



Internship Report on

Analysis of The Marketing Strategies of



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Letter of Transmittal

Date: 06th June, 2024

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Subject: Submission of Internship Report on Analysis of Marketing Strategies of Creative Soft Technology.

Dear Madam,

I would like to inform you that I have successfully completed my internship at Creative Soft Technology and am submitting my internship report, titled "Analysis of Marketing Strategies of Creative Soft Technology" as part of my BBA program requirement.

This journey of compiling the report has been incredibly rewarding. It has allowed me invaluable insights into the world of marketing strategies. Through this process, I've not only expanded my knowledge but also honed my analytical and communication skills. Each section has been carefully crafted to provide a comprehensive understanding of Creative Soft Technology's marketing strategies.

I want to express my sincere gratitude for accepting this report and for your continuous guidance and support throughout this journey.

Sincerely Yours,

Mashruk Hasan

Mashruk Hasan Supto

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Program: BBA

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Certificate of Approval

This is to acknowledge that the internship report entitled Analysis of The Marketing Strategies of Creative Soft Technology, submitted by Mashruk Hasan Supto ID: 201-11-954 of the BBA program, Department of Business Administration, Faculty of Business & Entrepreneurship, Daffodil International University, has received authorization for submission and presentation, as per this letter of recommendation.

Mashruk Hasan Supto is characterized by his unwavering moral integrity and ethical values, coupled with his exceptional amiability as a student. Working alongside him has been an absolute delight. I extend my sincerest wishes for his ongoing prosperity and fulfillment in life.



Tamanna Sharmin Chowdhury
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Student Declaration

By submitting my internship report, I certify that it has not been previously submitted for academic credit and any other institution. The work presented is entirely my own. The content is original without any copyright restrictions and no part of my report has been copied directly from any other source, weather academic or otherwise.

Mashruk Hasan

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Acknowledgement

First and foremost, I would like to precise my reflective appreciation to Almighty Allah for granting me the strength and ability to complete this internship report within the allotted time, and for enabling me to finish the assignment in good health and condition.

I am particularly grateful to Tamanna Sharmin Chowdhury, lecturer and my esteemed intern supervisor at Daffodil International University of Business Administration. Her valuable time, sustenance, and regulation were crucial in completing this report.

I would also like to extend my sincere thanks to the authorities at ‘Creative Soft Technology’ for giving me the opportunity to experience the real organizational environment and learn about the practices within the marketing industry. I am especially thankful to Nahid Jahan (CEO & Regional Manager, CST) and other senior colleagues who provided me with all the necessary information during my internship. The insights and experience I gained from working under their supervision will greatly benefit my future professional endeavors.

Finally, I would like to acknowledge and thank all those who assisted me directly or indirectly in preparing this report, offering essential guidance, effort, and support. I am deeply appreciative of my dear parents for their unwavering support and encouragement throughout this journey.

Executive Summery

This report comprehensively analyzes the Marketing Strategies practiced during my internship at Creative Soft Technology. For ease of analysis, the report covers seven well divided and explained phases. The first phase is an insight into CST, including mission, vision, goals, and more. From there, the report moves to the kind of internship experience and a more detailed explanation covering the internship responsibilities and work performance. The third phase, which is an overview of the project, comprises the project description, methodology, data collection, research methods, sample design, and limitations. Next is the fourth phase, where the marketing approach and activity process of CST is discussed extensively. Thereafter, the fifth phase comprises the analysis of CST's marketing strategies. The sixth phase is an overview of the questionnaire survey and relevant findings related to the analysis. Finally, the last phase of the report comprises the recommendation, conclusion, and reference, with additional attached appendices as part of the document concluding this report.

For CST, the continuous improvement initiatives involved performance monitoring and regular feedback, and there was a range of learning and development investments. Performance monitoring was achieved through regular evaluations and facilitated timely adjustments, whereas continuous feedback supported an agile approach to strategy adjustment. CST also invested in learning and development, encouraging team expertise and development through industry conferences and training workshops. CST applied the 4Ps framework which includes product, price, place and promotion. These strategies reflect approaches to market research, product development, product life cycle, customer preferences etc. A VRIO analysis focusing on CST's competitive advantage and SWOT analysis focusing on internal strengths and weaknesses and external opportunities and threats was analyzed. Lastly, a questionnaire survey focusing on 104 participants' responses towards CST's brand awareness product quality, pricing perceptions, purchasing habits and promotions were presented. Despite a strong brand presence and perceived product quality, pricing perception and against other products proved relatively negative. The experience emphasized the role of market analysis and strategic development equally with the role of continuous improvement.

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List of Abbreviations

Abbreviations	Full Form
CST	Creative Soft Technology
STP	Segmentation, Targeting, Positioning
VRIO	Value, Rarity, Imitability, Organization
SEO	Search Engine Optimization
IT	Information Technology

Chapter: 1

Introduction

1.1 Introduction

In the context of the highly competitive Bangladeshi IT market, Creative Soft Technology seeks to position itself as a reliable partner for businesses interested in digital transformation. The following report aims to explore the marketing strategies used by CST, a world-leading provider of software solutions, web development, and digital marketing services.

The analysis will examine multiple aspects of its marketing strategy, taking into account the Bangladeshi market. Specifically, the analysis will employ Porter's Five Forces Framework to assess the competitors' behavior and ascertain the industry-specific threats within the market. Those include the purchasing power of local enterprises with scarce budgets, as well as the threat of new player introductions, empowered by the opportunity to launch startups. SWOT Analysis will help to determine CST's internal strengths and weaknesses, as well as external factors of opportunities and threats of the market. This framework will help to identify how and where CST can use its extensive experience and expertise and where they should keep in mind the cultural peculiarities of the region or the restrictions on some technologies. VRIO Analysis will also be applied to pinpoint CST's resources and capabilities that create value, are rare, inimitable, and organized, contributing to its sustainable competitive advantage in the market. Additionally, Marketing Mix, known as 4Ps, will be analyzed in the context of the Bangladeshi market.

1.2 Background of the Study:

The purpose of the report is to perform an analysis of the marketing strategies of Creative Soft Technology in Bangladesh. The entry into Bangladeshi IT market for CST is instrumental to comprehend competitively due to the fierce development of the country's information technology sector, which both provides new opportunities and has caveats for services providers. The resulting report will describe how CST is performing its outreach in the transforming field, influencing internal competitiveness, and outlining a potential impact on Bangladeshi IT industry's future orientation.

1.3 Objectives of the Study:

The purpose of this research is to investigate the marketing strategies of Creative Soft Technology in the Bangladeshi market. The proposed objectives are:

- To evaluate market segmentation, target market & positioning strategies of CST.
- To elaborate the marketing mix strategies of Creative Soft Technology LTD.
- To identify the strengths and weakness of CST.
- To know the obstacles related to STP and marketing approaches.
- To formulate suggestions based on identified issues.

1.4 Scope of the Study:

This study is effective when it assesses the marketing efforts of CST in the Bangladeshi IT market. It must include all the elements of the marketing mix for CST offerings in the Bangladesh market. -This study should also, where applicable, be time-bound, such as the last fiscal year. Moreover, the particular market segments targeted and competitors that CST competes against should be analyzed. -In addition, data on three marketing channels' two efficiency and popularity of each should be collected and the relevant metrics analyzed. These channels should be digital, social media, and television or print media.

1.5 Methodology:

Marketing strategies of Technology within Bangladesh can perform several essential functions. To begin, it increases all decision makers' credibility. The framework outlines a comprehensive research process, indicate that other stakeholders should trust the result. At the same time, the justification can ensure the report's neutrality. Additionally, this section also allows you to gather information. They indicate that the opportunity to obtain some information is the primary and secondary data and survey instruments or documents. As a result, the questions and issues at hand are essential. This structure clearly explains what one will do with the data collected, whether it will be statistically analyzed, or if the industry study can clearly interpret questions and hypotheses.

The section even enables replication. A well-defined methodology permits replicating the study or building on findings, adding to knowledge of the IT sector's marketing strategies in Bangladesh. This report's methodology section will detail the research design framework, data sources like primary questionnaires and secondary documents, data collection methods such as questionnaire development and distribution, and data analysis methods possibly including questionnaire statistical analysis. Through transparently outlining a well-structured approach, this methodology

establishes a strong foundation for investigating Creative Soft Technology's marketing strategies in this crucial market.

1.6 Data Collection:

This study will gain a comprehensive understanding of CST's marketing strategies in Bangladesh by utilizing a combination of primary and secondary data sources.

Primary Data: The primary focus will be on collecting data directly from the Bangladeshi market through well-designed questionnaire methods to gather insightful perspectives from both target market segments as well as CST's own marketing personnel, if applicable, so as to decipher their unique approaches and shared challenges.

Secondary Data: Secondary sources such as the company's website, marketing materials, and annual reports will provide valuable contextual background, as will industry reports on Bangladesh's flourishing IT sector and relevant academic journals and news publications registering the emerging country's promising IT services industry.

1.7 Limitations

Data Gathering:

- *Response Rate:* Achieving sufficient participation from key market segments in Bangladesh is crucial for the success of the questionnaire approach. Limited participation could undermine the value of the findings.
- *Logistical Challenges:* Reaching relevant enterprises located outside major cities within Bangladesh may pose difficulties from a practical perspective. Remote areas could be hard to access within the necessary timeframe.

Analysis Considerations:

- **Non-representative Sample:** Biases within the questionnaire sample threaten to skew the collected data in a non-representative manner, diminishing its utility for understanding the entire target population. Mitigating sample biases will be important.

Secondary Sources:

- *Restricted Insights:* Detailed information on CST's marketing strategies in Bangladesh, especially unpublished internal data, may have constrained availability due to confidentiality.

- *Outdated Information:* Secondary sources such as industry reports risk portraying market trends that have evolved, undermining the currency of any inferences drawn from such data.

These limitations will be acknowledged throughout the report, along with discussions of possible strategies to address them where feasible.

Chapter: 2

Company Overview

2.1 Company Overview:

Creative Soft Technology LTD stands tall as a pioneering global IT provider, promising a comprehensive slate of software solutions, website progression, digital marketing maneuvers, and consulting services. Established over half a decade ago with a vision to deliver cutting-edge technological solutions, the company has built a solid reputation for its innovative spirit and commitment to client satisfaction. Serving a diverse clientele, counting national and local governing bodies as well as private organizations, Creative Soft Technology takes pride in its ability to craft inventive and customized solutions tailored to each client's exclusive needs.

With a steadfast focus on imagination and customization, Creative Soft Technology has amassed an impressive repertoire, boasting over fifty successful projects and partnerships with more than twenty clients and collaborators worldwide. Their dedication to excellence has earned them recognition as a top service provider in the industry, setting them apart as a trusted partner for organizations seeking impactful technological solutions.

Creative Soft Technology has accumulated an impressive portfolio in six years of its existence and has created sophisticated, high-performance, interactive, scalable mobile apps which have endured harsh criticism from both stakeholders and end-users. What sets the company apart from competitors is its strong focus on quality, both in development and customer service. Consequently, Creative Soft Technology has established itself as a trusted technology partner, offering its services to a variety of businesses, oriented on dependability and quality. Among the most noticeable projects are the A2I Management Dashboard Solution, a comprehensive program that simplifies and organizes bureaucratic processes that their patrons do. The Teacher's Portal is a complex application for educators to utilize as a tool for managing student records, assignments, and information exchange. They have also developed the EMCRP Monitoring Dashboard, an essential tool dedicated to following the Educating Management and Capacity Building Program's progress. Displaying flexibility, Creative Soft Technology partnered with the Bangladesh Shipping Corporation to create a job portal application that would serve as the locus of newly acquired shipping personnel. The aforementioned ANSAR VDP project with Bangladesh's Ansar

and Village Defense Party Organization illustrate their broader agenda of using technology as a medium for a change in society.

2.2 Mission & Vision:

Mission:

- Render the prime solutions for the business of the concerned industries through innovation, time, cost, and technology.
- Acquire the client max satisfaction by the 24 hours support and an element of passion, honesty, and faithfulness.
- Provided the scenarios/ clients imagination in actual practice in the web world through specialty and regular research and development.

Vision:

- Attain the top web and operating system solution position through innovation
- Generate the healthy organizational circumstances through a successful interpersonal relationship.

2.3 Values:

Creative Soft Technology's work culture is based on three principles that run through their daily operations and interactions with clients.

- The first one is Passion; in the sense that an ardent desire is passed off from working employees to clients and new possibilities.
- The second is Courage as an attitude of the spirit; the daring, courage, and enterprise that often capture clients; the above-discussed calculated risk and stepping without comfort zones on path of next-big-thing simply envisioned in a calculated response. Experiments seek new horizons, and new horizons require courage to explore.
- Finally, Integrity forms the moral backbone of each employee and every partnership. Utmost sincerity and transparency are non-negotiable tenets that underpin all dealings, building relationships of trust through adherence to ethics of the highest order.

2.4 Core Values:

- **Careful Team Building:** Thoughtfully constructing the team and processes.
- **Client Satisfaction:** Focused entirely on client contentment.
- **Best Prices:** Offering top-notch service at competitive prices.
- **Clear Deliverables:** Providing transparent milestones and post-delivery support.

2.5 CST's Organizational Structure:

Flat Hierarchy:

- Creative Soft Technology follows a flat organizational structure.
- Decision-making is decentralized, allowing for agility and quick responses.

Leadership:

- *CEO*: Oversees overall operations and strategic direction.
- *Department Heads*: Lead specific functional areas (e.g., development, marketing).

Cross-Functional Teams:

- Collaborative teams work on projects.
- Developers, designers, marketers, and support staff collaborate seamlessly.

2.6 Products offered by CST:

- **Software Development:** They have years of experience in creating tensionless business-critical robust solutions. CST is familiar with management information systems applications.
- **Web Applications:** Their high-performance websites and cloud services are your key to modern business requirements. They love design as much as functionality and build excellent user-friendly designs.
- **Mobile Applications:** Taking interactive applications and scalable solutions to the next level, CST makes sure your users would love mobile experiences. They have artistic flair in-site designs, wireframes, and mock-ups.
- **Digital Marketing:** They can tame the digital realm to make your business benefit from successful marketing strategies. CST will provide comprehensive corporate networking solutions to improve your business connectivity and efficiency.
- **QA & Testing:** They have gained vast experience with specially tailored testing scenarios that are proven to remove all the bottlenecks in logical reasoning. CST has a dedicated QA team that will make sure your project is executed flawlessly.
- **Maintenance & Support:** Trust CST's in-house seasoned professionals tackle any project promptly and with finesse.

2.7 Manufacturing Facility:

Department	Team Member	Role	Description
Leadership Team	Nahida Jahan (CEO)	Chief Executive Officer	Spearheads company strategy, oversees daily operations, ensures technological innovation.

Department	Team Member	Role	Description
Technical Experts	Md Isfat Sharik	UI/UX Designer	Designs intuitive user interfaces and enhances user experiences.
Administrative and Support Roles	Shaeed Al Hasan (Siam)	Software Engineer	Contributes to the software development ecosystem.
Client Relations	Shahanaz Parveen	Jr. Software Quality Assurance	Satisfied client who praises CST's professionalism, fast response times, and pleasant service.

Chapter: 3

Internship Experience

3. Nature of The Job & Responsibilities

My internship at Creative Soft Technology offered me an excellent opportunity to experience the full scope of work within a software development company's marketing department. I was assigned with customer approach, evaluations of feedback, marketing analysis and various administrative operations:

Customer Connection: As an intern, I served as a bridge between the development team and clients, ensuring smooth communication channels, understanding client needs, and relaying feedback effectively to the team.

Feedback Implementation: I played a proactive role in implementing customer feedback by translating it into actionable insights for product improvement, leading to enhanced user experience and product quality.

Market Analysis: I conducted in-depth analysis of the market to stay informed about industry trends, product offerings, and market positioning to identify areas of competitive advantage and inform strategic decision-making.

Strategic Recommendations: Based on market analysis and customer feedback, I provided strategic recommendations for product development and marketing strategies to align with market demands and drive business growth.

Collaborative Problem-Solving: I actively participated in collaborative problem-solving sessions, contributing ideas and solutions to address challenges faced by the development team and clients, fostering a culture of innovation and continuous improvement.

My internship experience at Creative Soft Technology not only enhanced my technical skills but also developed my professional skills in communication, teamwork, and problem-solving, preparing me for future roles in the technology industry.

Chapter: 4

Study Framework

4.1 Segmentation, Targeting and Positioning Analysis (STP)

The Marketing team of 'Creative Soft Technology' contributed significantly to the Segmentation, Targeting, and Positioning of the company's marketing plan. This experiment involved identifying different segments within the target market, determining which of those segments should be targeted, and subsequently developing a positioning strategy to be perceived uniquely in the minds of the consumers. A suitable method to marketing practices was:

- **Segmentation:** Detailed market research was conducted to establish various segments within the target market. It was an exciting endeavor because the possible bases for segmentation included psychographics, and behavioral analysis. It was also recognized that the target market was comprised of individuals with contrasting needs and preferences, allowing us to create specific targeted marketing strategies.
- **Targeting:** After identifying the target market segments, the team sought to evaluate the segments and decide which ones we could satisfy as an entity. My most significant consideration for this project was the profitability of the targets and if the organization's goals aligned with them or not. It was possible because focusing our marketing effort on these segments was going to allow us to develop more robust and tailored marketing strategies.
- **Positioning:** Establishing a position strategy was necessary to ensure that the market knew the product in a different way. It was beneficial considering that our operations faced stiff competition and we needed a strategy that stood-out uniquely. My role in this component of the STP was craft a unique marketing strategy that made our organization stand above the rest. I achieved this by describing precisely what our product could be and how it could benefit the selected market segments.

4.2 Marketing mix analysis

The marketing mix contributions involved the analysis of the four P's, which are Product, Price, Place, and Promotion concerning the company's marketing goals and objectives.

- **Product:** The team analyzed the features, benefits, and quality of the products to determine if they satisfied the target market needs. This included collecting customer feedback, testing the product, and noting areas that required improvements and innovation.
- **Price:** The team critically analyzed pricing strategy, influencing customer purchase decisions based on product value. Through pricing analysis, factors considered included production costs, alternative price points, competition price, or the customer's maximum price for specific products or services.
- **Place:** The analysis included examining the distribution strategies to ensure the product was easily accessible to the target market. The distribution analysis also aimed at assessing the distribution network, including possible market expansions or new distribution channels.
- **Promotion:** The promotion strategy strand of the audit covered the integrated marketing mix to promote the product or service to the target market. Promotion is achieved through advertisement, sales promotion, social media, and public relations to promote the product in the target market.

4.3 Continuous Improvement:

Due to the quality audit in the department, there is a relentless approach to improve marketing strategies and enhance performance.

- **Performance Monitoring:** An overview of the audit presented to ensure data sessions and the right action is taken, overview or information be available, and the fast-reporting approach to take immediate action Summary or with the performance.
- **Feedback and Adaptation:** Due to the feedback, the plans made and there are enough critical.
- **Learning and Development:** The investment in the ongoing learning and development layer has enabled the team to stay current on the latest trends, technologies, and innovative marketing approaches. Conferences in the industry sector, training workshops, and other forms of professional development have expanded the skill set and increase personal expertise.

Chapter: 5

Analysis of the Study

5.1 Marketing Mix Strategies:

CST applies the traditional marketing mix framework, also known as the 4Ps, when developing marketing strategies for the software products and services. The marketing mix framework focuses on four primary components, namely Product, Price, Place, and Promotion. CST can optimize the four components to reach its target market and meet its marketing goals:

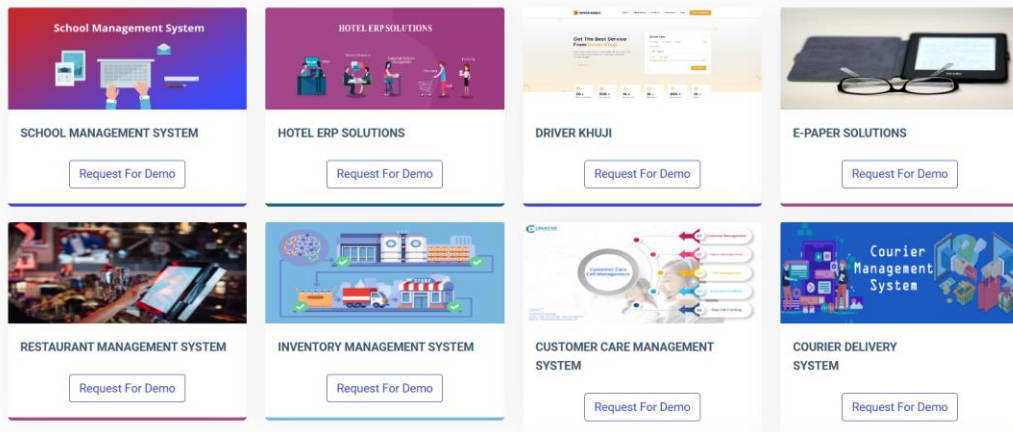
Product: The P component refers to the product, which consists of software solutions and services CST offers. The marketing mix strategy for the product involves getting to know the target market, what their software solutions need or want are, what makes their products and services unique, and user-friendliness.

Pricing: The P component refers to the product pricing strategy, which encompasses the production cost, competitors' pricing, and customers-perceived value. CST can adopt various pricing models, including charging subscription fees, pricing tiers dependent on the solution features, or pricing per project.

Place: The P component refers to the channels CST will use to distribute its software and services. The channels may include direct selling, online market places, or reseller partnerships, among others. CST might also consider offering freemium models or free trials to improve access.

Promotion: The P component encompasses the communication mediums used to raise awareness and interest among customers and prospects. Some of CST's promotional mix elements may include promotion via digital avenues such as social media, content marketing, SEO, Public relations, and events and trade fairs in the industry also get promotion to referral programs.

5.2 Product Strategy:



- Market research, allowing CST to identify emerging trends, customer pain points, and opportunities for product development.
- Product development: Based on the findings from research, CST prioritizes software solutions that have a clear value proposition and relevantly and efficiently address customer challenges.
- Product differentiation, where CST can focus on unique features, user-friendliness, scalability, or compatibility with different technologies.
- Product lifecycle management: software and their continuums multiple lives as the products continue to grow and adapt. CST should ensure products under its guidance are regularly updated or are considered for extension or replacement.

5.3 Product segmentation and references

Under product segmentation, one divides the market into smaller markets and groups with people have a need. CST uses product segmentation to divide the market into different groups depending on varying marketing environments ranging from something simple as demographics to psychographics. This makes CST tailor its selling and distributing strategies to specific target markets. Some product segmentation criteria may include:

- Industry that CST is targeting with the software solutions, such as healthcare or finance.
- Company size ranging from small Medium business that need a fair price and easy-to-use options or large corporations.
- Needs and weaknesses from the clients giving CST and ability to show how they can solve customers.

5.4 Pricing strategy

The pricing strategy of a product or service is a significant determinant of a product's success, as it is one of the key factors influencing purchasing decisions amongst customers. At a minimum, CST prices should at least cover the cost of doing business, turning a profit. Some other factors that CST should consider when setting these prices include:

Cost-plus pricing: to cover all production costs and plus a healthy profit margin.

Value-based pricing: determining the price by the cost the client is willing to pay for CST for software value.

Competitive pricing: by policies which cost's base on competitor prices once done CST might consider having some variation in the prices such as:

Subscription Models: These include offering either monthly or annual subscriptions which provides ongoing access to the software and its updating.

Tiered Pricing: Different feature sets are priced at different points to cater to various customer budgets and needs.

Freemium Models: An initial version of the software is provided for free and premium versions are provided with a subscription charge.

5.5 Creative Soft Technology's placing strategy:

CST's placing strategy is designed to ensure that its software solutions are readily accessible to the target market through the following lines:

Direct Sales: The company's sales powder will directly approach potential customers and present to them the software.

Online Marketplaces: Placing the software on already established online marketplaces can ensure that it has a larger share of visibility.

Partnerships and Resellers: Collaborating with other industry players and partners can be a gateway to the existing networks and distributions.

Website and Downloads: The software can be have a download tab through the company's website.

5.6 Creative Soft Technology's promotional strategies:

The company will utilize various promotional strategies that are designed to enhance its software and brand visibility and awareness and generate sales leads through the following avenues:

Digital Market: The online avenues such as the social media marketing including the content marketing which includes the blogs, articles, podcast, and webinar content.

Public Relations Shows, conferences and industry events: The trade shows, conferences, and industry events are important avenues for the CST team to connect with potential users and sell their products directly to the target market.

Content Marketing: Create high-quality content that educates and informs the target audience about their issues and how CST's software eliminates them. This can take many forms, including blog posts, case studies, whitepapers, infographics, or even video content.

Email Marketing: Sending regular email blasts to the subscriber list and sending newsletters to leads or offering discount coupons might help maintain existing client relationships.

Referral Programs: Offer discounts or other benefits to current customers who refer new clients. In this way, CST will drive word-of-mouth promotion and acquire new clients inexpensively.

5.7 Creative Soft Technology's Advertising Mix:

Advertising is a crucial component of the promotional combination as it allows reaching out to a wide audience. Potential ads from CST in various formats include the following:

SEM: This paid search facilitates their software's appearance atop pertinent queries' results, exponentially boosting traffic and data collection.

Social media advertising: Targeted demographics and psychographics experience paid promotions, directing interests fittingly.

Displaying Advertising: High-traffic sites and industry periodicals bear their banners.

5.8 After Sales Services & Warranty:

CST recognizes that customer satisfaction stretches beyond the initial purchase. Developing a CST acknowledges satisfaction surviving sales through robust follow-ups, cultivating devotion. This potentially includes:

Technical Support: Phone, email, or chat efficiently solve issues, ensuring seamless operation.

Customer Training: Empowering users through training maximizing solutions.

Warranties: Guarantees illustrate commitment while easing clients through quality and peace of mind.

5.9 Market Segmentation:

Market segmentation serves as a critical strategy for CST, enabling it to pinpoint and engage diverse customer segments effectively. This approach not only fuels growth and profitability but also fosters long-term success in the highly competitive landscape of the technology market.

CST focuses on Psychographic and Behavioral segmentation:

Psychographic

- **Personality type:** Innovators are presented with cutting-edge technology and customizable features. Creatives and artists are equipped with specialized digital art tools.
- **Interest type:** Providing educational software, e-learning platforms, and skill development resources to educators and learners.

Behavioral

- **Usage & Purchasing Behavior:** Implementing surveys to get a clear understanding of the utilization and offering comprehensive product details, customer feedback, and comparison resources to facilitate well-informed decision-making.

5.10 Target Market:



Demographic: This diversity mirrors the myriad applications. Project leaders benefit from streamlining complex coordination as students have learning augmented with administrative assistance. Regardless of role or budget, value remains the priority in empowering communities with accessibility.

Education Level: While backgrounds vary, software succeeds by benefiting all. Experts gain from intuitive design, as novices learn without difficulty.

Geographic Location: Areas find growth through demand and size receive focus. Meeting regulations expands applications across boundaries. Allies uncover prospects, as commitments endure.

Industry: Industries undergoing revolution profit most where technology propels progress. Healthcare coordinates care and streamlines administration. Financial spheres from banks to insurers simplify intricate procedures.

Business Size: Scalability decides whether small companies or giant corporations, or both, locate solutions fulfilling wants. Adaptable remedies take on numerous duties.

5.11 Market Positioning Strategy:

Unique Selling Proposition: CST clarifies what distinguishes it - possibly as the pioneer in usability and ease providing health administration answers specifically for SMBs.

Value Proposition: Consumers recognize clear benefits like streamlined errands, enhanced care coordination, and important insights enhancing tasks.

Messaging: Consistent communications across channels strengthen the brand and worth for the target crowd.

5.12 VRIO Analysis of Creative Soft Technology:

A VRIO analysis aids appraise Creative Soft Technology's (CST) competitive edge by judging their resources, talents, and their contribution to a sustainable benefit.

Valuable: CST's experienced and skilled development team is valuable as it allows them to envision groundbreaking and user-friendly software solutions that cater to specific customer needs. A strong understanding of customer needs ensures their software addresses real pain points and delivers tangible value.

Rare: Proprietary technology developed by CST could be a rare resource, difficult for competitors to replicate. A highly skilled and experienced development team with unique expertise could be considered rare if such talent is scarce in the market.

Inimitable: With robust intellectual property safeguards for their groundbreaking creations, CST crafted protections ensuring replication remains implausible, deterring imitators from duplicating

innovations. A singular organizational culture nurturing pioneering concepts attracting top talent remains refractory to emulate, constructing an inimitable edge.

Organization: Streamlined processes converting imaginative ideas into high-quality software optimize assets productively. A proficient workforce equipped and educated to maximize potential of CST's technology guarantees exploitation of benefits. Visionary leadership with clear objectives and strategic aims permits structuring means and abilities to accomplish maintainable benefit through customized solutions addressing distinct client problems.

5.13 SWOT Analysis of Creative Soft Technology's:

A SWOT analysis offers a helpful tool for examining CST's internal strengths and weaknesses, along with external prospects and dangers.

Strengths:

- Experienced, skilled developers
- Innovative, user-friendly software
- Thorough customer need comprehension
- Established sector prestige

Weaknesses:

- Restricted marketing budget versus larger competitors
- Dependence on a single industry or client base
- Minimal brand recognition in new markets

Opportunities:

- Emerging technologies and market trends
- Expansion into new industries or fields
- Strategic collaborations and partnerships
- Increasing demand for digital shift solutions

Threats:

- Fierce software development sector competition
- Rapidly evolving technologies necessitating constant innovation

- Economic downturns impacting customer spending
- Security risks and data breaches

By comprehending their SWOT examination, CST can devise plans leveraging strengths, addressing weaknesses, capitalizing on prospects, and mitigating dangers. This comprehensive approach will aid navigation of competitive landscape and achievement of long-term success.

Chapter: 6
Questionnaire Analysis
&
Findings

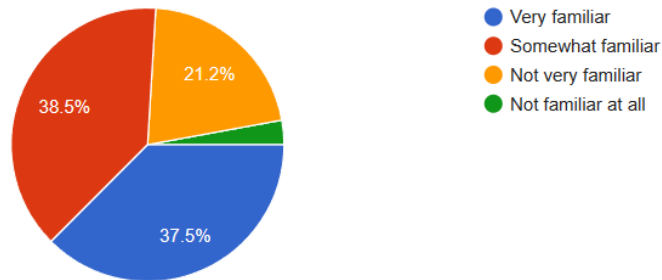
6.1 Questionnaire survey analysis:

The analysis explores CST's key strategies, focusing on its regional segmentation, supply chain management and customer targeting approaches.

Below are the findings from the 15-question survey analysis.

6.1.1 Brand Awareness & Perception

Question	Very familiar	Somewhat familiar	Not very familiar	Not familiar at all
How well you know Creative Soft Technology within the market landscape?	37.5%	38.5%	21.2%	10.5%

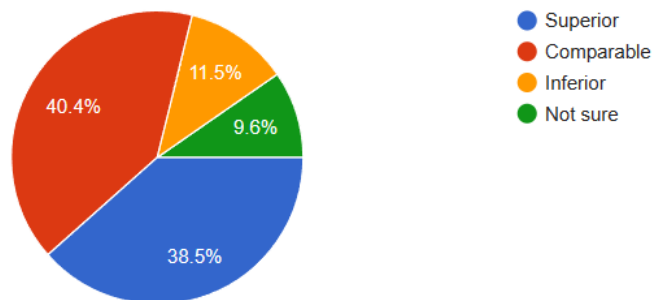


Findings:

The survey analysis above shows that 66.3% of respondents are aware of Creative Soft Technology, CST. This percentage implies that there is a very high level of awareness as a majority of respondents is familiar with this brand. Only 13.5% of discrimination are not very aware of CST whatsoever. Therefore, there is a need for improvement in brand awareness.

6.1.2 Product Quality Perception

Question	Superior	Comparable	Inferior	Not sure
How would you rate the quality of CST offerings compared to the competition's?	38.5%	40.4%	11.5%	9.6%

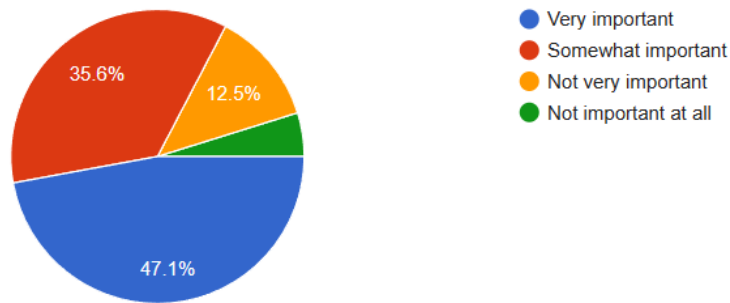


Findings:

The survey findings above suggest that 38.5% of respondents perceive CST's offerings are of very high quality. This percentage is sizeable, thus placing it as the high-quality provider. Would love to be served or not, the largest proportion of respondents, 11.5%, has no specific opinion about CST's product quality. Therefore, the overall response of product quality needs improvement.

6.1.3 Price Sensitivity

Question	Very important	Somewhat important	Not very important	Not important at all
How significant is the price when you are considering the offered services?	47.1%	35.6%	12.5%	5.5%

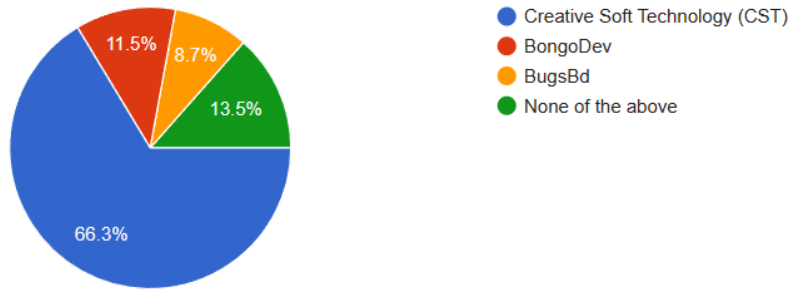


Findings:

As per the survey findings, the majority of respondents, 47.1%, are extremely sensitive to price, while only 5.5% are not very sensitive to price. From these responses, one can deduce that Creative Soft Technology services may be expensive. Therefore, the organization is either targeting high-end clients or is expensive to offer specific constellations.

6.1.4 Purchase Behavior & Preference

Question	Creative Soft Technology (CST)	BongoBD	BugsBD	None of the above
What are the What would you choose as the service provider?	66.3%	11.5%	8.7%	13.5%

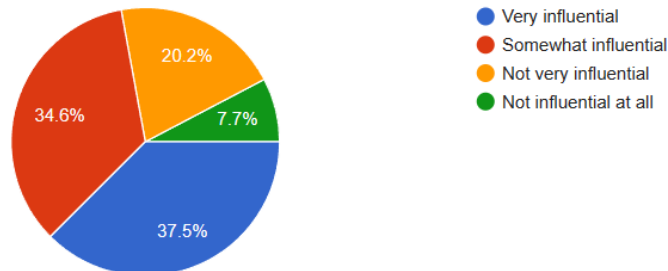


Findings:

Based on the discussion above, it is revealed that 66.3% of respondents prefer CST as their service provider and 8.7% opt for other providers.

6.1.5 Advertising & Promotion Effectiveness

Question	Very influential	Somewhat influential	Not very influential	Not influential at all
How influential are CST's promotion and advertising campaigns in your purchasing decisions?	37.5%	34.6%	20.5%	7.7%

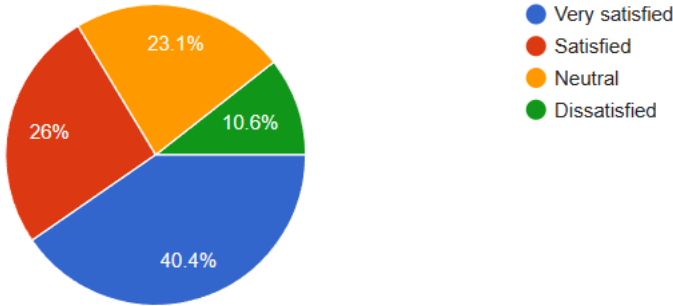


Findings:

As shown in Table 6.1, CST’s factors influence more than half of the respondents, with 37.5% considering promotion and advertising campaigns extremely informed by CST against 7.7% of respondents to consider the campaigns led by CST not influential at all. Thus, the majority of respondents see the influence of promotion and advertisement.

6.1.6 Product Satisfaction & Loyalty

Question	Satisfied	Very Satisfied	Neutral	Disatisfied
How satisfied are you with CST offerings?	26%	40.4%	23.1%	10.6%

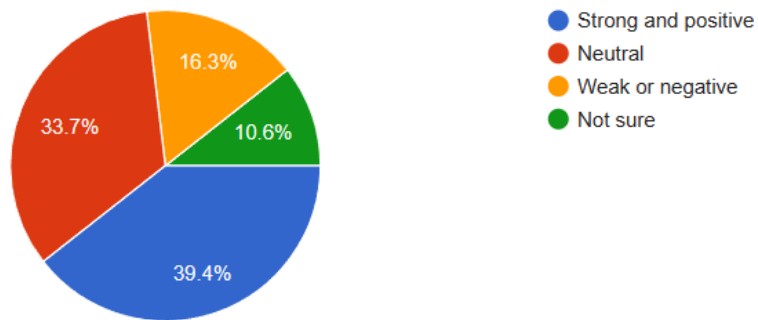


Findings:

As shown in Table 6.1, the level of satisfaction among the respondent is also significant: 40.4% are very satisfied with CST offerings, while 10.6% are dissatisfied. Therefore, the indicators show that such dissatisfaction is in the minority.

6.1.7 Brand Image & Reputation

Question	Strong positive and	Weak negative or	Neutral	Not sure
How do you see CST brand image in the market?	39.4%	16.3%	33.7%	10.6%

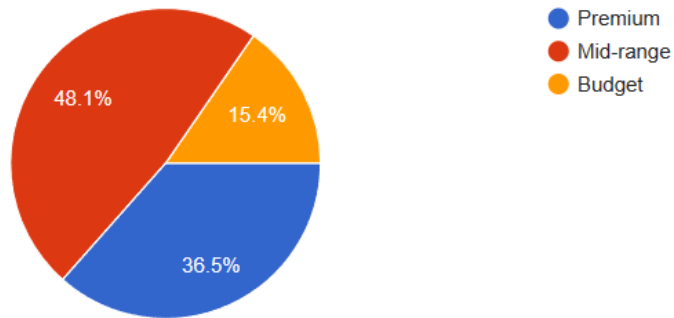


Findings:

CST gains a positive image as much as CST’s promotional video influences 39.4% of the respondent. The 16.3% rate may indicate that the brand image appears too weak or even negative.

6.1.8 Product Positioning

Question	Premium	Mid-range	Budget
How do you see CST offerings’ positioning in the market?	36.5%	48.1%	15.4%

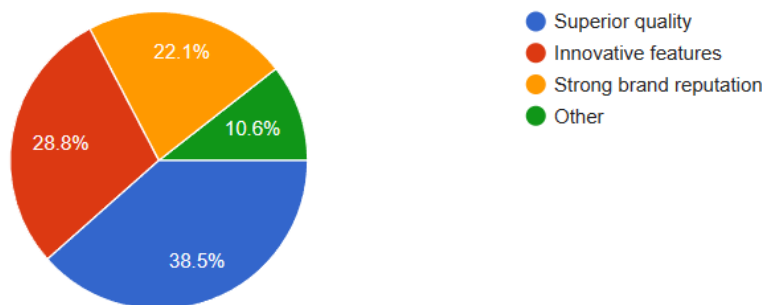


Findings:

The positioning for CST offerings is shown in Table 6.1: 48.1% of respondents believe that they lie in the mid-range, while 15.4% opt for the budget.

6.1.9 Product Differentiation

Question	Superior quality	Innovative features	Strong brand reputation	Other
How are CST products different from the others?	38.5%	28.8%	22.1%	10.6%

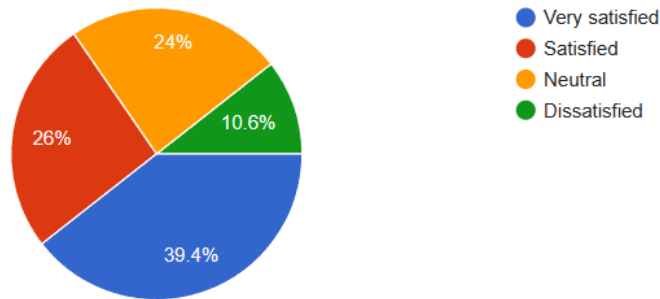


Findings:

Superior quality is a primary differentiation factor for CST products identified by 38.5% of the respondents, which is a majority opinion. CST products are differentiated by strong brand reputation voted by 22.1% of respondents, which is a notable perception.

6.1.10 Customer Service Experience

Question	Satisfied	Very Satisfied	Neutral	Dissatisfied
How satisfied are you with reforming and support CST provides?	26%	39.4%	24%	10.6%

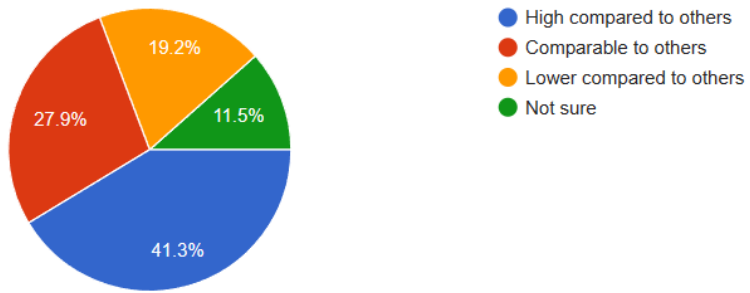


Findings:

Very satisfied with the customer service and support delivered by CST is perceived by 39.4% of the respondents, which is a significant satisfaction level. Dissatisfied with CST's customer service comprises 10.6% of the respondents, which is a minority.

6.1.11 Pricing Strategy

Question	High compared to others	Comparable to others	Lower compared to others	Not sure
What are the How do you see CST pricing strategy?	41.3%	27.9%	19.2%	11.5%

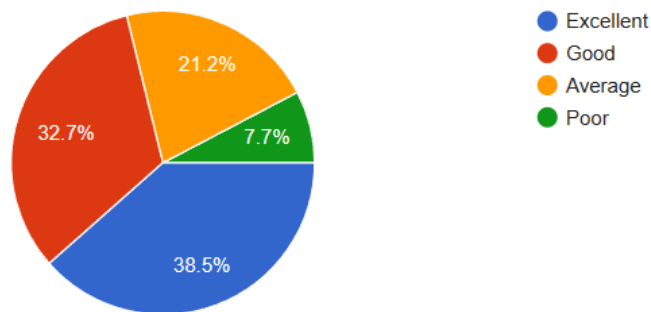


Findings:

CST pricing strategy is high compared to others perceived by 41.3% of respondents, which is a majority opinion. Lower than other pricing practice of CST is perceived by 19.2% of respondents, which is a notable minority opinion.

6.1.12 Customer Engagement & Interaction

Question	Excellent	Good	Average	Poor
How do CST representatives treat customers, receive inquires and respond to feedback?	38.5%	32.7%	21.2%	7.7%

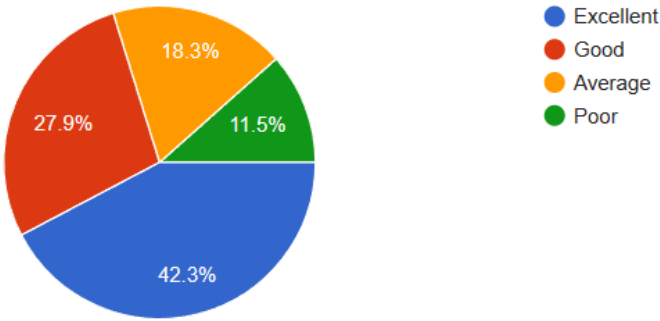


Findings:

Excellent customer engagement and interaction offered by CST is rated by 38.5% of respondents, which is a majority positive perception. 7.7% of respondents rate CST’s customer engagement and interaction as poor, which is a minority negative perception.

6.1.13 Perceived Value Proposition

Question	Excellent	Good	Average	Poor
What do you think of the fair value proposition offered to the customers?	42.3%	27.9%	18.3%	11.5%



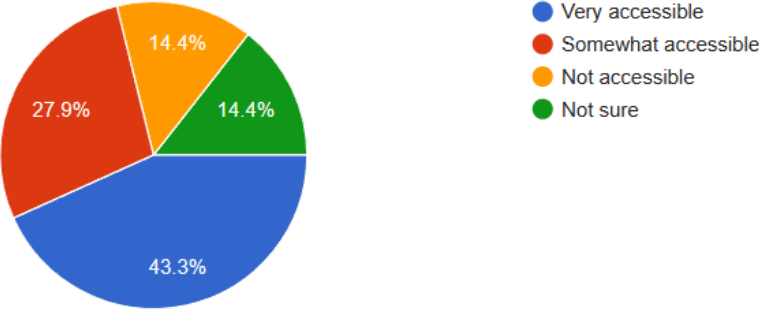
Findings:

Excellent perceived value proposition of CST is identified by 42.3% of respondents, which is a majority positive perception. Poor perceived value proposition voted by 11.5% of respondents. is a notable minority negative perception.

6.1.14 Distribution Channel Accessibility

Question	Very accessible	Somewhat accessible	Not accessible	Not sure

How easy is it for you to access the product through distribution channels?	43.3%	27.9%	14.4%	14.4%
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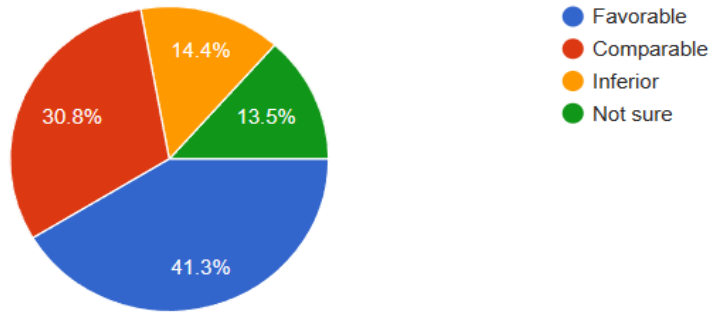


Findings:

Very accessible to access CST’s products through distribution channels comprise 43.3% of respondents, which is a majority of respondents. Not accessible to access CST’s products through distribution channels comprise 14.4% of the respondents. is a notable minority difficulty of access.

6.1.15 Competitive Benchmarking

Question	Favorable	Comparable	Inferior	Not sure
How do you compare CST with other offerors?	41.3%	30.8%	14.4%	13.5%



Findings:

Better compared to other offerors is perceived by 41.3% of respondents, which is a majority of respondents. Inferior compared to other offerors is voted by 14.4% of respondents, which is a notable minority.

Chapter: 7

Recommendations & Conclusion

Recommendations

As a result, the following recommendations for CST can be made:

Enhance brand awareness: Implement targeted marketing campaigns to improve brand recognition among potential clients. Create promotional messages that align with the customer segmentation analysis and communicate via various digital marketing channels, including social media ads, posting, and SEO, allowing for a wider audience reach.

Highlight product's quality: Continue to prioritize product development, aiming to keep diligent competition with top rivals. The company can conduct case studies to show some new, spectacular CST digital marketing products features and benefits, or use client testimonials and industry prizes to add to the unique high quality of the services from the outside.

Tackle price sensitivity: Still, keep the brand image as premium for CST, but think about how to address the customer's perception that the product is too expensive for a small business. Here the price should not be reduced; a company must create certain price packages, offer better terms to long-term clients or add extra perks to increase the perceived service quality.

Increase customer engagement levels: Creating more than just a good product or service, companies must build customer relationships. Implement feedback tools like surveys or focus groups, memorize the previous interactions and quickly respond every time. The goal is to make the client feel special so They would stay.

Widen distribution: It makes sense to leverage the availability of the company's product or service: to promote the publicity of CST, one can enter into partnerships with influencers, other agencies, and tech platforms.

Stay relevant through continuous improvement: Monitor the state of the market, competitors, and the mood of the CST customer base, and adapt changes quickly and clearly.

Conclusion:

To recap, the thorough analysis that has been carried out through this internship has provided inestimable knowledge into the digital marketing strategy of Creative Soft Technology. With the careful examination of brand perception, product consideration, pricing strategies, customer satisfaction, competitive benchmarking, and more, I have been able to gather a detailed picture of CST's overall market performance. More than just a passive learning experience, this internship has enabled me to participate critically in survey analysis, data interpretation, and the recommendation process. I have worked on how to strategize marketing move to enhance CST's brand awareness, perception of the product by the customer, and gain customer satisfaction. Additionally, the internship has made me understand how marketing impacts on the business and the need to integrate business' goal when handling a marketing strategy. I have also sharpened my logical reasoning ability by applying the academic concepts in practical questions. Thus, the internship experience has been important to me in understanding marketing, and it has made me confident that I can be successful in the field. I have also learned some general skills in data analysis, strategic thinking, and communication, among others, that are needed in marketing, and which have prepared me for most of the challenges that I can face when employed.

Appendix

“Analysis of The Marketing Strategies of Creative Soft Technology”

(Questionnaire)

Dear Sir,

I request you to take a break for me, I am Mashruk Hasan Supto, student of Daffodil International University. To Complete my Internship report I am seeking help from you please manage some moments and fill up the important questionnaire for me. It will take 10 minutes to complete. This is a full free-thinking questionnaire & there is no wrong answer. Please sir coordinate with me & give an honest opinion to make the report transparent. Thank you for making me happy to give your valuable time to fill up the question.

1. How do you know Creative Soft Technology within the market landscape?

- Very familiar
- Somewhat familiar
- Not very familiar
- Not familiar at all

2. How would you rate the quality of CST offerings compared to the competition's?

- Superior
- Comparable
- Inferior
- Not sure

3. How significant is the price when you are considering the offered services?

- Very important
- Somewhat important
- Not very important
- Not important at all

4. What would you choose as the service provider?

- Creative Soft Technology (CST)
- BongoBD
- BugsBD
- None of the above

5. How influential are CST's promotion and advertising campaigns in your purchasing decisions?

- Very influential
- Somewhat influential
- Not very influential
- Not influential at all

6. How satisfied are you with CST offerings?

- Satisfied
- Very satisfied
- Neutral
- Dissatisfied

7. How do you see CST brand image in the market?

- Strong and positive
- Weak or negative
- Neutral
- Not sure

8. How do you see CST offerings' positioning in the market?

- Premium
- Mid-range
- Budget

9. How are CST products different from the others?

- Superior quality
- Innovative features
- Strong brand reputation
- Other

10. How satisfied are you with the customer service and support CST provides?

- Satisfied
- Very satisfied
- Neutral

- Dissatisfied

11. How do you see CST pricing strategy?

- High compared to others
- Comparable to others
- Lower compared to others
- Not sure

12. How do CST representatives treat customers, receive inquiries, and respond to feedback?

- Excellent
- Good
- Average
- Poor

13. What do you think of the fair value proposition offered to the customers?

- Excellent
- Good
- Average
- Poor

14. How easy is it for you to access the product through distribution channels?

- Very accessible
- Somewhat accessible
- Not accessible
- Not sure

15. How do you compare CST with other offerors?

- Favorable
- Comparable
- Inferior
- Not sure

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