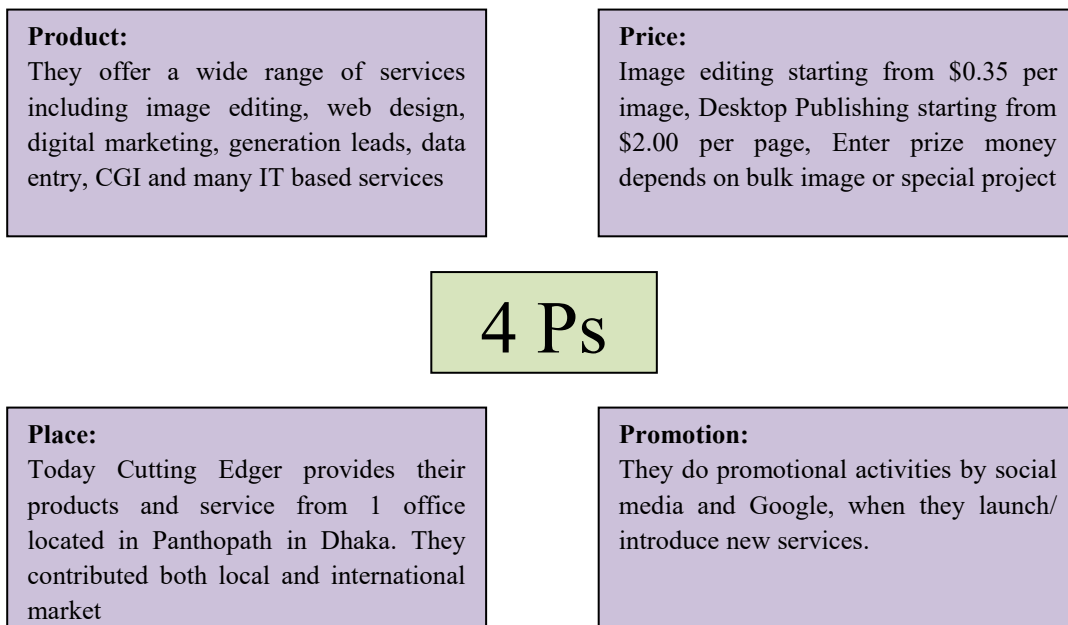
5.1 Marketing Mix of Cutting Edger

One of Bangladesh's most effective IT companies, whose main goal is to fulfill the needs of customers, and This Company enjoys a highly favorable commercial standing and reputation in Bangladesh. When developing marketing strategies, they pay great attention to

We all know that the meaning of 4ps. Those are:

1. Product
2. Price
3. Place
4. Promotion

5.2 Cutting Edger's marketing mix (4Ps):



5.3 Cutting Edger Promotional Mix:

In order to achieve a specific goal, a promotional mix combines marketing tactics such as publicity, sales, advertising, and direct marketing to communicate our offering to the target demographic. Only a small portion of the marketing mix is the promotional mix. One of the primary points of this report is this section. The promotional techniques were successfully used by Cutting Edger to increase the value of its brand. In this evolving marketing, they have combined new and established techniques. Cutting Edger organizes various promotions by screening leads and many more for effective customer communication.

The majority of the time, Cutting Edger employs the following promotional mix component:

Advertising: Cutting Edger has used a variety of traditional forms of advertising since its inception. such as newspaper ads, magazine ads, TV commercials, billboards, banners, and posters. They have a team that is constantly active online in order to generate clients through online advertising.

Social Media Advertising: A popular marketing tactic called social media marketing enables you to reach your target audience more affordably and give them a more specialized experience. Cutting Edger has done well by employing these strategies. They use Facebook, Instagram, LinkedIn, YouTube, Messenger, email marketing, and other platforms to advertise their goods and services.

Cutting Edger offers a wide variety of services, as we have already described. They are very picky and follow a plan to advertise new service. In addition to traditional advertising, they use social media to build new market. They advertise using client segmentation in both local and global markets. Customers who are active on these social networks can receive customer service on the Cutting Edger Facebook page, E-mail, website.

5.4 Sales Promotion

Cutting Edger is having a well eye-catching website for serving customers demands. They support their clients 24/7. Cutting edger show their rewords, sample works, previous client's comments, achievements to grabbing new clients and they were promised to do the same as the client's demands. They charge a minimum amount for their work but determined to give the best one.

INTEGRATION

The screenshot displays the 'INTEGRATION' section of the Cutting Edger website. At the top, there are logos for 'lagento', 'nopCommerce', 'shopify', and 'W90'. Below these logos, there are three service packages presented in a grid:

- IMAGE EDITING**: Starting from **\$0.35** Per Image. Features include: Free Upto 10 images, Storage Upto 3 months*, Free FTP access, 16 to 20 Hours turnaround time, No hidden cost, and 24/7 Customer Support. A 'START FREE TRIAL' button is present, along with a '100% Quality guarantee'.
- DESKTOP PUBLISHING**: Starting from **\$2.00** Per Page. Features include: Free Upto 1 page, Storage Upto 3 months*, Free FTP access, 24 Hours or less turnaround time, No hidden cost, and 24/7 Customer Support. A 'START FREE TRIAL' button is present, along with a '100% Quality guarantee'.
- ENTERPRIZE**: Custom pricing for Bulk image or special project?. Features include: Single price, Storage Upto 6 months*, Free FTP access, On demand turnaround time, No hidden cost, and 24/7 Dedicated project manager. A 'GET A QUOTE' button is present, along with a '100% Quality guarantee'.

TESTIMONIAL

Very pleased with their work. Jobs are delivered on time. Awesome work experience with their affordable customized price package and great time commitment.

— Joe Joseph Simon

Figure 4: Cutting Edger sales promotion by charges and free trails

What is Photo Retouching? Why It's so important to Retouch?

The rise of virtual photographs is increasing globally: According to reports, it is estimated that at least 1.2 trillion digital...

By Cutting Edger





Image Masking

Why Masking is Necessary in Image Processing

Image Masking in Product Photography: The e-commerce market is going to hit \$7.4 trillion by 2025 as projected by market...

By Cutting Edger



Load More... Follow on Instagram

Figure 5: Cutting Edger sales promotion by Sample Work

OUR LATEST BLOG



♥ eCommerce, Branding, Business

Why You Should Choose Us, When You Have More Options

Photography is the only language that can be understood anywhere in the world, an old saying by 'Bruno Barbey' which...

👤 By Cutting Edger



Figure 6: Cutting Edger Sales promotion by Blogs

5.5 Website Usability of Cutting Edger

A website's accessibility is measured by its web usability. Factors include things like how well the user interface is designed, how quickly pages load, how secure and private information is, how easy it is to find things, etc. A website's viability depends on its online usability.

A simple and effective website may boost traffic and sales. The percentage of users who accomplish the desired action on a website may be used to gauge how well-designed it is. I've carried quite a few usability tests using various measurement devices and techniques. Website evaluation was performed by <https://pagespeed.web.dev>. When analyzing website performance, the website is helpful. The website has to be continuously dependable and user-friendly. If the landing page does not make it apparent what the site offers, the number of visitors will drop. Additionally, visitors who find the content on the website to be confusing may leave. To improve the performance of the website, it should be updated periodically.



Accessibility

These checks highlight opportunities to [improve the accessibility of your web app](#). Only a subset of accessibility issues can be automatically detected so manual testing is also encouraged.

Figure 7: shows that Cutting Edger Website testing on <https://pagespeed.web.dev>

This website received a performance grade of 92/100 from Google based on its page speed. The test in question was carried out on December 25, 2022. This outcome may occasionally change. For now, performance is excellent.

For Cutting Edger, search engine optimization has produced excellent results. When you type "SEO" into Google, the Cutting Edger website comes up on the first page. Using pertinent keywords, customers may easily search for and locate the Cutting Edger website. Website ranking has been helped by the usage of acceptable articles, Meta descriptions, and Meta keywords.

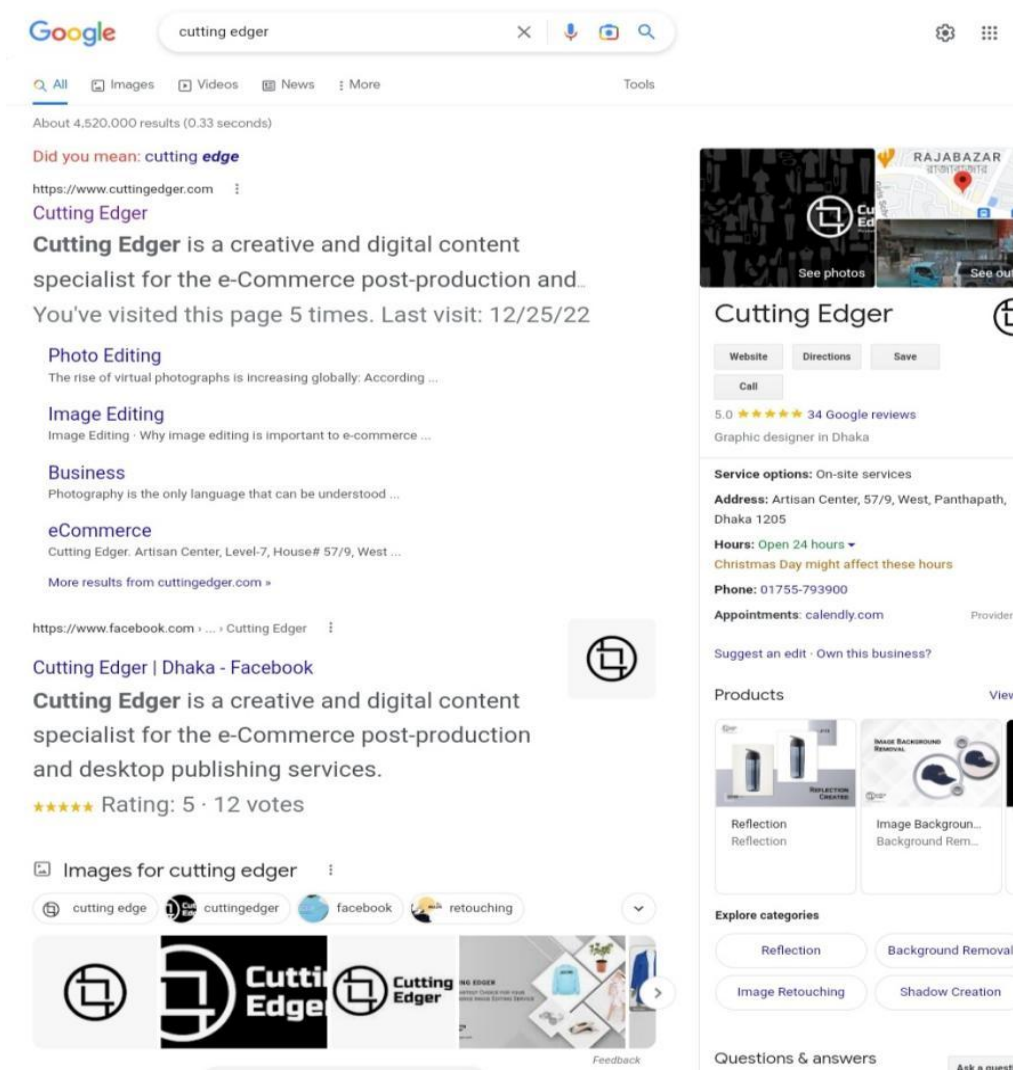
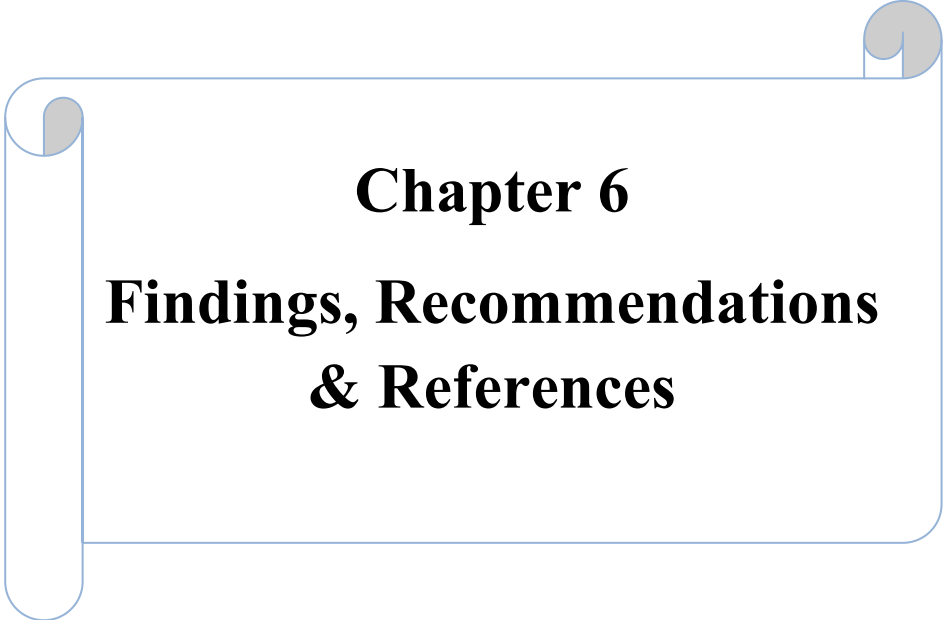


Figure 8: SEO of Cutting Edger Website

A decorative graphic of a scroll with a light blue border and rounded corners. The scroll is partially unrolled, with the top and bottom edges curving upwards. The text is centered within the scroll.

Chapter 6
Findings, Recommendations
& References

6.1 Findings



- **Lack of promotion on Cutting Edger online:** Promotional efforts for Cutting Edger are coordinated centrally for both online and offline channels. They carry out comparable ads both online and offline. Comparing the geographic segmentation of online and offline.
- **No Rating:** Nowadays customers are more conscious while they have taken any online or offline services. They see the service rating before making selection. However, the rating feature is missing from the Cutting Edger website.
- **Payment System:** PayPal, visa, master card payment gateways are accepted by Cutting Edger. Taking services for some People in Bangladesh harder to give money by this system because many people don't have that account for transaction. Additionally, inside Bangladesh people are not use to on this transaction system.

In addition to the fundamental issues, transportation, infrastructural issues are also major issue.

6.2 Recommendations

- **Creating a new advertising strategy:** Cutting Edger should stick to their mission statement to improve their brand's reputation. They need to increase local and global market involvement with the website by promoting it. The importance of creativity, originality, and distinctiveness in marketing strategy should be increased.
- **Enhancing website performance:** Cutting edger website speed problem some time because of server problem, they should improve the server speed .
- **Including a rating system on the website:** The website should have a rating system. It will make it simpler for customers to decide what to choose the appropriate needs.
- **Improving customer service:** Cutting Edger HR needs to hire the best candidates and provide them with the necessary training for a good customer service.
- **More manpower:** The number of their employee is not that much and because of it sometime they could not provide their work on time. So they need to hire some more employee to overcome this kind of situations.
- **Create a new segmentation strategy:** Cutting Edger has a wide range of products. They focus particularly on market segmentation. They used some segments to reach their target audience as some other businesses do. They can rearrange their strategy differently. This will help them to gather more and more customers.

6.3 Conclusion

Cutting Edger is an e-commerce photo editing and desktop publishing service, whose prime vision is to connect people, businesses, and communities to a better future through global commerce technology and services, and whose mission it is to work for e-commerce post-production and desktop publishing services that exist to help e-commerce businesses grow and succeed online by using the services of Cutting Edger. Cutting Edger is one of the best Professional Photoshop photo-editing service providers outsourcing company in Bangladesh, with over 120+ skilled Photoshop Professionals. They offer all types of Photoshop image editing services, such as Clipping Path, Masking, Color Correction, Retouching, Ghost Mannequin, Raster to Vector, Manipulation, and so on. They also offer desktop publishing services, such as Branding, Adaptation, Multilingual DTP, Presentation, Data Entry, and so on. They have skilled editors, and they serve all over the world, and they hope to do so in the future. They drive their client's profitability by working with competitively lower prices with the best quality content boosting sales and brand image along with required turnaround time even in bulk orders. With their experience and short turnover time, customer can rest assured that their post-production image processing and desktop publishing are in good hands. They believe in creating value for their clients not just talking about pricing. These businesses serve their customers at a low cost and offer some free trials to assist the customer in making the best decision. Cutting Edger's online services are expanding at a rapid pace. Being an intern, I had a great experience with international marketing, client handling, and helping clients make the right choices. I experienced the marketing strategies for global customers, especially in digital marketing. They always Value their client's time, money, and their commitment towards them and strive to deliver their edited images as soon as possible. Plus, their easy-to-use online platform allows people to upload and track their images and communicate with their editors directly.

Refrain from settling for mediocre images. Give photos the professional touch they deserve with Top-Notch Image Editing Services.

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