



**Internship Report**

**on**

**“Marketing Activities of Inclusive Bangladesh**

**Development”**



## **“Marketing Activities of Inclusive Bangladesh Development”**

**Submitted To:**

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## Letter of Transmittal

**Ms. Farhana Noor**

Assistant Professor

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Subject: Submission of internship report on “**Marketing Activities of Inclusive Bangladesh Development**”

I am pleased to formally present this internship report on the Marketing Activities of **Inclusive Bangladesh Development**. This task was assigned to me to fulfill the incomplete requirement for my BBA program.

I assure you that I have made every effort to complete this report efficiently. I express my sincere gratitude for your encouragement and guidance, as this report would not have been possible without it.

In case you have any further information or feedback, I would be glad to hear it.

Therefore, I am hopeful that you will accept this internship report.

Thank you.

Sincerely Yours,



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**Md. Sharukh Islam**

ID: 191-11-6209

Major In Marketing

Program: BBA

Department of Business Administration

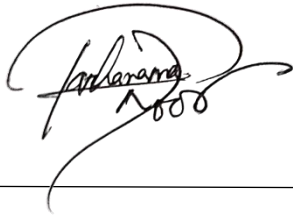
Daffodil International University

## Certification of Supervisor

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It is with great pleasure that I provide this certification that Md. Sharukh Islam, ID: 191-11-6209, has satisfactorily completed the preparation of the internship report titled "Marketing Activities of Inclusive Bangladesh Development," as per the requirement of the BBA Program offered by the Department of Business Administration and the Faculty of Business and Entrepreneurship at Daffodil International University.

Based on my evaluation, I strongly recommend this report for submission and acceptance.



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**Ms. Farhana Noor**

Assistant Professor

Department of Business Administration

Faculty of Business & Entrepreneurship

Daffodil International University

## Acknowledgment

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I express my sincere gratitude to the numerous individuals who provided guidance and support in various ways to plan and complete this research endeavor.

Composing this report on my job was a challenging task, and I am grateful to Ms. Farhana Noor, the associate lecturer, for her inspiring leadership, advice, and support, which were instrumental in the growth of the internship program. In fact, collaboration is highly valued, and I acknowledge the importance of this aspect in the workplace.

I extend my appreciation to the top officials who facilitated my hands-on learning experience. Through this internship program, I have gained a better understanding of the workplace that consistently challenges us, and I now place a greater emphasis on collaboration.

Finally, I express my thanks to everyone, both within and outside of Inclusive Bangladesh Development, who assisted in the completion of this report.

## Executive Summary

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This internship report's purpose is to fulfill the BBA program's requirement. I must interact with an organization as part of my course's requirement to obtain potential and crucial information. From reading this paper, the viewer will gain a thorough understanding of inclusive Bangladesh development marketing activities. The purpose of this study is to evaluate Inclusive Bangladesh Development Marketing Efforts to see if it is adequate.

I described the context of the study and the report's format in the introduction section. It also includes objectives, scope, constraints, and methods, which includes the data gathering sources. I gathered data using both essential and supplementary information. I continued by discussing the organizational part, which provides extensive information about the company, including its corporate aim, vision, services, and resources, as well as its location and other facilities related to Inclusive Bangladesh Development. The third part, named Promotional Strategy, included consumer advertising such as TVC & Social media marketing had most influence consumers thinking.

Last but not least, a few difficulties discovered when examining the Marketing S are reviewed, and a few recommendations are made for the company's improvement so that the manager of Inclusive Bangladesh Development can take preventative action if those suggestions are acceptable.

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**Chapter-1**  
**Introduction**



## **1.1 Introduction:**

Inclusive Bangladesh Development (IBD) is a part of the Build Bangladesh initiative, which aims to invest in human capital to support the development of Bangladesh. The foundation of IBD is based on social empowerment, economic entrepreneurship, and environmental sustainability, which have been demonstrated through the work of the Impress Group's media stream, Channel I, over the last 16 years. Channel I's impact-based works include promoting agriculture, raising awareness of health and hygiene among young girls, supporting small and medium enterprises and social entrepreneurs, nurturing creative talent, developing educational games, supporting disadvantaged children and young people to become future leaders, providing basic skills development for girls from remote villages, and promoting the "spirit of Bangladesh". IBD has also been instrumental in influencing government policy through groundbreaking media journalism and issues-based discussion forums.

IBD has a not-for-profit role in nurturing and promoting skills development, social entrepreneurship, and awareness programs across Bangladesh. It operates countrywide and is politically and denominationally neutral. The organization provides opportunities for corporate sectors, global Bangladeshis, and individual investors to invest in human capital in Bangladesh through various best practice models such as Social Impact Bonds (SIB), Social Impact Investments (SII), including Corporate Social Impact Investment (CSII).

The Build Bangladesh theory of change is to transform participatory investment from across the globe into intelligence to complement and influence strategic policies, programs, and products through impact-based outcomes ensuring sustainability. The initiative is dedicated to implementing all its programs and projects through the lenses of inclusiveness, gender equality, climate change, and digital innovation. The key focus of Build Bangladesh is based around complementing the Sustainable Development Goals (SDGs) and the Bangladesh Government's 8th Five-Year Plan. The work plan of Build Bangladesh is centered around key sectors such as intergenerational wellbeing, inclusive infrastructure development, impact investment, impact start-up, knowledge remittance, and the health sector.

## **1.2 Background of the Study:**

The primary emphasis of this internship report is to present an overview of the marketing activities of Inclusive Bangladesh Development (IBD) and the organization's general activities. During my internship, I had the privilege of working with IBD's several projects, and marketing team, and analyzing how they engage with their target clients. The report was constructed based on the notes I had taken during my internship and the discussions I had with the association with employees, members, and clients.

As a result of my internship experience with IBD, I was able to comprehend the organization's overall activities and marketing strategies thoroughly. The purpose of this report is to provide an in-depth analysis of IBD's marketing activities, including their target customers, market segmentation, marketing, and promotional strategies. Additionally, the report will discuss the organization's general activities, including its vision, mission, values.

## **1.3 Scope of the Study:**

This internship report primarily focuses on the marketing activities of Inclusive Bangladesh Development (IBD). The report provides a general overview of IBD's activities over the years, with a specific focus on their marketing initiatives. Throughout my internship at IBD, I analyzed their yearly reports to gain insight into their customer engagement strategies, as well as their general activities. This report was compiled using the notes I took during my internship, as well as the conversations I had with members of the association's board, staff, and customers. The preparation of this report afforded me the opportunity to gain a comprehensive understanding of every activity undertaken by IBD.

## **1.4 Objective of the Study:**

### **Broad Objective:**

- To analyze the overall Marketing Activities of Inclusive Bangladesh Development (IBD)

### **General Objective:**

- To assess the segmentation, targeting and positioning of IBD
- To explain marketing mix of IBD
- To identify the problems related to the marketing activities of IBD
- To make recommendations to solve the problems.

## **1.5 Methodology:**

For this research on the Marketing Activities of Inclusive Bangladesh Development (IBD), I adopted a mixed-method approach, combining primary and secondary data collection methods.

### **Primary Data Collection:**

During my internship period with IBD, I had the opportunity to observe and learn about the marketing activities of the organization firsthand. I also had face-to-face interactions with clients and stakeholders, which provided me with valuable insights into their perceptions of IBD's marketing efforts. Additionally, I studied office files related to marketing activities, such as marketing plans and reports, to gain a better understanding of the strategies and tactics used by IBD.

Furthermore, I conducted a private conversation with the marketing Team lead of IBD to gather primary statistics and insights into the organization's marketing activities. This allowed me to gain more in-depth knowledge about their marketing strategies, tactics, and challenges, which helped to supplement the data obtained through observation and file analysis.

### **Secondary Data Collection:**

In addition to primary data collection, I also used secondary data collection methods. This included reviewing official documents such as the IBD website, annual reports, and other publications related to the organization's marketing activities. I also reviewed articles, journals, newspapers, and other relevant publications to gather information about the latest trends and best practices in marketing.

Overall, the combination of primary and secondary data collection methods helped me to gain a comprehensive understanding of IBD's marketing activities, and enabled me to present an accurate and detailed analysis in this research report.

## **1.6 Limitation of the Study:**

The study had some limitations that needed to be considered when composing the job report. While the opportunity to work with Inclusive Bangladesh Development was a great learning experience for me, there were some constraints that could impact the research findings.

- One major limitation was due to confidentiality, as the authority denied some information that I needed to complete the study. This limited the depth of information that could be included in the report.
- Additionally, as the office was very busy, the employees had less time to teach me during the internship program. This may have impacted the amount of information that I was able to gather, and potentially limited the depth of analysis that could be conducted.
- Another limitation was the lack of current information that was relevant to the research. This could have affected the accuracy and reliability of the study's findings, as some data may have been outdated.
- Lastly, I also faced a limitation in terms of my report-writing knowledge. While I had the opportunity to learn and improve my skills throughout the internship program, there may still be areas where my writing may not have been up to the level required for a comprehensive research report.

**Chapter-2**  
**Overview of the Company**

## **2.1 Overview of Inclusive Bangladesh Development:**

Inclusive Bangladesh Development (IBD) is a not-for-profit organization that is part of the Build Bangladesh initiative. Its primary focus is to invest in human capital and support the development of Bangladesh through social empowerment, economic entrepreneurship, and environmental sustainability. IBD is backed by Channel I, the media stream of Impress Group, which has a track record of promoting agriculture, education, creative talent, and various other impact-based initiatives over the last 16 years.

IBD operates across the country and is politically and denominationally neutral. The organization provides opportunities for corporate sectors, global Bangladeshis, and individual investors to invest in human capital in Bangladesh through various best practice models, including Social Impact Bonds (SIB), Social Impact Investments (SII), and Corporate Social Impact Investment (CSII). IBD's work is aligned with the Sustainable Development Goals (SDGs) and the Bangladesh Government's 8th Five-Year Plan, with a focus on intergenerational wellbeing, inclusive infrastructure development, impact investment, impact start-up, knowledge remittance, and the health sector. Through its initiatives, IBD has been instrumental in influencing government policy and promoting the "spirit of Bangladesh."

## **2.2 Mission & Vision of IBD:**

### **Mission:**

- To create an environment ensuring social empowerment, economic entrepreneurship, environmental sustainability, and innovation through impact investment.
- Cultivate human capital to complement employability and entrepreneurship.
- Enhance active community participation and ownership to ensure environmental sustainability.
- To provide sustainable platforms achieving accessible and appropriate 'exportable' skills for people focusing on employability, entrepreneurship, and environmental leadership.
- Promote and support national and international initiatives to develop appropriate skills, capacity building, community development, and partnerships with corporate sectors and Bangladeshis around the globe.

## **Vision:**

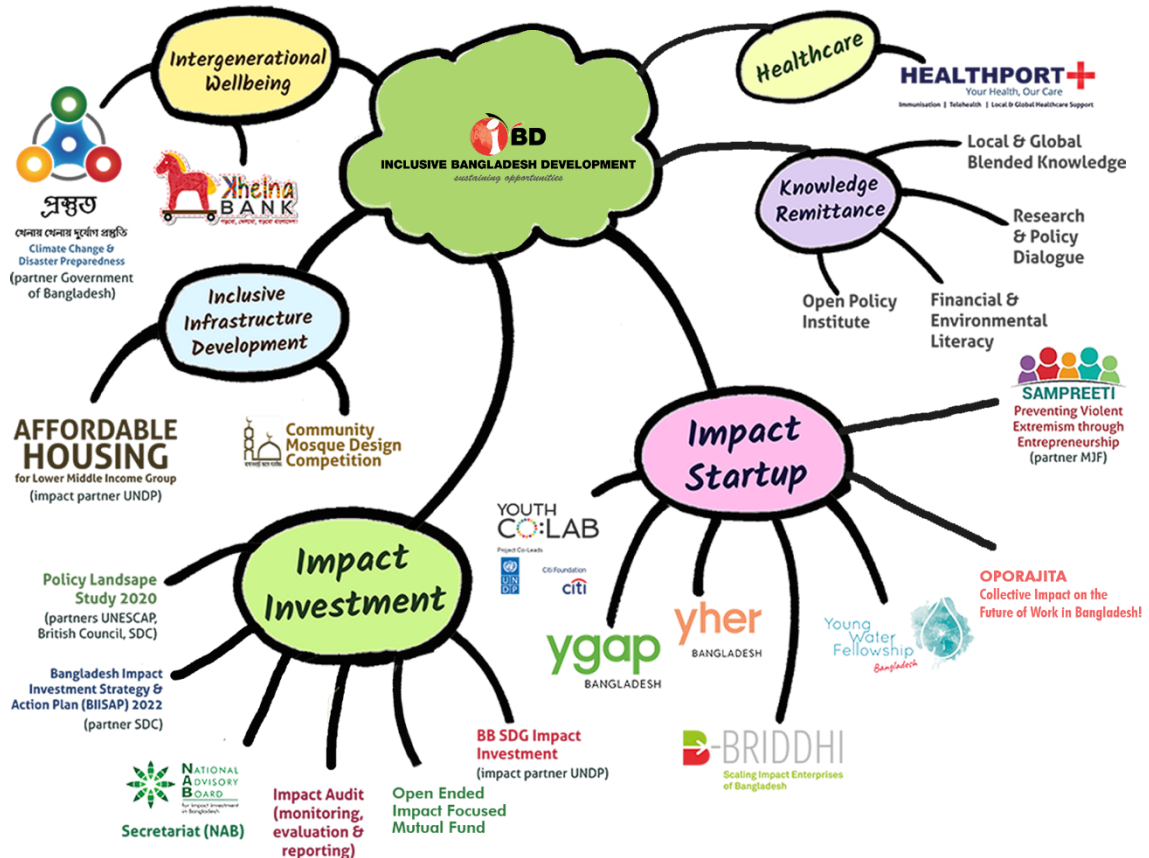
Build a sustainable society where the people will have opportunities and platforms to realize their potential and reduce poverty with passion and love for the people and the country.

## **2.3 Governing Body**

<b>Name</b>	<b>Designation</b>
Abdur Rashid Majumder	Founding Board Member
Faridur Reza	Founding Board Member
Zahiruddin Mahmud	Founding Board Member
Abdul Muqeed Majumdar	Founding Board Member
Md. Enayet Husain	Founding Board Member
Reaz Ahmed Khan	Founding Board Member & Chairman
Farhadur Reza	Founding Board Member & President

## 2.4 Services/ Programs of IBD:

Programs of Inclusive Bangladesh Development:



### Intergenerational Wellbeing Programs

- Prootoot (Creating Disaster Ready Future Generation)
- Khelna Bank (Promoting the Value of Sharing and Caring)

### Inclusive Infrastructure Development Programs

- Affordable Housing for Lower Middle-Income Group
- Community Mosque Design Competition

### Impact Investment Programs

- Policy Landscape Study
- Bangladesh Impact Investment Study and Action Plan
- National Advisory Board for Impact Investment
- Impact Audit (Monitoring, Evaluation, and Reporting)
- Open-Ended Impact Focus Mutual Fund



- BB SDG Impact Investment (Partner UNDP)

#### Impact Startup Programs

- Youth Co: Lab
- YGAP Bangladesh
- YHER Bangladesh
- Movers Skill Program
- Biniyog Briddhi
- Young Water Fellowship Program
- Oporajita Collective Impact on the future of work in Bangladesh
- Sampreeti – Preventing Violent Extremism Through Entrepreneurship

#### Knowledge Remittance

- Local and Global Blended Knowledge
- Research and Policy Dialogue
- Financial and Environmental Literacy
- Open Policy Institutes

#### Healthcare

- Healthport Bangladesh

**Chapter-3**  
**Segmentation, Targeting, and Positioning of IBD**

### 3.1 Segmentation

Inclusive Bangladesh Development (IBD) is a non-governmental organization (NGO) that aims to create sustainable social and environmental impact in Bangladesh. As an NGO, IBD recognizes that its stakeholders have diverse needs and interests, and therefore segments its target audience based on various factors. In this section, we will discuss the segmentation strategies employed by IBD in greater detail.

#### **Demographic Segmentation:**

IBD segments its audience based on demographic factors such as age, gender, income level, and education level. This segmentation helps IBD to understand the needs and interests of its target audience and to tailor its programs and projects accordingly.

IBD target young adults between the ages of 18-25 for its entrepreneurship program, as this age group may be more likely to have innovative ideas and be willing to take risks. Similarly, IBD target women for its gender equality initiatives, as they may face unique challenges in accessing education and employment opportunities in Bangladesh.

#### **Psychographic Segmentation:**

IBD also segments its target audience based on psychographic factors such as values, beliefs, and attitudes towards social and environmental impact. This segmentation helps IBD to understand the motivations and priorities of its stakeholders and to tailor its messaging and communication strategies accordingly.

IBD target individuals who value sustainability and environmental protection for its climate change initiatives. IBD also target individuals who are passionate about education and youth empowerment for its education initiatives.

#### **Behavioral Segmentation:**

IBD also segments its target audience based on behavioral factors such as attitudes towards social and environmental impact and engagement with IBD's programs and projects. This segmentation helps IBD to understand the behavior and engagement patterns of its stakeholders and to tailor its outreach and engagement strategies accordingly.

IBD target individuals who have previously engaged with its programs and projects for its fundraising initiatives. IBD target individuals who have expressed interest in sustainable investing for its impact investment opportunities.

## **Geographic Segmentation:**

IBD also segments its target audience based on geographic factors such as location and regional differences. This segmentation helps IBD to tailor its programs and projects to the unique challenges and opportunities presented by different regions in Bangladesh.

IBD target rural communities for its agricultural and WASH initiatives, as they face unique challenges in accessing markets and resources. IBD target urban and marginalized also tribal communities for its digital innovation initiatives, as they may have greater access to technology and infrastructure.

## **3.2 Targeting**

Inclusive Bangladesh Development (IBD) is an NGO that works towards creating social and environmental impact in Bangladesh. Based on its segmentation strategy, IBD targets different groups that are interested in investing in social and environmental initiatives, as well as those who seek to support and facilitate development efforts in the country.

The following are the main groups that IBD targets:

**Impact investors:** Impact investors are individuals or organizations that seek to make a positive social and environmental impact through their investments. They may prioritize investments in projects that align with their values and beliefs, such as gender equality, education, or climate change. IBD targets impact investors by providing them with various investment opportunities, including Social Impact Bonds (SIB), Social Impact Investments (SII), and Corporate Social Impact Investment (CSII). These opportunities enable impact investors to invest in projects that align with their values and beliefs, while also generating financial returns.

**Global fund managers:** Global fund managers are organizations that manage investments on behalf of their clients and are interested in socially responsible investment opportunities. They may seek to diversify their portfolios by investing in projects that create social and environmental impact. IBD targets global fund managers by providing them with information and research on the impact investment landscape in Bangladesh. This enables global fund managers to make informed investment decisions that align with their clients' values and beliefs.

**Social entrepreneurs:** IBD targets social entrepreneurs by providing them with various resources, including incubation, mentoring, and networking opportunities. These resources enable social entrepreneurs to scale their businesses and create greater social and environmental impact in Bangladesh.

**Foundations:** Foundations are non-profit organizations that are interested in funding social and environmental impact initiatives. They may have specific funding priorities, such as education or health, and seek projects that align with their goals. IBD targets foundations by providing them with information on its programs and projects that align with their funding priorities. This enables foundations to fund projects that create significant social and environmental impact in Bangladesh.

**INGOs:** IBD targets INGOs by partnering with them on projects that create social and environmental impact in Bangladesh. These partnerships enable IBD to leverage the expertise and resources of INGOs, while also creating greater impact in Bangladesh.

**Embassy:** IBD targets embassies by partnering with them on projects that create social and environmental impact in Bangladesh. These partnerships enable IBD to leverage the diplomatic networks of embassies, while also creating greater impact in Bangladesh.

**Bangladesh government:** IBD targets the Bangladesh government by providing them with research and policy recommendations related to social and environmental impact. This enables the government to make informed decisions that create significant social and environmental impact in Bangladesh.

**Ministry:** IBD targets ministries by partnering with them on projects that create social and environmental impact in their respective areas. These partnerships enable IBD to leverage the expertise and resources of ministries, while also creating greater impact in Bangladesh.

IBD targets a diverse range of stakeholders who are interested in creating social and environmental impact in Bangladesh. By targeting these groups, IBD is able to create a significant impact.

### **3.3 Positioning**

Inclusive Bangladesh Development (IBD) positions itself as a leading entity in Bangladesh that focuses on creating social and environmental impact through investment in human capital. The organization positions itself as a trusted partner for stakeholders seeking to make a positive social and environmental impact in Bangladesh. Here are some key points about IBD's positioning:

**Focus on Inclusiveness:** IBD positions itself as an inclusive organization that works towards creating opportunities for all members of society, regardless of gender, race, religion, or socioeconomic status. The organization's commitment to inclusiveness is reflected in its

programs and projects, which seek to empower marginalized communities, promote gender equality, and create economic opportunities for underprivileged groups.

**Emphasis on Sustainability:** IBD positions itself as an organization that is committed to creating a sustainable future for Bangladesh. Its programs and projects focus on promoting sustainable practices, reducing carbon emissions, and mitigating the impact of climate change. By positioning itself as a leader in sustainable development, IBD demonstrates its commitment to the long-term wellbeing of Bangladesh.

**Strategic Partnerships:** IBD emphasizes its ability to collaborate with different stakeholders to achieve its mission. By working with impact investors, global fund managers, social entrepreneurs, foundations, INGOs, embassies, Bangladesh government, and ministries, IBD demonstrates its ability to facilitate partnerships that create positive social and environmental impact. This positioning strengthens IBD's credibility as a trusted partner for stakeholders seeking to make a difference in Bangladesh.

**Digital Innovation:** IBD positions itself as an organization that embraces digital innovation as a means of creating social and environmental impact. Its programs and projects leverage technology to create solutions that are scalable, sustainable, and cost-effective. By positioning itself as a leader in digital innovation, IBD demonstrates its ability to create transformative change in Bangladesh.

**Alignment with SDGs and Government Plans:** IBD positions itself as an organization that is aligned with the Sustainable Development Goals (SDGs) and the Bangladesh government's development plans. By emphasizing its alignment with these frameworks, IBD demonstrates its commitment to creating sustainable and impactful solutions that are in line with national and international priorities.

**Neutrality:** IBD positions itself as a neutral entity that is not affiliated with any political or religious organizations. This positioning allows IBD to work with different stakeholders without any conflicts of interest, making it a trusted partner for organizations seeking to create positive social and environmental impact in Bangladesh.

IBD positions itself as a leading social development organization in Bangladesh that is committed to creating social and environmental impact through investment in human capital. By emphasizing its commitment to inclusiveness, sustainability, strategic partnerships, digital innovation, alignment with national and international priorities, and neutrality, IBD positions itself as a trusted partner for stakeholders seeking to make a positive difference in Bangladesh.

**Chapter-4**  
**Marketing Activities of IBD**

## **4.1 Marketing Strategies of Inclusive Bangladesh Development**

Marketing strategies for a social development organization can vary depending on the goals and objectives of the organization. Here are some strategies that Inclusive Bangladesh Development use:

### **Develop a strong brand:**

Building a strong brand image is critical to establishing the organization's identity and reputation. It's important to develop a logo and messaging that effectively communicates the organization's mission and values to its target audience.

### **Leverage social media:**

Social media platforms are a powerful tool for reaching a large audience and building brand awareness. By developing a social media strategy, Inclusive Bangladesh Development use platforms such as Facebook, Twitter, Instagram, and LinkedIn to engage with supporters, share news and updates, and promote events and fundraising campaigns.

### **Engage in content marketing:**

Creating high-quality content that educates and informs supporters about our work can help build trust and loyalty. This can include blog posts, videos, infographics, and other types of content that highlight the impact of the organization's work.

### **Participate in events and partnerships:**

Inclusive Bangladesh Development participates and organizes different events, seminars, and workshops to increase its visibility. This can include participating in conferences, organizing fundraising events, and partnering with other non-profits or corporate entities.

### **Measure and track impact:**

It's important to track the impact of the organization's marketing efforts in order to continually improve and refine strategies. This can be done by tracking website traffic, social media engagement, and fundraising campaign success rates, as well as conducting surveys or focus groups to gather feedback from supporters.

### **4.1.1 Target Audience Analysis**

Inclusive Bangladesh Development targets a diverse range of stakeholders including impact investors, global fund managers, social entrepreneurs, foundations, and the Bangladesh government.



**Impact Investors:**

Inclusive Bangladesh Development targets impact investors who are looking to make a positive social and environmental impact through their investments. The organization focuses on implementing all of its projects and programs through the lens of inclusiveness, gender equality, climate change, and digital innovation. Inclusive Bangladesh Development's work plan is based on key sectors such as intergenerational well-being, inclusive infrastructure development, impact investment, impact start-up, knowledge remittance, and the health sector. The organization also promotes the strengths of Bangladesh as an investment destination and facilitates the Impact Economy movement in Bangladesh.

**Global Fund Managers:**

Inclusive Bangladesh Development targets global fund managers who are interested in sustainable investments and ESG principles. The organization sets environmental, social, and governance criteria for socially conscious investors to screen potential investments.

**Social Entrepreneurs:**

Inclusive Bangladesh Development targets social entrepreneurs who are interested in starting impact-based businesses in Bangladesh. The organization provides support and resources for impact start-ups and promotes impact investment.

**Foundations:**

Inclusive Bangladesh Development targets foundations that are interested in supporting sustainable development projects in Bangladesh.

**Bangladesh Government:**

Inclusive Bangladesh Development targets the Bangladesh government and works towards complementing the SDGs and the 8th Five-Year Plan for the government. The organization established the National Advisory Board (NAB) for Impact Investment in Bangladesh, which is the 19th member country of the Global Steering Group (GSG) for Impact Investment.

Inclusive Bangladesh Development targets a diverse range of stakeholders who are interested in sustainable investments and impact-based outcomes. The organization promotes impact investment and the Impact Economy movement in Bangladesh and works towards complementing the SDGs and the 8th Five Year Plan for the Bangladesh government.

#### **4.1.2 Competition Analysis**

Competition analysis is an important aspect of marketing strategy as it helps an organization to identify its competitors, their strengths and weaknesses, and opportunities for improvement. In the case of Inclusive Bangladesh Development, as a Social Development organization, its competition analysis may involve the following:

**Other Impact Investment Organizations:**

Inclusive Bangladesh Development may face competition from other impact investment organizations that are focused on creating social and environmental impact alongside financial returns. Such organizations may include Grameen Bank, Palli Karma-Sahayak Foundation (PKSF), and others.

**Traditional Investment Organizations:**

Traditional investment organizations may also pose competition for Inclusive Bangladesh Development as they may also invest in social and environmental projects that align with their values. These organizations may include banks, private equity firms, and venture capitalists.

**Government Organizations:**

The government of Bangladesh has also launched several initiatives to promote social and environmental impact investment. Inclusive Bangladesh Development may face competition from government organizations such as Bangladesh Bank, Bangladesh Investment Development Authority (BIDA), and the Ministry of Finance.

**Non-Profit Organizations:**

Non-profit organizations may also pose indirect competition for Inclusive Bangladesh Development as they may also be working towards similar social and environmental goals. These organizations may include BRAC, CARE Bangladesh, and others.

To effectively compete with these organizations, Inclusive Bangladesh Development may need to differentiate itself by highlighting its unique value proposition, such as its focus on ESG principles, complementing the traditional investment ecosystem, and driving impact-based outcomes. It may also need to continuously monitor and adapt to changing market conditions and customer needs.

## 4.2 Marketing Mix

Marketing Mix for Inclusive Bangladesh Development:

**Product/Service:**

IBD offers a diverse range of programs and services related to social and economic development. The intergenerational wellbeing program focuses on improving the mental development of children and community development, while inclusive infrastructure development targets the construction of Affordable Housing for lower-middle-income groups. Impact investment and impact start-up programs aim to attract and support socially conscious investors and entrepreneurs. Knowledge remittance provides a platform for knowledge

exchange and transfer, while healthcare offers affordable and accessible medical services to underprivileged communities.

**Price:**

IBD's pricing strategy depends on the specific program or service being offered. For example, the healthcare program may charge a nominal fee for its services, while impact investment may receive funding through grants and impact investments. IBD also welcomes donations from individuals and organizations to support its programs and services.

**Place:**

IBD operates across Bangladesh, with a focus on serving underprivileged communities in both rural and urban areas. The organization aims to reach a diverse range of stakeholders, including impact investors, global fund managers, social entrepreneurs, foundations, and the Bangladesh government.

**Promotion:**

IBD uses various marketing strategies to promote its services and reach its target audience. These include developing a strong brand, leveraging social media and online platforms, engaging in content marketing, participating in events and partnerships, and measuring and tracking impact to showcase its success.

**People:**

IBD has a strong and dedicated team of professionals who work tirelessly to implement its programs and services. The organization's founding board members have expertise in various fields, including social development, finance, and business. IBD also works with a network of volunteers, donors, and partners who share its vision for a more inclusive and equitable society.

**Process:**

IBD's process for implementing its programs and services involves collaboration with various stakeholders and partners, including communities, impact investors, and the government. The organization sets clear criteria for socially conscious investors to screen potential investments, provides support and resources for impact start-ups, and works towards complementing the SDGs and the 8th Five-Year Plan for the Bangladesh government.

**Physical Evidence:**

IBD can provide evidence of its impact through a range of metrics, including website traffic, social media engagement, and fundraising campaign success rates. The organization also conducts surveys or focus groups to gather feedback from supporters and stakeholders, which it uses to improve and refine its programs and services. Additionally, IBD may showcase physical evidence of its impact, such as the construction of accessible infrastructure or the provision of medical services to underprivileged communities.

### 4.3 Promotional Channels

Marketing channels are the means through which a business or organization communicates with its target audience. Here are some of the marketing channels that Inclusive Bangladesh Development (IBD) can use:

#### **Website:**

IBD has a website that showcases its work, mission, and vision. It provides information about its programs, services, and impact, as well as updates on events and fundraising campaigns.

#### **Social Media:**

IBD is active on social media platforms such as Facebook, Twitter, Instagram, and LinkedIn. It uses these channels to share updates about its work, upcoming events, and success stories. It also uses social media to build its brand and inspire its followers.

#### **Email Marketing:**

IBD uses email marketing to communicate with its supporters and donors. It sends newsletters, updates, and fundraising appeals through email. It also thanks donors and supporters for their contributions using this channel.

#### **Events:**

IBD organizes in-person events like fundraising dinners, auctions, and galas to engage with supporters and potential donors. It also organizes conferences and workshops to educate people about its work.

#### **Partnerships:**

IBD partners with other non-profits, businesses, and government agencies to increase its visibility and impact. These partnerships help IBD reach new audiences and expand its programs and services.

#### **Public Relations:**

IBD uses public relations to gain media coverage and increase its visibility. It shares its success stories and promotes its events and fundraising campaigns through this channel.

#### **Advertising:**

It's unclear if IBD is currently using advertising as a marketing channel. However, it could potentially use online advertising platforms like Google Ads and Facebook Ads to reach its target audience. It could also use print ads in newspapers and magazines to promote its events and programs.

**Chapter-5**  
**Findings, Recommendations and Conclusion**

## 5.1 Findings

Inclusive Bangladesh Development (IBD) has established itself as a prominent impact investment organization in Bangladesh by using various marketing strategies to build its brand image and reputation. One of the organization's primary marketing strategies is content marketing. IBD creates and shares engaging and informative content that targets its diverse range of stakeholders, including impact investors, social entrepreneurs, foundations, and the Bangladesh government. Through its content marketing strategy, IBD aims to create awareness about its services, highlight its impact-based outcomes, and position itself as a thought leader in the impact investment space. Findings are follows:

1. IBD uses various marketing strategies, including content marketing, to build its brand image and reputation.
2. IBD leverages social media platforms to amplify its reach and engage with its stakeholders.
3. IBD actively participates in events and partnerships to enhance its visibility and establish itself as a key player in the impact investment ecosystem.
4. IBD measures and tracks its impact to continually refine its marketing strategies.
5. IBD faces competition from other impact investment organizations, traditional investment organizations, government organizations, and non-profit organizations.
6. IBD has several strengths, including a track record of 16 years, alignment with the Sustainable Development Goals (SDGs) and the Bangladesh Government's 8th Five-Year Plan, and a diverse range of programs and services.
7. IBD also faces several weaknesses, such as being a relatively new organization, limited human resources, and a limited budget.
8. IBD has several opportunities, including increased focus on digital innovation and partnerships, but it also faces threats such as political instability and economic downturns.

## 5.2 Recommendations

Recommendations for Inclusive Bangladesh Development's marketing activities:

1. Develop a more focused and cohesive marketing plan that targets specific audiences with tailored messages that highlight the organization's unique value proposition.
2. Improve brand visibility and recognition by investing in a consistent brand image and messaging across all marketing channels.
3. Expand outreach efforts to new audiences, including government agencies and non-profit organizations, by participating in relevant events, conferences, and workshops.

4. Enhance the organization's impact tracking and evaluation capabilities by implementing data-driven approaches to measure the effectiveness of marketing activities and adjust strategies accordingly.
5. Differentiate the organization's offerings from competitors by highlighting its focus on ESG principles, complementing traditional investment ecosystems, and driving impact-based outcomes.
6. Leverage partnerships with other non-profits or corporate entities to increase the reach and impact of the organization's marketing efforts.
7. Engage supporters and stakeholders with high-quality content that educates and informs them about the organization's work.
8. Continuously monitor and evaluate the effectiveness of the marketing strategies and adjust accordingly to optimize outcomes and impact.

By implementing the recommendations, Inclusive Bangladesh Development can improve its marketing activities, reach its target audiences more effectively, build brand awareness, increase support, and drive greater impact and outcomes in its efforts to promote sustainable development in Bangladesh.

### **5.3 Conclusion**

The marketing activities of Inclusive Bangladesh Development have been successful in achieving their objectives of raising awareness and mobilizing support for their cause. By utilizing a variety of marketing channels and tactics, IBD has been able to expand its reach, engage its audience, and create a strong community of supporters. The organization's use of social media and content marketing has been particularly effective in connecting with its target audience and raising awareness about disability rights in Bangladesh.

However, there is always room for improvement, and IBD should continue to evaluate and refine its marketing strategies to maximize its impact and achieve its goals. The organization could explore additional marketing channels, such as influencer marketing and search engine optimization, to reach a wider audience. Additionally, IBD could focus on creating more interactive and engaging content to strengthen its relationship with its audience and inspire action towards its cause. Overall, by continuing to evolve and refine its marketing strategies, IBD can further increase its impact and drive positive change in Bangladesh.

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