An Analysis of the Marketing Strategies of Royal Venture Limited

Submitted To

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Date of Submission:

An Analysis of the Marketing Strategies of Royal Venture Limited

LETTER OF TRANSMITTAL

Professor Mohammed Masum Iqbal, PhD

Department of Business Administration

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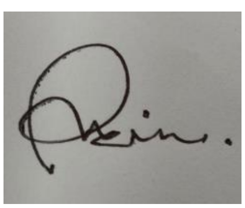
Subject: Submission of Internship Report on "An Analysis of the Marketing Strategies of Royal Venture Limited."

Honorable Sir,

I hope this message finds you well. I am pleased to submit my internship report titled **"An Analysis of the Marketing Strategies of Royal Venture Limited"** as part of the requirements for the MBA program. Throughout this project, I have made a sincere effort to gather and analyze relevant information to provide a comprehensive evaluation. I hope the insights and findings presented in this report will meet your expectations and add value.

Thank you for your guidance and support during this process. I look forward to any feedback you may have.

Sincerely,



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LETTER OF APPROVAL

This is to certify that the internship report entitled **An Analysis of the Marketing Strategies of Royal Venture Limited. This report** is prepared by Faria Ahamed, ID: 0242220004083035, as a requirement of the MBA Program under the Department of Business Administration and the Faculty of Business and Entrepreneurship at Daffodil International University.

This report is recommended for submission.

I wish her every success in life.

Professor Mohammed Masum Iqbal, PhD
Department of Business Administration
Faculty of Business and Entrepreneurship
Daffodil International University

DECLARATION

I, Faria Ahamed, a student of the Department of Business Administration, majoring in Marketing at Daffodil International University (DIU), with the ID: 0242220004083035, hereby declare that the internship report titled **“An Evaluation of the Marketing Operations of Royal Venture Limited Ice Cream Ltd.”** has been prepared solely by me.

I affirm that this report is the result of my own efforts and does not intentionally violate any copyright laws. Additionally, I confirm that this report has not been submitted elsewhere for any degree, diploma, or certificate.

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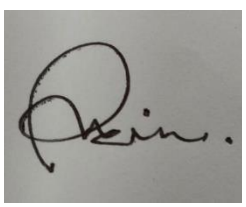

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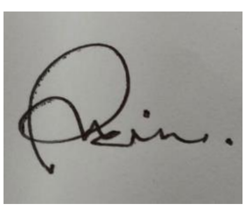
ACKNOWLEDGEMENT

Firstly, I would like to express my profound gratitude to the Almighty Allah for providing me with the strength and ability to complete this report successfully. I also extend my heartfelt thanks to my family for their unwavering support and encouragement throughout this journey.

I am deeply grateful to my supervisor, **Professor Mohammed Masum Iqbal**, for his invaluable guidance and supervision. His insights and direction were instrumental in shaping this report, and I sincerely appreciate his support in making the entire process more comprehensible.

I would also like to extend special thanks to **Your Boss**, General Manager of Royal Venture Limited., for his encouragement and assistance during my internship program. His mentorship and willingness to share his expertise significantly contributed to my understanding and learning experience.



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EXECUTIVE SUMMARY

Situation Analysis This report attempts to critically analyze the marketing strategy of Royal Venture Limited (RVL) in the lights of 4Ps (Product, Price, Promotion and Place) and STP (Segmentation, Targeting, and Positioning) framework.

Royal Venture Limited aims to be one of the worlds most influential and ethical tourism/immigration/education consultation service providers. Their mission and purpose is to improve people’s lives through superior travel, immigration, or educational services, while striving to always provide more than expected, act with integrity, and help our clients and staff achieve incremental growth.

Product Strategy: RVL The RVL product strategy epitomizes service diversity and customer centric excellence. The company provides a complete range of services such as customized domestic and international holidays, effortless immigration facilities (to Canada), student admissions to world-renowned universities abroad and distinctive Umrah and Hajj packages. These services address the unique demands of all of its customers by maintaining levels of ethical integrity and professionalism.

Pricing is aimed to be low and competitive. By matching price and market attributes, RVL is able to balance a concern for price competitiveness with a concern for profits, making it more appealing to more market segments.

Promotion RVL is a mix of traditional and electronic means of promoting the product. The company uses social media channels to actively interact with clients, build loyalty and brand awareness. Relationship with educational institutions and customers Communication with institutions Promotions Advertising as well as cooperation with educational institutions and other stakeholders augment marketing, increasing its scope.

The Place (distribution) standpoint indicates RVL commitment in accessibility of service. Powered by a strong network worldwide, the company provides an easy way to travel for all its clients by providing easy hotel booking, visa services and ticketing. This low-cost dispensing design ensures maximum convenience and customer satisfaction in urban and geographic markets.

Royal Venture Limited can also emphasize on its strategies according to vision & mission, position itself in the market strongly, and can have sustainable growth in the dynamic sectors such as tourism, immigration and its consultancy in education.

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CHAPTER-1

INTRODUCTION

1.1.Background of the Study

Internship is a core component of the course curriculum of MBA and it plays a good role in reducing the gap existing between the theoretical education and the practice exposure. As much as the field of knowledge is well-founded in classroom learning, it is not usually sufficient in the preparation of the students with the nooks and crannies of industry. The internship also gives the chances of acquisition of practical real-life experience on the manner of operation of a business. The present report, which is entitled, An Analysis of the Marketing Strategies of Royal Venture Limited, is done to fulfill the demands of both the academic and the non-academic environment highlighting the experience of the internship.

The analysis of marketing of the Royal Venture Limited (RVL), which is among leading organizations on tourism, immigration, and education consultancy service providers, is the main agenda of the report. It gives an orientation to the day to day marketing activities and tasks undertaken by the department. The discussion addresses different elements of the marketing strategy such as planning, implementation and performance review. This should enable to have a complete picture of the manner in which the marketing functions are organized and being carried out in the company in a way that shines a clear light on the realistic applications that are used in the industry.

Royal venture limited is aspiring to reach a high position in the global market, and it would like to be a leader in its field with a variety of services including the solutions to the individual peculiarities of its clients. Riding on its innovative, professional and customer focused culture, RVL is a reputed brand in the field of tourism, immigration and education consultancy business. The report is subjective and has been calculated on the very first hand based on the observations and firsthand information obtained during internship at RVL. It offers a detailed expression of its marketing measures and policies of the company and indicates the weaknesses thereof and aids in the advancement.

1.2.Objectives of the Study

The objectives of the study are as follows:

1. To analyze the marketing strategies of Royal Venture Limited.

2. To explain the marketing mix of Royal Venture Limited.

3. To identify the problems related to the marketing operations of Royal Venture Limited.

4. To make some recommendations to solve the identified problems.

1.3. Methodology of the Study

The methodology section describes the research design and the sources of data used in the study, the target population, the sampling methods used and the approaches used in the data collection process. This formal process will allow making a global evaluation of the Royal Venture Limited marketing operations reasonably, correctly, and truthfully.

1.3.1. Nature of the Study: The study is of descriptive research design where this study seeks to give a detailed assessment of the marketing strategies of Royal Venture Limited. The study uses qualitative and quantitative study to get a comprehensive understanding of the marketing approaches and the problems related to the conditions and effective operation of the company.

- ➢ Qualitative Methods: Methods used to get an idea on the marketing strategies and decision making processes are exploratory such as interviews, discussion with key personnel.
- ➢ Quantitative Methods: The use of numerical data like sales levels, survey of consumers and market trend to measure the effectiveness and influence of any marketing activities under operation.

1.3.2. Sources of Data: This study will rely on both primary and secondary data sources to give the study a full scale analysis. This study will rely on both primary and secondary data sources to give the study a full scale analysis.

- ➢ Primary Sources of Data:
  - ✓ Questioning of staff members to have knowledge of conditions in the internal marketing and operational difficulties.
  - ✓ Chats with the clients and other stakeholders to gauge perception of their service and satisfaction.
  - ✓ Issues or concerns that you can observe in the field in everyday marketing tasks.
- ➢ Secondary Sources of Data:
  - ✓ Company documents and annual reports.
  - ✓ Scholar journals and textbooks.
  - ✓ Quality sources on the Internet and trade magazines.

1.3.3. Target Population: The current study should be targeted at the population that consists of:

- ➢ Internal Stakeholders:
  - ✓ The employees of Marketing and Sales Department.
  - ✓ High-levels of Management.
- ➢ External Stakeholders:
  - ✓ Rvl clients.
  - ✓ Industry Partners.

1.3.4. Sample Size: The size of the report on the internship and resource limitation necessitated the selection of a sample size of 40 respondents. This includes:

- ➢ 25 (interior stakeholders): employees and management.
- ➢ 15 non-core stakeholders (clients and partners).

1.3.5. Sampling Method: Sampling was done under stratified random sampling technique, in order to represent various groups of the target population.

- Departmental Representation: Having representation of the employees at different levels within the marketing department.
- Client Demographics: they choose their clients based on different demographics to get different opinions.

1.3.6. Method of Data Collection: This method of data collection involved a series of data collection channels to promote the reliability and validity of the study.

- Primary Data Collection Methods:
  - ✓ Formatted interviews on key personnel.
  - ✓ Distribution of questionnaires and surveys to clients.
  - ✓ In situ method in day to day marketing activities.
- Secondary Data Collection Methods:
  - ✓ Looking at the internal documents of a company.
  - ✓ Reading of scholarly literature and reports.

1.4.Scope of the Study

- The report is anchored on the operations of Royal Venture limited in terms of marketing.
- It gives a picture of how the company undertakes marketing in a given time period.
- External and internal aspects that affect the work of marketing are taken into consideration.

1.5. Limitations of the Study

A number of challenges were witnessed in this study and they included the following:

- Challenges with getting valid primary data since there would be hesitancies on the part of the clients.
- Lack of proprietary information as well as financial information because of company confidentiality policies.
- Time and financial limitation that limited the extent of research.
- Possible bias because of dependence on personal observations and resource materials such as secondary data.

It is by eliminating these limitations that future study can deepen the understanding regarding a more effective marketing operation to the organization such as RVL. This internship report seeks to offer valid information about the marketing dynamics of Royal Venture Limited by conducting an analysis of the marketing strategies it uses in an attempt to offer strategic recommendations that can improve the performance of the company in the competitive tourism, immigration and education consultancy markets.

CHAPTER 2

COMPANY OVERVIEW

2.1. About Royal Venture Limited (RVL):

Royal Venture Limited (RVL) is a modern progressive business firm established in the field of tourism, immigration and education consultancy. Founded to fulfill the longing of the people to attain their aspirations on travel, immigration, and studies, RVL has been in a position to become a trusted source in such areas. RVL is dedicated to maintaining a high level of excellence, professionalism and customer satisfaction in mind, they aim to offer complete packages of solutions that are geared towards the exclusive needs of each client.

RVL was established by professionals in the industry and has access to an extensive global network and the latest and advanced technologies in order to provide easy to use and innovative services. Be it getting an unmatched experience on the road or need assistance in immigration and opportunities in education, our professional hospitable team makes sure that customers get the best aid at all levels. Its reputation in the industry has further been supported by the fact that the company has upheld ethical practices, employee development as well as sustainable growth.

2.1.1. Features of Royal Venture Limited:

- Individualized and customized services to suit the requirements of the client.
- Holistic travel, immigration and education consultancy services.
- All over the world partnership with educational establishments and travel agencies.
- Transparent and ethical operations that guarantee the trust of clients.
- Customer support service for inquiring and instructions.
- Sustainable and responsible tourism orientation.
- Innovative state-of-the-art technology to facilitate quick service delivery.

2.2. Description of the Business of the Organization

Royal Venture Limited (RVL) is functioning based on the following strengths:

1. Tourism Services:
   - Local and foreign tour packages.
   - Hotel booking and air ticketing.
   - Ummah and Hajj packages.
2. Immigration Consultancy:
   - Enhancing easy immigration.
   - Professional services to the people who wish to relocate in Canada.
3. Education Consultancy:
   - Helping students to get admissions to the prestigious universities in North America, Europe, Australia, Malaysia and India.

2.3. RVL’s Vision, Mission, and Values

2.3.1. Vision

Our vision is therefore to be a leader in the field of tourism, immigration and education consultancy across the world. Our hopes are to be the first option of people that need quality and fully comprehensive solutions to their interest in travelling, immigration and educational dreams. Our efforts consisting of innovation and commitment would make a positive impact on the life of our clients and the communities where we operate.

2.3.2. Mission

At Royal Venture Limited, we are on a mission to touch lives of people through providing the best possible travel experiences using our brand to make immigration experiences a convenient process and enhancing educational pursuits. We intend to provide great services that will accommodate variety of customers’ needs as well as the highest professional standards of integrity, customer satisfaction and paying utmost attention to details.

2.3.3. Values

- Customer-Centric Excellence: Seek to deliver above expectation to the satisfaction of the customers through personalized services.
- Global Network Expansion: Beef up country-to-country and region-to-region partnerships.
- Service Diversity and Enhancement: Constantly new and vary services.
- Ethical Integrity: Be transparent, honest and have integrity.
- Employee Growth and Development: Respond to the needs of team members in order to enable them to thrive and be creative.
- Client empowerment: The giving of accurate information and resources so that the clients can make informed decisions.
- Sustainability: Facilitate responsible tourism and sustainable tourism.

2.4. Landing Page of Royal Venture Limited

2.4.1. Service Return Policy

In Royal Venture Limited, we aim to offer high quality services and satisfaction to the customers. Nevertheless, there may possibly be problems with services, which we have listed the following policy:

- Eligibility for Returns:
  - Can only be used in a case of service errors or differences.
  - Requests should also be done within 48 hours of realizing the problem.
  - It requires documentation and evidence of purchase.
- Non-Returnable Services:
  - Services that are already taken or incomplete.
  - Third party-bookings.
- How to Initiate a Return:
  - Reach out to our customer support via the e-mail address, support@rvl.com or call us at +8801 23456789.
  - Give your order details, the description of the problem, and supporting documents.
  - The request you make will be reviewed by our team and additional instructions will be made.
- Refunds and Replacements:
  - The approved cases will be refunded, or other service offering will be provided.
  - The refunds shall take a period of 7-10 business days.
  - Alternative services or replacements will be made in time.
- Customer Support:
  - The presence of a support staff at RVL gives the clients the benefit of receiving prompt answers to any questions hence building trust and customer satisfaction. We aim at communicating effectively at all times and seeking satisfaction of worries and issues by keeping lines of communication open.
- Strategic Delivery:
  - Travel, immigration and educational services at the right time.
  - Effective partnering between the partners to satisfy client demands.
  - Using state-of-art logistics and distribution channels in smooth service delivery.

The commitment of Royal Venture Limited to attaining its vision and mission together with its strong set of values and strategic goals will warrant that it is a faithful leader in tourism, immigration and educational consultancy.

CHAPTER 3

LITERATURE REVIEW

3.1. Marketing Operations in the Tourism, Immigration, and Education Industry

The tourism, immigration and education consulting business has numerous various needs of clients, fierce competition on a global basis and rapidly rising regulations and trends set by government. Well-functioning marketing activities are essential in ensuring that the clients are satisfied hence maintaining a good reputation and ensuring the growth is steady. According to Kotler and Keller (2016), to succeed, it is necessary to know the wants of customers, provide services with innovation, and conduct operations excellently.

3.1.1. Travel and education consumer behavior

It is of great importance to know just what customers desire in order to structure their strategy depending on their preferences. Engel, Blackwell, and Miniard (1995) observe that the knowledge of the process of decision-making, which involves problem recognition, search of information, matching of options, buying, and post-considerations, is important. The affordability, reliability, transparency and reputation are few factors that impact greatly the choice of clients in travel and education. The attention of Royal Venture Limited (RVL) to customized service fits perfectly in these principles.

3.1.2. Innovation and diversification in service

It is necessary to stay innovative and diversification in order to maintain competitive advantage. According to Schindler (2012), new services and enhancement of the provided services could attract more types of clients. The modified portfolio of RVL consisting of holiday packages, immigration based assistance, educational consultancy and other areas indicates diversification. The focus of the company on services such as Umrah and Hajj packages, as well as the collaboration with educational institutions all across the world, confirms that the company focuses on the needs of diverse customers.

3.2. Marketing in the developing markets

The opportunities and challenges that come with emerging markets mean marketers should have strategies functional to not only meet local consumer behavior but also meet the limits of the infrastructure. It should also be noted that Kotler et al. (2015) emphasize that localization is the solution to achieving success in these markets.

3.2.1. Localization vs. Standardization

As the businesses operate globally, they will be forced to determine on the need to either treat every market the same, or change their strategies to fit various local cultures. It is the process of standardization of doing the same thing in all places. Going native or accommodation to local tastes and traditions is referred to as localization.

3.2.2. Market Penetration and Geographic Expansion

RVL demonstrates the way to combine these two concepts. The company customizes its immigration services to suit the guidelines in every country, but the general process is uniform across the globe. The other difficult decision is the production of an additional digging in the areas that are already attained, or to shift into unexplored territories. Contacting local schools and governmental agencies will also allow RVL to ensure the satisfaction of its existing customers and, at that, continue acquiring new ones.

3.3. Digital Marketing and Its Importance

In this Internet age, no company can afford to operate without digital marketing. The use of social media, search engine optimization (SEO), email newsletters and online advertising enables RVL to reach individuals worldwide.

3.3.1. Social Media Marketing

Facebook and Instagram along with other social media sites are awesome to develop the brand and initiate the dialogue with the followers who are young, tech-savvy, etc.

3.3.2. E-Commerce and Online Services

Another way that RVL facilitates life of the customers is through the e-commerce services by selling visas, tours and education advice.

3.3.3. Data Analytics for Enhanced Insights

Data analytics provide the company with foresight in terms of client needs, enable it to identify the market trends and enhance all its services.

3.4. Challenges in Marketing Operations

The two spheres pursuing the individual market styles and promoting the outreach using digital means influences the way RVL markets itself. Naturally it is not simple. The area to deal with in tourism, immigration, and education is competitive challenges, changing tastes of the customers, and the stringent policies.

3.4.1. Intense Competition

The education and immigration consulting sector is very saturated; hence to emerge the winner, the trick is to stick out. That implies the provision of high-quality service and constant innovative services (Porter, 1985). RVL has an advantage over other competitors, as it provides unique services and establishes strategic partnerships.

3.4.2. Reforming Client Preferences

Tastes of clients my always change and they may be guided to various directions due to factors such as the economy, health and new policies. RVL steadies herself by putting focus on ethical procedures, client's empowerment as well as variety of costs adjust that are responsive to these changing needs.

3.4.3. Regulatory Complexities

Remaining within the international and domestic regulations in the migration and education consulting practice is difficult. To allow the operations to remain on course and gain the trust of clients, a rapid updating of policy knowledge and transparency are paramount.

3.5. Past Research Contribution on Service Industry on Marketing Operations

Research assists in highlighting the most appropriate marketing strategies and the challenges that every industry encounters. Smith and Taylor (2018) demonstrate that service innovation and strong client interaction are the basis of growth.

3.5.1. Client involvement and Service Customization

Individualization – services bring additional satisfaction and loyalty. The value of RVL is philosophized with the dedication to individual consultation and advice.

3.5.2. Targeted campaigns and Seasonal Promotions

To attract attention, special advertising in time and place occurs. As an example, intensive advertising in the period of travel in summer or visiting admission programs can increase the use of services considerably.

3.5.3. Client Retention and Relative Building

It is less costly and more effective to retain clients by strengthening their relationships and maintaining consistency of the services. The client-centric offering high-quality services promoted by RVL establish long-time loyalty.

3.5.4. Online Marketing Performance

According to Thompson and Green (2021), digital marketing has grown into one of the most significant tools of creating brand awareness. RVL acknowledges this change as indicated by its active online presence.

CHAPTER 4

MARKETING ACTIVITIES OF ROYAL VENTURE LIMITED (RVL)

4.1.Royal venture limited (RVL)

I. Vision

The company desires to be known all over as the most preferred company in tourism, immigration, and education consulting. Lucrative is the aim of RVL to be the number one option of any person, who seeks comprehensive, trustworthy assistance with travel, immigration, and educational ambitions. The firm expects its services to transform the lives of its customers and the communities they serve by working on innovations and commitment.

II. Mission

The mission of RVL is to enrich lives by making the travel experience memorable, making the immigration process easy and making learning possible. The company assures professionalism, integrity, and customer satisfaction at the highest level. All these services are tailored to satisfy the various requirements of the clients.

4.2.Strategic Marketing Program

RVL understands individual market segments and offers through excellence services that meet each segment. They have developed their marketing strategy to create awareness of their brand, increase the number of customers and make them loyal. To achieve these objectives, the firm relies on perpetual service innovation, affordable charges, effective customer services and tactful promotions.

III. Services

RVL offers one-stop tourism, immigration and educational consulting services. Its services are:

- Tailor-made domestic and international packages.
- Immigration help, in particular Canada.
- Admission assistance to those students who have a desire to enter popular universities in North America, Europe, Australia, Malaysia and India.
- All-inclusive packages of Umrah and Hajj.
- Finance facilitating hotel booking, visa, and ticketing of the air.

These services are customized to suit personal tastes and goals of respective clients and professional stakeholders.

IV. Place: Service Delivery Process

The customer-friendly nature of RVL helps in ensuring there is no hitch in service delivery as it is based on good network and clear communication channels. There are three primary routes via which customers can avail of the services:

- A special online channel that makes all the offerings accessible.
- Physical offices conveniently located to reach out to the urban and suburban customers.
- The joint venture as well as alliances with various schools and local tourism authorities which expand the market of the company.

V. Price

Customers give price in exchange to services offered by RVL and the company has adopted a flexible approach in which it can address various groups of clients as well as remaining competitive. Examples include:

- CHEAP travel packages that suit the tight means of the tourists.
- Premium packages to travelers of enriched goods.
- Attraction of high numbers of clients due to affordability of visa and immigration services.

VI. Promotion

RVL takes a bunch of marketing tools to promote its value to appropriate audiences:

1. Collaboration and Partnerships: Cooperation with academic institutions, travel agencies, and immigration organizations to increase the awareness of the services.
2. Seasonal Offers: Provision of discounts and special packages at peak season of travels and during festivals.
3. Digital Marketing: The use of social media, search engine optimization and cooperation with influencers as a strategy to spread the recognition of the brand among tech-savvy consumers.
4. Customer Loyalty Programs: Giving rewards to repeat customers like offering discounts, exclusive offers, and referrals.

VII. People

We are proud to have an experienced workforce whose focus is to deliver the outstanding service. Cooperation with the third-party logistics and service providers also occurs to guarantee efficiency in the course of operations. This is done by training the team members who are required to be kept abreast with the industry trends and with their customer service excellence.

VIII. Physical Evidence

The physical form of RVL incorporates:

- A head office in Dhaka, Bangladesh, which is used as a hub of operation.
- State-of-the art tools and technology that aids in smooth undertaking of services.
- The affiliation with international travel and education players, which increases its believability and stability.

IX. Process

The entire customer experience at RVL is smoothened through streamlined processes of the corporation. Several steps will be involved:

- The first meeting to know what the client wants.
- Individual advice and customization of packages.
- Effective implementation of bookings, processing of visas and other services.
- Constant feedbacks and assistance to ensure that clients are satisfied.

4.3. Business Approach in general

The vision of providing extraordinary quality, value and service is the long-term approach of RVL. This intercedes into high revenues and customer satisfaction, regardless of the competitive condition. The most important strategies are:

- Quality: The provision of high-quality services that are more than what the clients are expecting.
- Innovation: Committee is coming up with new service provision to suit the emerging market demands.
- Customer Satisfaction: Making RVL the leader in terms of customer satisfaction.
- Sustainability: An investment in beneficial business operations and social activities.

4.4. Growth Strategy Business

The expansion strategy adopted by RVL aims at five areas:

1. Trust: Creation of permanent relations on the basis of honesty and reliability.
2. Quality: Charging committed standards in service delivery.
3. Customer Focus: Keeping the needs of the customers in the middle of all initiatives.
4. Teamwork: The profitability of shared knowledge in terms of innovativeness and customer-loyalty.
5. Accountability: Putting an emphasis on sustainability, safety, and community welfare.

4.5. Where RVL is broken down

4.5.1. Strategic Approach

The strategy of RVL focuses on aligning resources between departments so as to provide maximum value to customers and have a solid presence in the market.

4.5.2. Segmentation, Targeting and Positioning (STP)

- Segmentation: Demographic and psychographic segmenting on individuals and institutions which are in need of travelling, immigration and schooling solutions.
- Targeting: Targeting consists in differentiated targeting in order to address various client's needs.
- Positioning: Being known as a service provider that can be relied upon, customer oriented and innovative.

4.5.3. Services

Rich portfolio of services provided by RVL guarantees a full range of solutions, both with the help of the most progressive tools and qualified specialists.

4.5.4. Pricing

A flexible pricing plan is adopted in Royal Venture Limited. The firm differentiates its services into the levels that are in line with client imperatives, local markets and complexity of service. For example:

- Travel Packages: Domestic and international tours are offered at competitive rates so that every income earner can participate in the tours. Even those willing to pay the price can avail high Tick luxury choices.
- Immigration Services: Immediately, the three categories of fees and charges are made transparent, including every application fee, consultation charge, and additional charges. The customers have the capability to decide to pay on flexible terms so that the expense becomes affordable.
- Educational Consultancy: The process of applications, visa assistance, and counseling is all combined into a package in the case of the study abroad services and are providing high-value services at affordable costs.
- Pilgrimage Packages (Umrah and Hajj): Prices are combined between inexpensive and high-quality. Various accommodations are provided based on accommodation type, traveling choices and additional services.

This variability in pricing allows Royal Venture Limited to be able to attract a large number of individuals and maintain simplicity in terms of payments in addition to providing good value of the money.

4.5.5. Place

Royal Venture Limited has managed to put in place an elaborate network that guarantees accessibility to its services in main markets, both locally and beyond its borders. The company does this by:

- Physical Offices: The offices are strategically placed in major cities and towns whereby the clients can access their office directly and there is a lot of trust between them and the client as they can consult face to face.
- Digital Accessibility: A user friendly, convenient website and mobile application will allow the clients to access services anywhere in the world and since it is 24/7, one can receive real time support.
- Global Partnerships: Partnerships with global institutions, travel agents and immigration consultants ensure smooth service provision beyond the confines of any country.
- Regional Representation: Local agents and representatives where targeted areas overcome geographical barrier and provide personalize services and induce market penetration.

This mixed method guarantees that Royal Venture Limited is open to customers based in a variety of places and, therefore, increases the efficiency of operations.

4.5.6. Promotion

Royal Venture Limited employs the advanced marketing in the digital world and other related strategies to propel its brand exposure and client connection. Renowned promotional activities are:

- Digital Campaigns: This involves the use of social media platforms, search engine marketing (SEM) and content marketing to target more individuals. Engagement and trust are improved by interactive posts, success stories and educational content.
- Collaborations Collaboration with learning institutions, tourist agencies, and religious groups generates more trust and market coverage. An example is the co branded campaigns with universities or airlines who target niche market.
- Events and Exhibitions: it is important to attend education events, travel expos, and community event to create direct contacts with prospective clients and demonstrate service opportunities.
- Loyalty Programs: Rewards such as referrals on discounts, discount on the second purchase and other so called exclusive membership schemes inspire customers to retain and promote through word of mouth.
- Multimedia Advertising: The assistance of the television, radio, and online screen advertising to attract people of various classes and offer maximum visibility and recall.

Such far-reaching promotional activities empower Royal Venture Limited to take firm position in the market and promote long relationships with clients.

4.6.SWOT Analysis

I. Strengths:

- Good reputation on the brand name and the distribution of different services.
- Strong networks and wide market range.
- Professional labor and creative service.

II. Weaknesses:

- Reliance on third party logistic.
- Very little presence in some foreign markets.

III. Opportunities:

- Penetrate into new markets.
- Demerging of services to have niche portions.
- Incorporation of modern technology to provide better experience to the customers..

IV. Threats:

- Severe competition in terms of competitors and new entries.
- Target markets regulatory and political issues.

With the help of these strategies, Royal Venture Limited is going to attain its vision and become an authorized authority in the sphere of tourism, immigration, and education consultancy.

CHAPTER 5

PROBLEMS AND RECOMMEDATIONS

5.1. Problems

The marketing activities of the Royal Venture Limited (RVL) have been analyzed and the main issues identified as based on the review of the marketing strategy, the marketing mix and the observations made by the researcher face to face about the period of study.

1. Poor Internet Prone System

Problem: RVL has not integrated a powerful online marketing strategy and hence it is unable to market its services well in the online market.

Impact: Poor online presence cuts its access to the technology-savvy customer base and decreases the brand exposure.

2. Poor Customer Service

Problem: The existing customer service system of RVL is not very streamlined, and it is unable to respond to client queries and concerns on time.

Impact: Response time lag may cause client dissatisfaction and the situation where they lose faith in the reliability of the company.

3. Inadequate training of employees

Problem: The employees are not given regular training programs to improve on their skills and knowledge regarding the best practices and the current trend on the industry.

Impact: This difference causes inexperience in serving customers as well as client satisfaction.

4. Minimized Diversification with Regard to Service Promotion

Problem: The current efforts of RVL in promoting itself need to be diversified in a manner that won’t fail to hit the various categories of customers.

Impact: The Company can hardly sustain and attract diverse clients without engaging in different and effective types of promotion.

5. Lots of Reliance on Manual Processes

Problem: RVL is facing the problem of manual dependence in most of its operations; marketing actions.

Effect: This results in wastages, higher rates of errors, and slow delivery of services.

6. Strategic Partnering Alignment

Problem: RVL has failed to develop adequate strategic alliance with educational institutions, airlines or any other important stakeholders.

Effect: This restricts its capacity in provision of competitive packages and inclusive solutions to customers.

7. Poor technology utilization

Problem: RVL is not extensively using the modern technology including CRM software or analytics software in marketing and customer relationship management.

Implication: This negatively affects the capacity of the company to use the customer data to provide appropriate services to clients.

8. Poor Brand Recognition

Problem: RVL brand has not gained much popularity in its targeted markets because of minimal promotions.

Effect: This limits the levels of trust and loyalty of the customers and makes competition with the existing industry players quite difficult.

9. Poor Motivation of Employees

The problem is that the current system of employee incentivisation does not correspond to their work and output.

Effect: The lack of morale among employees may lead to lower productivity together with increased turnover rate.

10. Expensive Running Expenses

Problem: RVL has a major problem in the context of operations involved, especially implicated in the aspect of visa processing and ticketing service.

Influence: These expenses have an implication on profitability and they restrict the company to invest in growth territories.

5.2. Recommendations

Strategic recommendations to overcome the outlined difficulties are the following:

1. Work out a Full-scale Internet Marketing Plan

Actions:

- Improve the official site by making it interactive and easily navigated..
- Use the social media as a tool to reach out to potential clients with specific campaigns.
- Implement content marketing and search engine optimization as a attract organic traffic..
- Apply email marketing programs to popularize services and news.

Intended Result: Growth in digital presence, customer relations and market influence.

2. Effective Customer Service activities

Actions:

- Implement a customer service department (on several platforms (via the phone, via the internet, etc.)
- Having incorporated AI-enabled Chabot to answer mundane questions effectively.
- Observing and assessing the feedback of customers in order to improve the quality of services every time is highly necessary.

Projected Result: More client satisfaction and increased brand trust rates..

3. Bring in Frequent Employee Training Interventions

Actions:

- Design extensive training programs on business trend, customer care and work excellence.
- Subject to regular workshops and seminars.
- Make online learning materials available.

Expected Outcome: Emergence of improved employee skills, as well as customer relations.

4. Promotional Activities should become more diverse

Actions:

- Provide a combination of both online and offline media, such as collaborating with influencers and advertising.
- Exploit customer segment and seasonal promotional campaigns.

- Learn how business analytics measures the success of promotional strategies.

Expectation: Better engagement and growth in numbers of customers.

5. Digitalization and Automation of the Operations

Actions:

- Use superior CRM systems in customer relationship management.
- Utilization of analytics software to learn how customers act and improve the marketing process.
- Digitize visa processing and ticketing; to eliminate error and accelerate activities.

Anticipated result: Efficiency increase and save operational expenses.

6. Form Strategic Alliances

Actions:

- Form partnership with schools, Airlines and the other service providers.
- Negotiate partnership to provide competitive package and exclusive benefits.

Desired Result: Listed better services and higher competitive ability in the market.

7. Increasing Brand visibility

Actions:

- Make a continuous investment towards branding activities such as redesigning of logos and developing of tag lines.
- Running events and webinars to establish the leading industry position of RVL.
- Host success stories and testimonials to make the brand trustworthy and credible.

Forecasted Outcome: Greater presence in the market and increased client retention.

8. Amend Employee Motivation Plans

Actions:

- Introduce incentives and rewards in terms of performance.
- Acknowledge excellence in terms of awards and admittance of success.
- Provide an opportunity towards career development.

The Anticipated Result is an enhanced employee morale, increased output and turnover decrease.

9. Streamline the Operating Costs

Actions:

- Pay fine analyses mitigation to determine wastages.
- Negotiate improved conditions with suppliers and partners.
- Using energy-efficient technologies to reduce the expenses on utility bills.

The result is that anticipated profitability and financial flexibility will increase.

10. To increase the use of Technology

Actions:

- Implement the latest software in analytics, CRM and service management.
- Train employees in the ways of using technology tools.
- Regularly uplift systems to keep up with the industry standards.
- The anticipated result is better decision-making and service delivery.

Through these recommendations, Royal Venture Limited will be able to cut across its odds and meet its goals in addition to building its brand in the tourism, immigration, and education consultancy.

CHAPTER 6

CONCLUSION

6.1. Conclusion

This report has established some areas of strengths and improvement in the marketing activities of the Royal Venture Limited (RVL) after a thorough research. Customers satisfaction, diverse services and the ethical practices have made RVL a new company emerging in tourism, immigration and education consultancy. These values signify how the company has managed to respond to the various needs of its clients in a satisfactory manner which presents the company with a reputation of trustworthiness and professional status within an industry. Offering customized solutions as well as maintaining healthy relationships has allowed RVL to establish itself as a reliable service provider in the competitive consultancy at large.

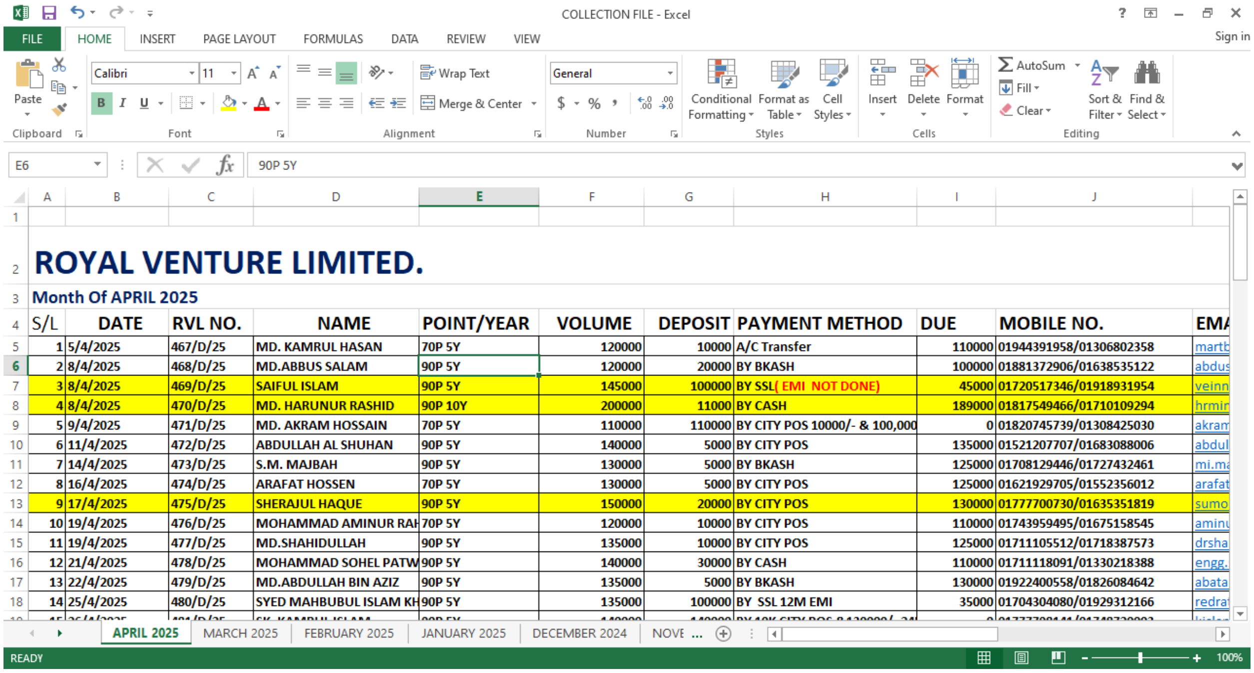
The ultimate aim of this report is to evaluate the marketing operation of RVL, its marketing mix and how it meets with the industry best practices. RVL also seeks to empower the clients through quality information and service delivery by exploiting the vision of innovation and excellence. The strategic objectives of RVL such as internationalization of the network, diversification of services and ethics guarantee that the company is customer oriented and responsive to prevailing market dynamics. The fact that the company is able to implement such strategies is the reason why it is likely to be successful in the future.

Nevertheless, issues like lack of a thorough marketing strategy both digitally and physical, engagement with clients and training of the personnel are opportunities that can be countered. The existence of these gaps has prevented RVL to expand its operations and retain competitive edges.

With the help of the strategies that the recommendations presented in this report introduce, RVL can handle these problems, especially by developing efficient online marketing strategies, introducing engaging platforms focused on clients, and strengthening the employee training programs. It is the measures put in place in strategic plans that do not only enhance operational efficiency but also enhance strong customer relationships, enhance growth of the employees and an expansion of the market.

To sum up, RVL missions and values are undoubtedly strong, and the implementation of the recommended strategies would help the company realize its vision of turning into a worldwide renowned business of tourism, immigration, and education consultancy. This report will act as a guide to the Royal Venture Limited to optimize its marketing activities and address obstacles as well as sustain its growth in the highly competitive market.

Appendix



COLLECTION FILE - Excel

S/L	DATE	RVL NO.	NAME	POINT/YEAR	VOLUME	DEPOSIT	PAYMENT METHOD	DUE	MOBILE NO.	EMA
	ROYAL VENTURE LIMITED.									
	Month Of APRIL 2025									
1	5/4/2025	467/D/25	MD. KAMRUL HASAN	70P 5Y	120000	10000	A/C Transfer	110000	01944391958/01306802358	martb
2	8/4/2025	468/D/25	MD.ABBUS SALAM	90P 5Y	120000	20000	BY BKASH	100000	01881372906/01638535122	abdus
3	8/4/2025	469/D/25	SAIFUL ISLAM	90P 5Y	145000	100000	BY SSL(EMI NOT DONE)	45000	01720517346/01918931954	veinn
4	8/4/2025	470/D/25	MD. HARUNUR RASHID	90P 10Y	200000	11000	BY CASH	189000	01817549466/01710109294	hrmir
5	9/4/2025	471/D/25	MD. AKRAM HOSSAIN	70P 5Y	110000	110000	BY CITY POS 10000/- & 100,000	0	01820745739/01308425030	akram
6	11/4/2025	472/D/25	ABDULLAH AL SHUHAN	90P 5Y	140000	5000	BY CITY POS	135000	01521207707/01683088006	abdul
7	14/4/2025	473/D/25	S.M. MAJBAH	90P 5Y	130000	5000	BY BKASH	125000	01708129446/01727432461	mi.ma
8	16/4/2025	474/D/25	ARAFAT HOSSEN	70P 5Y	130000	5000	BY CITY POS	125000	01621929705/01552356012	arafat
9	17/4/2025	475/D/25	SHERAJUL HAQUE	90P 5Y	150000	20000	BY CITY POS	130000	01777700730/01635351819	sumo
10	19/4/2025	476/D/25	MOHAMMAD AMINUR RAH	70P 5Y	120000	10000	BY CITY POS	110000	01743959495/01675158545	aminu
11	19/4/2025	477/D/25	MD.SHAHIDULLAH	90P 5Y	135000	10000	BY CITY POS	125000	01711105512/01718387573	drsha
12	21/4/2025	478/D/25	MOHAMMAD SOHEL PATW	90P 5Y	140000	30000	BY CASH	110000	01711118091/01330218388	engg.
13	22/4/2025	479/D/25	MD.ABDULLAH BIN AZIZ	90P 5Y	135000	5000	BY BKASH	130000	01922400558/01826084642	abata
14	25/4/2025	480/D/25	SYED MAHBUBUL ISLAM KH	90P 5Y	135000	100000	BY SSL 12M EMI	35000	01704304080/01929312166	redra

APRIL 2025 | MARCH 2025 | FEBRUARY 2025 | JANUARY 2025 | DECEMBER 2024 | NOVE ...

Figure 01: Monthly Sales Report April 2025

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