



Internship Report

On

Marketing Strategies of a Nationwide Internet Service Provider: A Study on Triangle Services Limited.



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**Department of Business Administration,
Daffodil International University.**

Date of Submission:

Letter of Transmittal

Date: 10/08/2025

To,

Prof. Dr. Shibli Shahriar Program

Department of Business Administration

Daffodil International University.

Subject: Submission of the internship Report for MBA program on ‘Marketing Strategies of a Nationwide Internet Service Provider: A Study on Triangle Services Ltd’

Dear Sir,

It is privilege for me to submit the internship report on the topic titled “The Marketing Strategies of Triangle services Limited. This report provides me the valuable opportunity to enrich my knowledge about the ISP Industry in Bangladesh.

Now, I am submitting my internship report for your kind approval. I sincerely hope that report will meet my expectation and received by you and our honorable board members.

Yours Faithfully



Signature.....

Md Ashik Mahamud

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MBA Program

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Declaration

I hereby declare that this internship report is my own work and has been prepared under the supervision of Prof. Dr. Shibli Shahriar Program Director, Department of Business Administration, Daffodil International University.



Signature.....

Md Ashik Mahamud

ID: 242-14-017

MBA Program

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Letter of Acceptance

This is to certify that Md **Ashik Mahamud**, ID: - **242-14-017**, MBA Program, Department of Business Administration, Daffodil International University. He has completed his internship program at The Marketing Strategies of Triangle services Ltd. 7th Floor Ta, Wakil Tower, 131 Gulshan Badda Link Rd, Dhaka 1212, He has prepared this internship report under my direct supervision. His internship topic is The Marketing Strategies of Triangle Services Ltd.

I wish him every success in his future endeavors.



Signature.....

Program Director

Prof. Dr. Shibli Shahriar

Department of Business Administration

Daffodil International University

Acknowledgement

I want to start by sincerely thanking Allah Ta'ala for giving me the courage, endurance, and chance to finish this internship report. As a crucial component of my Master of Business Administration (MBA) journey, this internship program has given me practical knowledge of the corporate world and priceless on-the-job experience.

I was fortunate to work closely with committed professionals at Triangle Services Ltd., whose advice and assistance greatly influenced the way I learned. For their constant collaboration, wise counsel, and kind support during the internship, I am truly grateful to Md. Nufassur Rahman, Deputy General Manager, and Mostafa Asif Ridoy, Team Leader. My analytical skills were enhanced by their mentoring, which also assisted me in bridging the gap between academic knowledge and practical application.

My sincere gratitude also goes out to Prof. Dr. Shibli Shahriar, Program Director, Department of Business Administration, Daffodil International University, who is my academic supervisor. His unwavering encouragement, insightful criticism, and support throughout the internship were crucial to the accomplishment of this report.

Executive Summary

This report focuses on the marketing strategies of Triangle Services Limited, where I did my MBA internship as a part of the program at Daffodil International University. Under my supervisor Prof. Dr. Shibli Shahriar, I had the opportunity to participate in different marketing activities.

In particular, the research focuses on key factors of the company's marketing action, including customer segmentation, pricing strategies, service differentiation, brand positioning, digital marketing, and customer retention. Triangle Services Limited is a nationwide internet provider. During my internship, I tried to cover how the marketing department works—from planning, strategy to client and service. I was involved in tasks such as sending service order forms and handling change requests, which gave me real life experience into the company's work environment. I also examine how different teams within the marketing department work like Corporate, and Retail. Each team had its own responsibilities, and lesson about their roles helped me see the bigger image of how marketing supports the company's growth. When I was doing my job, there are some difficulties during collecting data and faced a few limitations. Still, the experience taught me a lot—especially about my communication with client during conversation because communication is one kind bridge of meaning. It help organizational attitude, how marketing strategies work in actual field. Based on my findings, I added some valuable suggestions that could help marketing field. This report paper not only reflects my academic journey and adds some information. These suggestions aim to get up Triangle Services Limited's marketing effectiveness, improve internal communication, and strengthen its image in a highly competitive market.

In conclusion, the internship has helped me adjust the gap between academic knowledge and corporate practice. It based on my understanding of strategic marketing and assists me to contribute meaningfully to the (ISP) industry in the future.

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CHAPTER ONE

INTRODUCTION

2.1 Introduction

Now days this competitive and technology-driven marketplace, effective marketing strategies play very valuable role for any company to accelerate growth, create image, trust, and maintain customer relationships. The ISP sector in Bangladesh has grown over the past decade, with rising demand for reliable connectivity. This powerful image, Triangle Services Limited, has been founded as a great Internet, and IP Telephony Service Provider (IPTSP), offering nationwide coverage to corporate and single clients all over the country. This paper is the outcome of my internship experience at Triangle Services Limited, driven as part of the MBA program at Daffodil International University, under the guidance of Prof. Dr. Shibli Shahriar, Program Director of the Department of Business Administration. The report shifted me with a identical opportunity to understand with organizations marketing activity, allowing me to connect theoretical lesson with applied application. The primary objective of this report is to analyze and evaluate the marketing strategies adopted by Triangle Services Limited. It pursue how the organization makes positions its services, communicates with its target audience and itself in the present market. The practice also explores the internal structure of the marketing department, such as Corporate Sales and Resell. During my internship, I was connected in many operational tasks, like processing service order forms, interacting with clients, and so on. These hand on experiences helped me understand the work environment of a marketing executive, customer relationships, and service delivery. Additionally, the company's use of the marketing mix—product, price, place, and promotion—and how it works to meet the needs of various customer segments. In addition, the report includes a situation analysis to assess Triangle's recent market position. It also highlights a few difficulties that I faced during the internship, such as limited access to internal data and gaps between departments. Although, the experience was particularly contributed to my organizational development. However, this report will provide a clear overview of Triangle Services Limited's (TSL) marketing strategies, identify areas for improvement, and offer practical suggestions that could promote the company's performance and customer satisfaction. It reflects my academic lesson and the real-life insights gained through active participation in this business.

2.2 Origin of the Report

As a part of the Masters of Business Administration (MBA) course requirement, it is a 17-week internship program to set up the students for real-life business administration. I took an internship with Triangle Services Ltd., which is a well-known ISP in Bangladesh. I have chosen to do my internship report titled “Marketing Strategies of a Nationwide Internet Service Provider: A Study on Triangle Services Limited”.

It will raise the learning of my professional life, and it will help to apply theoretical knowledge in practical life. I am happy to work as an intern with this company, and this experience will surely help me for a better future. I prepared this report as a part of the Intern Program, where I learned so many things. The main difficulty was converting the theoretical concepts into real-life experience.

2.3 Objectives of the report

This study has the following primary and secondary objectives.

The objectives of the report can be viewed in two forms:

- ❖ Primary objective
- ❖ Secondary objective

2.3.1 Primary objectives

- ❖ To examine and assess the marketing strategies used by Triangle Services Limited as a national Internet Service Provider.

2.3.2 Secondary objectives

- ❖ To identify the main parts of Triangle Services Limited's marketing mix: product, price, place, and promotion. Assess how well they work together.

2.4 Limitations of the study

This study has some limitations. I have faced some barriers while I was preparing this report. However, as an intern, it was a huge scope for me to know the marketing strategy and how it works.

Some confines are as follows:

- Time: The major limitation I faced was time. The officials did not have enough time to respond to my question whenever I asked for any data, they tried their best to provide the right data.
- sources: Due to the limitations of various sources of data, the report doesn't contain enough important information. Lacking prior experience, I was not capable of providing valuable information.
- Organizational Limitation: Limited data significantly restricted, which has hampered the scope of analysis required for the study.
- Limited practical resource: Preparing a formal document such as an analysis report requires, some prior experience in this field. So, lack of experience is the limitation that creates blank space for this study.

CHAPTER TWO

LITERATURE REVIEW

3.1 Literature Review

The fast growth of internet usage in Bangladesh has demanded a competitive environment for Internet Service Providers (ISPs) to improve valuable marketing strategies. Triangle Services Limited, a nationwide ISP, has created itself as a provider of high-speed internet and trustworthy IT solutions. This literature review investigates marketing strategies related to ISPs, with a focus on Triangle Services Limited's operation, good branding approaches, and how they treat with trends in Bangladesh's digital marketing position. This academic research, industry reports, and accomplished marketing practices provide an analysis with evidence.

In 1997, Triangle Services Limited started their business and is recognized as a licensed nationwide Internet services provider by the Bangladesh Telecommunication Regulatory Commission (BTRC). Triangle services Ltd serves both clients, corporate, and individual. They are offering Tufan (10 Mbps) and the most best-selling package (20 Mbps) for corporate package they serve only two packages, 30 Mbps and 40 Mbps. TSL offers email marketing, software development, IT training for freshers. The company claims of 99% uptime, stable connection and satisfying customer support. Triangle's marketing team are focusing stable high-speed internet for, streaming, and uninterrupted business operations, reflecting an understanding of customer needs.

Many ISPs in Bangladesh, Triangle has wrapped social media marketing such as Facebook, Instagram, TikTok for promotion and highlights their content for audience. Sometimes they raise gaming content for E-sports player. Literature suggests that ISPs targeting millennial consumers benefit significantly from social media campaigns that highlight perceived quality and competitive pricing (BRAC University Thesis, 2022).

The marketing approach of Internet services provider in Bangladesh reflects trends in this recent market where digital marketing increases the engagement (ResearchGate, 2020).

In recent times, ISPs marketing often connect bundling services. The lesson highlights the brand.

The marketing approach of ISPs in Bangladesh reflects broader trends in emerging markets, where digital channels dominate due to cost-effectiveness and high youth engagement (ResearchGate, 2020). Effective ISP marketing strategies often combine brand posit with customer experience, pricing plasticity, and combine of services. Academic learning peak that a brand's success in the Bangladeshi Internet services provider (ISP) market rely on its ability to rose digital channels while maintaining strong quality, services and competitive pricing (Scribd, 2020; MDPI, 2024). Globally, ISPs also invest content partnerships, community engagement areas where the company could expand its marketing portfolio.

Triangle Services Limited faces difficulties typical of ISPs in competitive markets, including price competition, consumer skepticism about service reliability, and the need to continuously upgrade infrastructure. This report identifies some main marketing challenges for ISPs in Bangladesh: there is some gape in structured digital marketing strategies, underutilization of analytics, and less brand picture of differentiation (BRAC University, 2022; ResearchGate, 2020). Favor include leveraging influencer marketing, expanding content marketing efforts, offering bundled digital services, and implementing targeted advertising campaigns based on data-driven insights

.

This study identify that Triangle services Ltd marketing are in right track with others ISP marketing trends in Bangladesh, because of their use of social media such as Facebook, Instagram and so on to communicate service advantages. However, the research paper also point out that integrating offline marketing, increasing picture of a brand, storytelling, and covering more data-driven targeting could improve the marketing. From my point of view, amplify channel marketing campaign with good content and creators offering bundles. These steps could rise TSL advantages in the nationwide ISP market.

CHAPTER THREE

RESEARCH METHODOLOGY

4.1 Methodology

This study aims to examine the overall marketing strategies of Triangle Services Limited, a nationwide Internet Service Provider (ISP), with a focus on understanding the components and effectiveness of its marketing approach in a competitive telecommunications market. The research done by mixed-methods technique, qualitative and quantitative data collection techniques. This allows for a comprehensive understanding of the marketing strategies, consumer perceptions, and the competitive dynamics within the ISP sector.

For this report, primary and secondary data were needed. I collected the information collected from the Triangle services employee such as Executives, the customer support team, team leaders it to my report. Secondary information we gather from different reports, notes and books. I use google scholar to find different report. The valuable information required for execution of the report was collected in a very systematic way. However, this data was sourced from primary and secondary channel to ensure the analysis.

4.2 Research Approach

A mixed-method approach is used:

4.2.1 Quantitative: Structured survey questionnaires to collect measurable data on employees' perceptions of marketing effectiveness, customer engagement, and strategy execution.

4.2.2 Qualitative: Open-ended questions in the survey to capture deeper insights, suggestions, and practical experiences from employees.

4.3 Target audience and sample farmwork

The target population for this study comprises employees of Triangle Services

Limited across different departments such as Marketing & Sales, Customer Support, Technical, and Administration.

- Sampling Method: *Purposive sampling* is applied to ensure that employees with relevant knowledge and experience of the company's marketing strategies are included.
- Sample Size: Depending on availability and willingness, approximately **15-30** employees will be surveyed to ensure adequate representation from various departments.

4.4 Data Collection Methods

Primary data will be collected using self-administered survey questionnaires distribute via online forms (Google Forms,). The questionnaire will be divided into sections:

1. Demographics – department, designation, years of experience.
2. Perception of Marketing Strategies – awareness of campaigns, effectiveness of social media marketing, customer targeting, brand positioning.
3. Effectiveness Assessment – Likert scale questions to measure agreement with statements on speed, coverage, reliability, and promotional offers.
4. Suggestions for Improvement – open-ended questions to gather creative ideas from employees.

4.5 Research Instrument

The survey questionnaire will be developed based on existing literature on ISP marketing strategies and refined after discussion with the research supervisor. The instrument will include:

- Closed-ended questions for statistical analysis.
- Open-ended questions for narrative feedback.

A pilot test with 3–5 employees will be conducted to ensure clarity and relevance of questions before full deployment.

4.6 Data Sources

4.6.1 Primary Data: Responses from the employee survey.

4.6.2 Secondary Data: Company marketing documents, annual reports, promotional materials, website and social media content, and academic literature on ISP marketing strategies in Bangladesh.

4.7 Data Analysis

4.7.1 **Quantitative Data:** Analyzed using descriptive statistics (frequency, percentage, mean scores) to identify trends and patterns in employees' responses.

4.7.2 Qualitative Data

Analyzed through thematic analysis to extract recurring themes and unique suggestions from open-ended responses.

Data analysis will be conducted using software tools such as Microsoft Excel or SPSS for quantitative results and manual coding for qualitative responses.

4.8 Ethical consideration

Taking part in the survey will be completely voluntary. All participants will be told about the purpose of the study before answering. Their names will not be collected, and all answers will be kept private. The information will only be used for this academic report.

4.9 Limitations

The methodology is limited to employees of Triangle Services Limited, meaning customer perceptions are not directly captured. As such, the findings may reflect internal perspectives rather than the full market.

CHAPTER FOUR

COMPANY PROFILE

5.1 Company Overview

Only two cities, Dhaka and Chittagong, use the well-known Internet services provider Triangle Services Limited's Leased Optical Fiber Network. In Bangladesh, there are roughly 300 km of underground and a 10,000 km aerial optical fiber network. Triangle provides businesses in every industry with cutting-edge managed network services. Triangle uses a 1 Gbps wireless ring and 10 Gbps optical fiber mesh to operate with a number of POPs throughout the city of Dhaka. Similar networks are currently being built in other cities. We have a tested solution for every need, regardless of the size of the business. Our esteemed clients are highly satisfied with our network presence, telecom and IT experience, and direct support. Triangle provides a wide range of network solutions, including Internet, data connectivity, network management services, co-location and data center services, and value-added services like internet telephony, renowned networking, and business equipment, among others.

Triangle Services Ltd. has been one of Bangladesh's most prominent and promising Internet service providers (ISPs) since its founding in 1997. The business is continuously gaining recognition for providing our esteemed residential and business clients with innovative Internet solutions and quick, dependable Internet access.

In order to support a wide range of convergent services like fast broadband access, voice, data, triple play, and various connectivity solutions like Virtual Private Networks (VPN), Triangle Services has deployed a high-quality network infrastructure backbone that includes more than 3000 km of optical fiber and Metropolitan Area Network (MAN) throughout the nation's capital city (Dhaka) and all of its divisions (Chittagong, Sylhet, Khulna, Barishal, Rajshahi, Rangpur, and Maymanshing).

Triangle Services has also expanded to include professional IT training, IT consulting, web hosting, email marketing, and web-based software development and website design.

Triangle is always prepared to provide you with real amenities and the best possible value.

To the best of its ability, the company is dedicated to delivering total customer satisfaction, and it makes sure that all internal processes and practices are appropriate for that goal. Triangle Services Limited has put in place a quality management system to guarantee that our clients receive professional service.

Triangle Services Limited supports the idea that suppliers and customers should collaborate to implement this policy and continuously aim to raise the caliber of services.

The following core ideas form the basis of the quality policy:

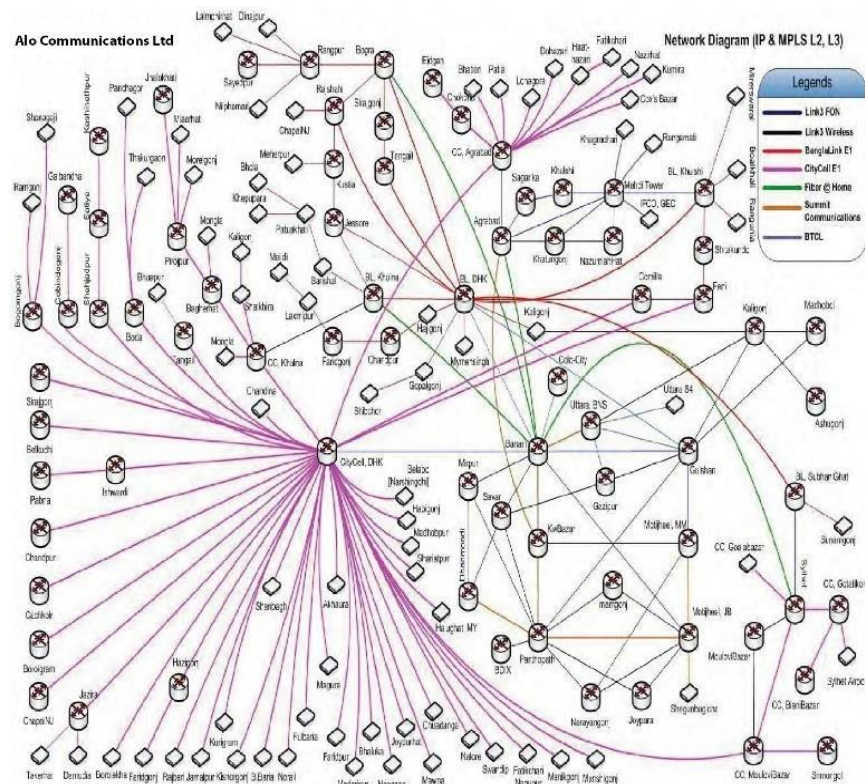
- Making certain that we completely recognize and meet the needs of our clients.
- Examining our procedures for providing services, spotting any potential mistakes, and taking the required steps to get rid of them.
- Everyone knows how to perform their duties and does them correctly the first time.
- Making sure that revenue grows by at least 10% annually.

They all pledged to consistently operate to this standard, and we are upholding the required Quality Approvals in accordance with our clients' demands.

For the benefit of all of our clients, TSL will continuously assess and enhance our offerings to guarantee that tasks are finished as quickly and affordably as possible.

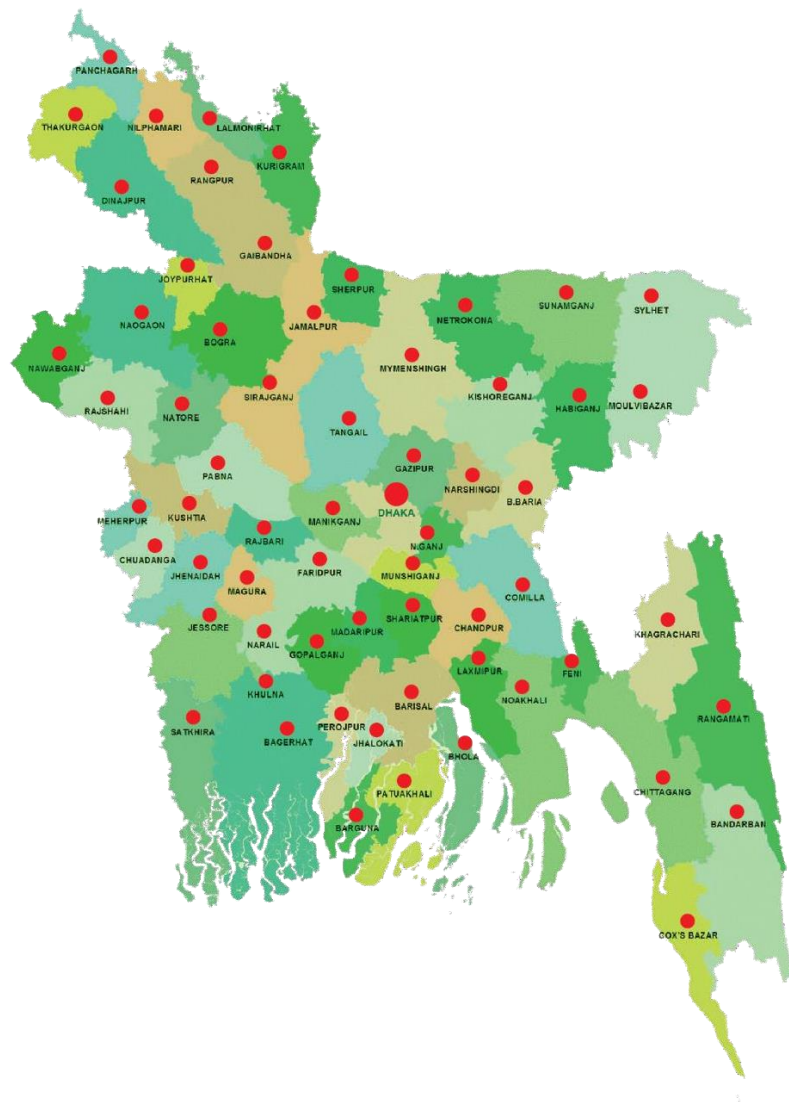
5.2 Triangle services nationwide base services

As mentioned earlier, Triangle services Ltd. owns and operates multiple Base Stations among its network coverage. All the base Stations in Dhaka are connected over multiple methods to alternative Base Stations. Every Base Station has its own Cisco router, running dynamic protocol. Whether or not the first link between 2 Base Stations fails, the property is routed over a unique path automatically. Please see the diagram below for details Country wide base station with redundancy.



5.3 Operational Network

Many criteria are observed by Triangle services Ltd. once coming up with a network infrastructure, like redundancy, measurability, easy management and performance. The network situation of the entire country at a look is shown within the diagram below.



CHAPTER FIVE

INDUSTRY PROFILE

6.1 Industry Profile

The Internet Service Provider (ISP) industry in Bangladesh has grown rapidly over the past two decades, driven by increasing demand for high-speed internet, digital transformation, and mobile connectivity. This area has evolved alongside significant advancements in telecommunications infrastructure, government beginning, and growing adoption of internet services across various sectors like Facebook, Instagram, YouTube, education, finance, and entertainment.

Market Size & Growth

In our country ISP industry has seen steady growth in present years, with a surge in both fixed-line broadband and mobile internet usage. Now days the total number of internet subscribers has been consistently increasing for some valuable reason , driven by both urban and rural penetration.

6.1.1 Broadband Connections:

There is some broadband connections are extending, especially in modern city centers, although rural areas still have some obstacles. As of 2023, Bangladesh has more than **100 million internet subscribers**, among them most of the subscribers are mobile users. However, broad band internet is increasing slowly; government is helping to reach the internet properly

The mobile internet area governs the overall internet market, with the majority of internet users accessing the internet by using smartphones. The use of 4G and, more recently, 5G services has been growing rapidly in cities, with companies like Grameenphone, Robi, and Bangla link leading the market.

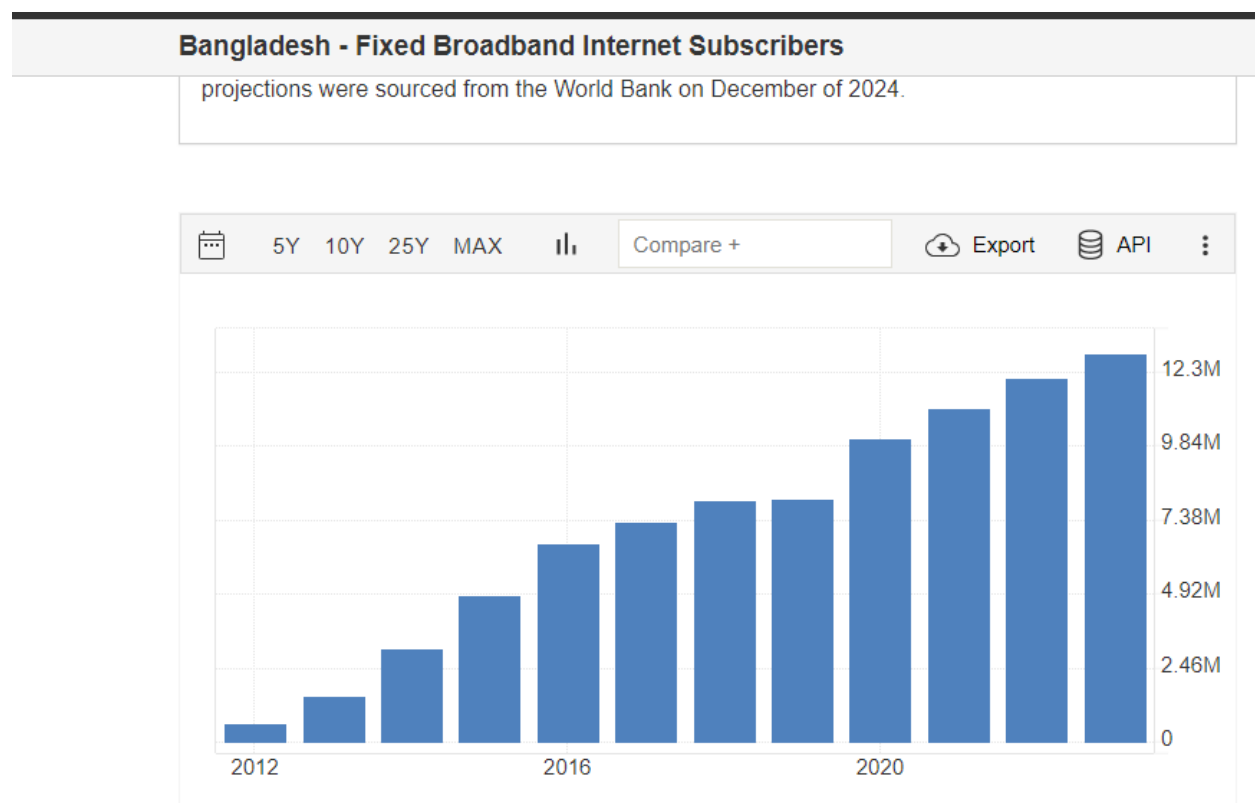
6.1.2 Fiber Optic Networks

The deployment of fiber-optic networks for broadband has expanded, with several local and international ISPs providing high-speed fiber-based broadband services. Fiber networks are primarily concentrated in urban areas like Dhaka, Chittagong, and Sylhet.

6.2 Competitive Market Scenario

As of December 2023, there were 12.88 million broadband internet users in Bangladesh. This is part of the total of 190.81 million internet subscribers in the country, which also includes 131 million internet subscribers and 118.49 million mobile internet users.

The broadband internet market in Bangladesh has grown rapidly in recent years, with many service providers emerging. However, industry insiders say it will be difficult for operators to provide stable and high-speed connectivity with greater bandwidth and reliability than wired broadband.



Fixed broadband subscriptions refer to fixed subscriptions to high-speed access to the public Internet (a TCP/IP connection), at downstream speeds equal to, or greater than, 256 kbit/s. This includes cable modem, DSL, fiber-to-the-home/building, other fixed (wired)-broadband subscriptions, satellite broadband and terrestrial fixed wireless

broadband. This total is measured irrespective of the method of payment. It excludes subscriptions that have access to data communications (including the Internet) via mobile-cellular networks. It should include fixed WiMAX and any other fixed wireless technologies. It includes both residential subscriptions and subscriptions for organizations.

6.3 Products of different ISPs in Bangladesh

In Bangladesh, several Internet Service Providers (ISPs) offer a range of products and services to meet the diverse needs of consumers, businesses, and organizations. These ISPs provide broadband internet, wireless connections, leased lines, and other related services. Here are some of the prominent ISPs and their key offerings:

6.3.1 Bangladesh Telecommunications Company Limited (BTCL)

- **Broadband Internet:** BTCL offers high-speed broadband services using both fiber optics and copper-based technologies.
- **Leased Line Services:** Dedicated leased line connections for businesses.
- **VoIP Services:** BTCL also provides Voice over Internet Protocol (VoIP) services.
- **Wi-Fi Services:** Available in public spaces and other designated areas.

6.3.2 Grameenphone Internet (GP)

- **GP Internet:** Offers mobile data, broadband, and Wi-Fi services through a variety of packages.
- **Mobile Internet:** 3G, 4G, and 5G services for mobile devices.
- **Home Broadband:** High-speed internet for homes using fiber optics.
- **Internet Packages:** Multiple prepaid and postpaid internet packages, including daily, weekly, and monthly options.

6.3.3 Robi Axiata Limited

- **Robi Broadband:** High-speed fiber-optic broadband services for homes and businesses.
- **Mobile Data:** Offers 4G LTE, 5G internet packages for mobile devices.

- **Fixed Wireless Internet:** Internet services for areas where wired connections are not feasible.
- **Dedicated Internet:** Businesses can get leased lines and dedicated internet connections.

6.3.4 Banglalink (Global Telecom)

- **Mobile Internet:** 3G, 4G, and 5G internet services for smartphones and mobile devices.
- **Home Internet:** Fiber-based broadband internet connections for households.
- **Internet Packages:** Various data packages for both prepaid and postpaid users.
- **Business Solutions:** Dedicated internet services, leased lines, and cloud solutions for businesses.

6.3.5 Wi-Tribe Bangladesh

- **Wi-Fi Internet:** Offers wireless internet services in select areas.
- **Home Internet:** High-speed broadband for home users, delivered via fixed wireless technology.
- **Leased Lines:** Provides leased lines and other data solutions for businesses.
- **Corporate Solutions:** Tailored internet packages for enterprise needs.

6.3.6 Summit Communications

- **Summit Fiber Optic:** Provides high-speed internet via fiber-optic technology for both residential and business customers.
- **Dedicated Internet:** Offers leased line and dedicated internet services for enterprises.
- **Data Center Services:** Summit also offers data center and cloud services to businesses.

6.3.7 Link3 Technologies

- **Fiber Internet:** High-speed broadband internet via fiber optic cables.
- **Leased Lines:** Dedicated leased line services for businesses and large organizations.
- **Cloud Services:** Offers cloud hosting, virtual private networks (VPNs), and other managed IT services.
- **Corporate Solutions:** Dedicated internet and IT solutions for enterprise clients.

6.3.8 Ollo (Bangladesh)

- **Olo Broadband:** High-speed fiber-optic broadband services for both homes and businesses.
- **Internet Packages:** Various internet packages with unlimited data for residential customers.
- **Leased Line:** Business-oriented leased lines with high bandwidth for large organizations.

6.3.9 XITRON

- **Internet Services:** Fiber broadband internet for residential and business customers.
- **Corporate Solutions:** Leased lines, high-capacity internet, and data services for businesses.
- **Cloud Solutions:** Provides cloud-based services, including data storage and computing services.

6.3.10 City cell (now merged with Robi)

- **Mobile Data:** Prior to the merger, Citycell was known for offering mobile internet; however, their operations have now been integrated into Robi's services.

6.3.11 Fiber @ Home

- **Fiber Broadband:** High-speed internet connections via fiber optics for both residential and commercial customers.
- **Leased Line:** Business internet solutions such as leased lines and high-bandwidth dedicated services.
- **VPN Services:** Virtual private networks for secure internet connections for businesses.

6.3.12 Tele Talk

- **Mobile Internet:** Tele Talk offers 3G and 4G mobile data packages.
- **Home Broadband:** Fixed-line broadband options in certain areas.
- **Business Solutions:** Dedicated leased lines and other corporate solutions.

6.3.13. Ananda Networks

- **Fiber Optic Broadband:** Offers high-speed fiber broadband to residential and business customers.
- **Internet Leased Line:** Dedicated internet connections for enterprises.

6.3.14. Akij Broadband

- **Fiber Broadband:** High-speed fiber-optic broadband services.
- **Corporate Internet:** Leased line and customized solutions for businesses.

6.3.15. Bengal Broadband

- **Fiber Internet:** Provides internet services using fiber optics in selected areas.
- **Home Broadband:** Offers unlimited broadband for residential users.
- **Business Solutions:** Provides leased lines and other data services for businesses.

Other Notable ISPs:

- **Zycoo**
- **Airlink**
- **Airtel (now merged with Robi)**
- **Supernet**
- **Storm Fiber** (a part of Summit Communications)

6.4 Internet Packages

The ISPs in Bangladesh offer various internet packages such as:

- **Unlimited Data Plans:** Monthly or yearly plans offering unlimited data.
- **Data Packages:** Daily, weekly, or monthly data limits for mobile users.
- **Prepaid/Postpaid Plans:** Flexible options for both prepaid and postpaid customers.
- **Special Packages:** For students, heavy users, and businesses, including dedicated services.

6.5 Technologies Used:

- **Fiber Optic Technology:** The majority of ISPs in Bangladesh now use fiber optics for high-speed broadband services.
- **4G/5G:** Mobile internet is widely available, with several ISPs offering 4G LTE and 5G services for mobile and home users.

- **Wi-Fi:** Some ISPs offer Wi-Fi packages, especially for public and semi-public locations.
- **Leased Lines and VPNs:** Dedicated internet lines and VPNs are common for business solutions.

These products and services cater to different user needs, from home users and small businesses to large enterprises and government organizations. The competition among ISPs has helped to drive improvements in speed and service offerings across the country.

CHAPTER SIX

MARKETING STRATEGY OF TRIANGLE SERVICES LIMITED

6.1 Marketing strategy of triangle services Ltd.

Triangle Services Limited is a diversified company based in Bangladesh, primarily known for offering a range of services such as security services, facility management, manpower supply, and more. While detailed and specific marketing strategies may vary, companies like Triangle Services Limited often adopt a combination of traditional and modern marketing approaches to promote their services and maintain a competitive edge.

Here are some key marketing strategies that Triangle Services Limited or similar service-based companies may implement:

6.2 Branding and Reputation Building

6.2.1 Reputation for Reliability

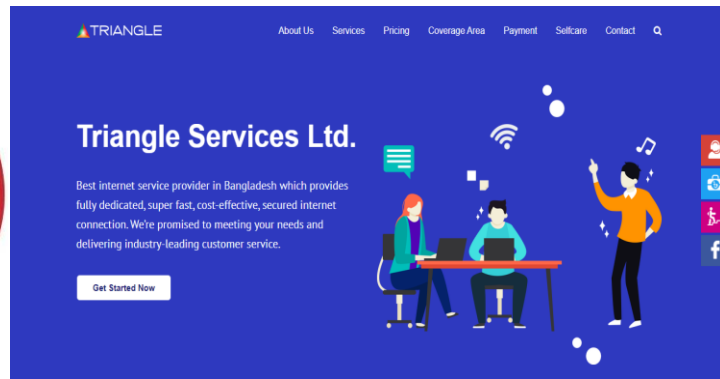
A key strategy for service companies like Triangle is building a strong reputation for reliability and trustworthiness. Positive word-of-mouth and customer testimonials can be pivotal in attracting new clients.

6.2.2 Corporate Branding

Triangle Services Limited likely invests in creating a strong, professional brand image that reflects quality, security, and trust. Branding is especially important for companies offering security and facility management services, where trust is essential.

6.2.3 Logo and Messaging

Consistent branding in all forms of communication, such as through the company logo, website, uniforms, and marketing materials, helps build recognition and trust among clients.



6.3 Digital Marketing

6.3.1 Website and SEO:

A well design website that shifts detailed data about services, and client testimonials is important. SEO (Search Engine Optimization) helps increase the visibility of the website, making it easier for potential customers to find Triangle Services when they search for relevant services.

6.3.1 Social Media Engagement

TSL can add platforms such as LinkedIn, Facebook, and Instagram to showcase their services, engage with potential customers, and create brand image and awareness. Day by day updates, sharing success stories, and learning content (like security tips) can help build an online activity.





6.3.2 Email Marketing

Triangle Services Limited use leads to follow up their potential client, tell about their new services, and keep existing clients informed about any new offerings or promotions.

6.4 Content Marketing

Publishing content related to security, facility management, and workforce solutions can help position Triangle Services as an expert in the industry.

6.4.2 posts and articles

on topics like "How to Choose the Right Security Service" or "The Importance of Professional Facility Management" can be valuable for SEO and customer engagement.

6.4.3 Case Studies and Testimonials

Sharing real-life case studies, client success stories, and testimonials on the website and social media channels can showcase the company's expertise and build trust with potential clients.

6.5 Networking and Partnerships

6.5.1 Building Relationships with Key Clients

Since Triangle Services Limited likely caters to corporate clients, maintaining long-term relationships is crucial. Networking with businesses, participating in industry events, and offering tailored solutions for specific industries can help the company expand its customer base.

6.5.2 Industry Associations

Being a member of local or international industry associations, such as the Bangladesh Security Services Association or the Facility Management Association, can enhance credibility and open doors to new business opportunities.

6.5.3 Partnerships with other service providers

Forming strategic alliances with complementary businesses, like real estate firms or construction companies, can lead to cross-referral opportunities.

6.6 Targeted Advertising

6.6.1 Traditional Advertising

For local market penetration, Triangle Services may invest in traditional advertising methods such as billboards, flyers, and newspaper ads. These can be effective for raising awareness, especially in local markets or areas with a large demand for security and facility management services.



6.6.2 Online Advertising

Running targeted ads on Google or social media platforms like Facebook and LinkedIn can help Triangle Services reach specific audiences, such as business owners or facility managers in need of security services.

6.7 Customer Service Excellence

6.7.1 Client-Centric Approach

Offering personalized services and ensuring customer satisfaction is crucial in service industries. Triangle Services Limited might focus on providing exceptional customer service through responsive communication, customization of services to client needs, and regular follow-ups.



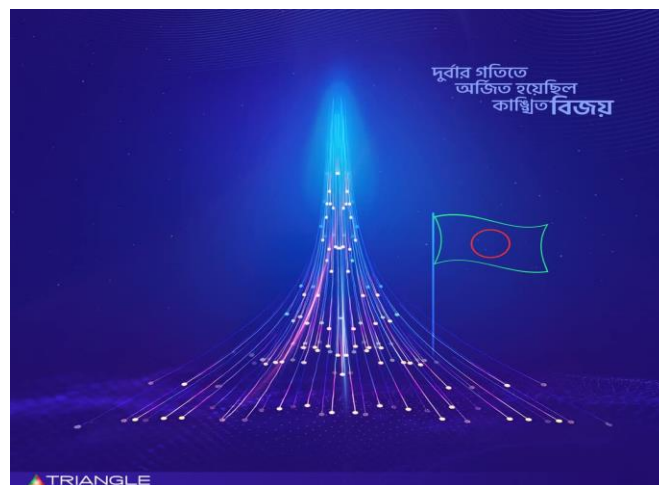
6.8 24/7 Availability

Since the company offers services such as security, being available at all times is essential. Providing easy access to customer support via hotlines, chat, or email can improve customer satisfaction.

6.9 Corporate Social Responsibility (CSR)

6.9.1 Community Engagement

CSR activities that align with the company's values can also serve as a marketing tool. For example, Triangle Services may engage in community outreach programs, sponsor local events, or provide services to non-profit organizations to enhance its brand image and gain positive publicity.



6.9.2 Sustainability Initiatives

Raising concrete business practices and environmental responsibility (e.g., using eco-friendly cleaning products and service energy-efficient can appeal to consumer who prioritize authentic business.

Referral Programs

- **Incentivizing Referrals:** Triangle Services Limited could implement a referral program where existing clients are incentivized to refer new clients. This is a common strategy in

service industries, where trust and positive recommendations are crucial for acquiring new business.

Promotions and Discounts

- **Seasonal Offers:** Giving offers and discount for services such as facility management or security services when demand in peak times or off seasons can assist attract fresh customer.
- **Trial Services:** practice periods for new single customer to judge the quality of services for totally free can help demonstrate the company's capabilities and build trust.

Customer Feedback and Continuous Improvement

- **Surveys and Reviews:** Regular customer feedback through surveys or reviews helps Triangle Services understand customer needs and improve its offerings. This feedback can be used in marketing materials or online platforms to demonstrate the company's commitment to quality.
- **Adjusting Services Based on Demand:** Continuously analyzing the market and evolving service offerings (e.g., adding new technology to security services) ensures that the company stays relevant and competitive.

Event Sponsorship and Exhibitions

- **Industry Conferences and Exhibitions:** The local trade shows and industry conferences can be a good way to network, create brand picture for awareness, and display Triangle Services as a leader in the security and facility management industry.
- **Client Appreciation Events:** placing client events, camping, and webinars can be a good way to connect with potential clients, showcase new services, and gain potential business leads.



Competitive Pricing Strategy

Tailored Solutions and Competitive Pricing: Triangle Services Limited may offer customized pricing based on the scale and nature of the service required. Competitive pricing with the flexibility to meet the client's budget can help win new contracts while maintaining long-term relationships.

Package Name	Price (Tk / Month)	Speed	Features	Action
BIJOYEE	1299	25 Mbps	Optical Fiber, Private IP	Get It Now
BONIK	1699	60 Mbps (Upload Speed)	30Mbps Download Speed, Optical Fiber, Private IP	Get It Now
CINEBAZZ	2199	35 Mbps	Optical Fiber, Private IP	Get It Now

By leveraging a combination of these strategies, Triangle Services Limited can effectively enhance its market position, attract new clients, and build long-term, trusted relationships with customers.



CHAPTER SEVEN

FINDING

7.1 Findings

In this area i displayed research that was conducted to get clear picture of triangle services limited. This part also includes the findings, analysis of those findings, and some important interpretations. This part of the report will showcase the impact of the marketing initiatives and their results taken by the organization. The major findings are as follows:

- The survey I have done all the employee was male.

Age Group Percentage Number of Respondents		
25–30	55%	11
31–35	25%	5
36–40	10%	2
40–50	5%	1
50+	5%	1

Majority (55%) of respondents are aged 25–30, indicating a youthful demographic. The second largest group (25%) falls in the 31–35 range. Only 15% of respondents are aged 36 and above, suggesting limited representation from older age brackets.

- Monthly and quarterly updates are equally common, each chosen by 45% of respondents. This suggests a strong preference for regular and adaptive planning. Only 10% update their calendars yearly, indicating that long-term static planning is less favored.
- A dominant 70% of respondents focus on door-to-door selling, highlighting a strong reliance on direct, face-to-face engagement. Reference-based selling is the second most common at 25%, suggesting the value of word-of-mouth and trust networks. Surprisingly, online selling is minimal (5%), and personal selling is not represented at all.

- Corporate clients generate the majority of revenue (70%), suggesting a strong B2B focus. Retail sales account for 30%, indicating a smaller but still significant B2C presence.
- A strong 75% believe Triangle Services Ltd is following the right marketing strategy, indicating high confidence in current practices. 15% disagree, and 10% are uncertain—suggesting room for improvement or clearer communication of strategic goals.
- Nearly 80% of respondents rated the service 4 or 5, indicating strong satisfaction with reliability. Only 1 respondent gave a low score of 2, and none rated it 1, which is a positive signal. The average rating skews high, suggesting that the service is perceived as dependable by most users.
- A strong majority prioritize social media promotions, indicating a digital-first approach to outreach and engagement.
- Most team members receive training before marketing, which suggests a structured and supportive environment for skill development.
- Incentives are widely used, which likely boosts motivation and performance among the marketing team.

- ❖ Triangle services limited has wide selection of product to fulfill any customer's ICT related need and specialize in the standard of those services. Triangle services limited includes a principle that service after sales. Because just in case of technological services, most of the clients have very little information about IT and don't understand how this IT services can offer to customers. Therefore, it's required to supply service after sales if any problem is featured.
- ❖ Triangle services limited has trained & practiced marketing team to facilitate sales and marketing department expeditiously and effectively. Sales and marketing department has been divided into four separate departments- Bank, Corporate, FTTX and Strategic Initiative. Every department has separate client cluster so that it will offer a restless ICT service.
- ❖ There are some limitations to expand Triangle services limited infrastructure Country wide because of government policy or restriction like- to spread physical infrastructure at some specific areas within Dhaka or outside Dhaka Triangle services limited needs to rely on third party like Fiber at home, Summit Communication Ltd or Telecommunication service supplier as a backbone or intercity provider to reach Triangle services limited BTS or client end.
- ❖ The amount of home user consumer of Triangle services limited is increasing quickly however number of technical workers are not increasing with that proportion of client.
- ❖ Previously, limited investment in branding weakened their market position and reduced their competitiveness in terms of market share.
- ❖ The introduction of new pricing strategies has allowed the company to attract a broader customer base and improve profitability.
- ❖ Conducting service recovery surveys and taking quick corrective actions have

strengthened the company's brand reputation.

- ❖ Enhancements in after-sales services and customer follow-up practices have created a more positive perception among clients.
- ❖ Digital marketing efforts have provided the company with a cost-effective way to promote its services while also boosting brand recognition.
- ❖ The organization engages in fewer promotional activities, which limits its ability to capture a larger share of the market.
- ❖ There is an evident shortage of proper training opportunities for executives, which affects overall performance.
- ❖ The company lacks a sufficient number of sales executives, making it challenging to effectively cover and penetrate a wider market.

7.2 SWOT Analysis

SWOT analysis could be a tool for auditing a company and its surroundings. SWOT analysis is the initial stage of coming up with and helps marketers to specialize in key problems. SWOT stands for strengths, weaknesses, opportunities, and threats. Strengths and weaknesses are internal SWOT factors. Opportunities and threats are external SWOT factors. Strength could be a positive internal issue. A weakness could be a negative internal issue. a chance could be a positive external issue. A threat could be a negative external issue. (Kotler, P., & writer, K. L. (2011). marketing management.) Therefore, I attempted to figure out some SWOT of Triangle services limited.

7.2.1 Strength

- ❖ Quality service: Triangle services limited uses advanced technology they have the latest software and server and the machinery is also the latest so the quality of the website and software construction is very high. Using this advanced technology Triangle services limited provides quality internet to their customers.
- ❖ Strong Market Positioning: Triangle services limited is one of the pioneer Internet

Company in Bangladesh, so it has a position in the minds of its customers. At present situation, informational and technological knowledge businesses are going through cutthroat competition, where positioning a brand image is crucial. Positioning comes with immense cost and effort which Triangle services limited has successfully portrayed to consumer mindset. And Triangle services limited is continuing this effort to put and stay on the top of the food chain. Because of this tactical approach, clients are still loyal to it.

- ❖ **Highly Qualified and Skilled Management:** The management of Triangle services limited is very strong and they have been hiring experienced people both locally and internationally throughout its inception. The majority of them are hired as programmers, designers, software engineers marketing executives.
- ❖ **Highly Motivated Workforce:** They are providing better pay to their employees and also bonuses to them which motivate the workforce and they are doing well in the work setting. Apart from that they are giving their employees facilities of Convenience like personal phone along with bill provided by the company too, which is a big deal for motivating the employees. And motivated employees are one of the key assets for this organization.

7.2.2 Weakness

- ❖ **Centralized Decision-Making:** The decisions are made by the upper management which is the weakness of Triangle services limited because they do have not any proper idea about the prevailing situation and their decision can be unfruitful for the company.
- ❖ **Less Number of Workforces:** Triangle services limited is a growing organization. With time its business scope is increasing and also their market share is increasing. So, to expand their business and to run their operations successfully, they need to increase their number of employees.
- ❖ **Less Budget on Promotional Activities:** The advertising and promotional costs of the Triangle services limited is very low. It is an advantage for competitors to grab easy market share.

- ❖ Lower Capital Investment: As a growing business Triangle services limited needs, a lot of investment to expand their activities and to grab new opportunities. But in the case of capital investment, this organization is lack behind their competitors.
- ❖ Slow Service Recovery: Triangle services limited is very much concerned about the service recovery fact. But as their number of employees is less than their requirement sometimes, they need longer time to respond to a service failure.

7.2.3 Opportunities

Promotional Activity Planning: Triangle services limited is planning to give advertisements in newspapers and other print media as well as posturing. Competitor Internet Company just promote them offline but Triangle services limited is planning huge promotional work both online and offline which will make turnovers in the shortest possible time by beating competitors.

Expanding Product and Service Line: ISP services are very vulnerable in nature. For the time being, government and corporate organizations need new and unique featured ISP services. With this idea, Triangle services limited can expand its product and service line and can offer unique products and services to the market.

Competitive Pricing Strategy: Triangle services limited is offering the lowest price for their services in the market. As they have taken this strategy recently, this competitive pricing strategy gives them a great opportunity to capture a huge market share.

Technological Factors: Technological advancement in all the sectors of the country has changed the entire socio-economic environment. Especially in the ISP sector, there are lots of technological developments. Triangle services limited excellent computerized machines and devices have made an extension in its present setup of well- advanced technology from Huawei, Microtek, etc.

7.2.3 Threats

Competitor Analysis: There are some competitors in existing marketplace for Triangle services limited. Thus, during this section I've got tried to reveal the most important contender of Triangle services limited with its line of business and their strength and threat toward Triangle services limited. Competitor like BDCOM, BRAC net, Advanced Data Network (ADN), METRO Net, Infolink Limited, AAMRA Network, AMBER IT Limited, CARNIVAL INTERNET.

Client's Lack of Knowledge About ISP: In Bangladesh, most people don't know what the ISP sector does, or why websites and software are important for a business firm. So, they can't benefit themselves with the recent ISP upgradation of information.

Organizations with Strong Brand Image: In recent days there have been a huge number of Internet Company with a strong brand image that captures the maximum share of clients, as a result, organizations with less brand image cannot get an adequate number of projects.

Experienced Firms: Many local corporate organizations for ISP services and support search for experienced foreign firms as a result many of our local top-quality Internet Company lose local market share and foreign companies' grapes the opportunities of local Internet Company.

Organizations with Huge Promotion: As promotions need huge budgets some Internet Company come with huge promotional budgets and planning as a result organization with less budget get eliminated from the competition.

CHAPTER EIGHT

RECOMMENDATIONS & CONCLUSION

8.1 Recommendation

Based on the analysis of survey responses from 20 participants, several strategic recommendations can be made to enhance the marketing effectiveness and brand trust of Triangle Services Ltd:

8.1.2 Strengthen Digital Selling Channels

- Observation: Only 5% of respondents focus on online selling, while 70% rely on door-to-door methods.
- Recommendation: Invest in expanding digital sales infrastructure, including targeted online campaigns, SEO optimization, and e-commerce integration. This will help reach tech-savvy consumers and reduce dependency on labor-intensive field operations.

8.1.2 Leverage Corporate Revenue Strength

- Observation: 70% of revenue comes from corporate clients.
- Recommendation: Develop tailored B2B marketing packages, loyalty programs, and account management strategies to deepen corporate relationships. Simultaneously, explore ways to grow the retail segment through bundled offers and referral incentives.

8.1.3 Maintain and Communicate Strategic Confidence

- Observation: 75% of respondents believe Triangle Services Ltd follows the right marketing strategy.
- Recommendation: Reinforce this positive perception by communicating strategic goals clearly across internal and external channels. Use storytelling and case studies to showcase successful campaigns and customer outcomes.

8.1.4 Capitalize on Service Reliability

- Observation: 79% of respondents rated service reliability as 4 or 5 out of 5.
- Recommendation: Highlight reliability in branding and promotional materials. Consider launching a “Trust Triangle” campaign that emphasizes uptime, customer support, and satisfaction metrics to build deeper consumer trust.

8.1.5 Optimize Promotion Channels

- Observation: 75% of respondents focus on social media promotions.
- Recommendation: Continue investing in social media but diversify platforms (e.g., YouTube, LinkedIn, TikTok) based on audience segmentation. Use analytics to refine content strategy and improve engagement rates.

8.1.6 Enhance Training and Incentive Programs

- Observation: 80% of respondents receive training and incentives.
- Recommendation: Formalize training modules with certifications and feedback loops. Align incentives with both individual and team performance to foster collaboration and long-term motivation.

8.1.7 Address Minority Concerns

- Observation: 25% of respondents either disagreed or were unsure about the current strategy.
- Recommendation: Conduct follow-up interviews or focus groups to understand their concerns. Use this feedback to refine messaging, improve transparency, and adjust tactics where necessary.

9.1 Conclusion

It is great opportunity to work in Triangle Services Limited at sales and marketing department as an intern (Job). I had the chance throughout the program to induce a closure take a look at the assorted general working activities together with all alternative marketing activities of the Triangle Services Limited during this internship report I attempted to explain the entire work done by me in my internship organization and also the working method of the Triangle Services Limited throughout this internship period I learnt lots of things concerning sales of IT services and product. Triangle Services Limited incorporates a wide selection of services- internet, intranet, IP telephony, web security, internet services etc. whereas doing this internship I've got learned many new things, that was completely unknown for me such as how to get work order, how to prepare a proposal, how to set onetime price & monthly required cost, how to issue a service order form. The work expertise in Triangle Services Limited was terribly fascinating and this expertise can facilitate me in great deal in my future life.

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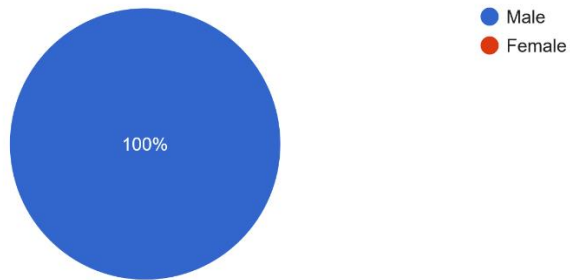
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2. <https://btrc.gov.bd/>
3. <https://ispab.org/>

Appendix

1. What is your gender?
 2. What is your age?
 3. How many years you're working at Triangle services Ltd?
 4. Do you develop a detailed marketing budget prior to the start of the year?
 5. How often do you update your marketing calendar?
 6. What type of selling do you focus more on?
 7. Majority of revenue comes from-
 8. Do you think Triangle services Ltd follows the right marketing strategy?
 9. How often do you rate the reliability of your service?
 10. Marketing promotions focus more on-
 11. Prior to marketing activities do you get any training?
 12. For marketing activities if you meet target do you get any incentives?
 13. If you cannot meet the target, do you face any consequences?
- Do you support the idea of the consequences? Write your opinion.

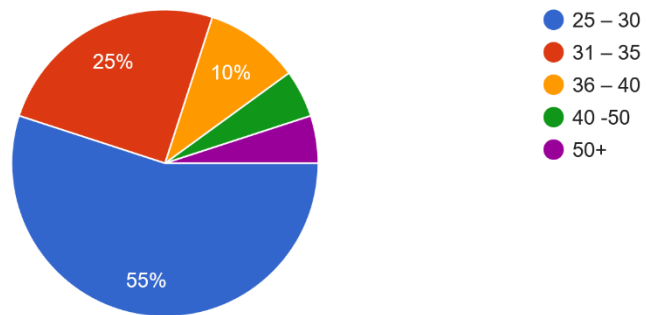
What is your gender?

20 responses



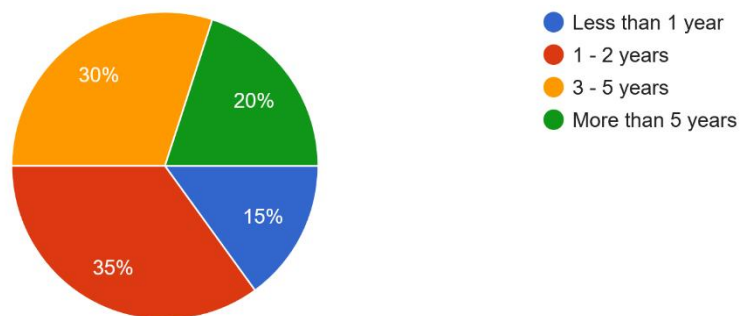
What is your age?

20 responses



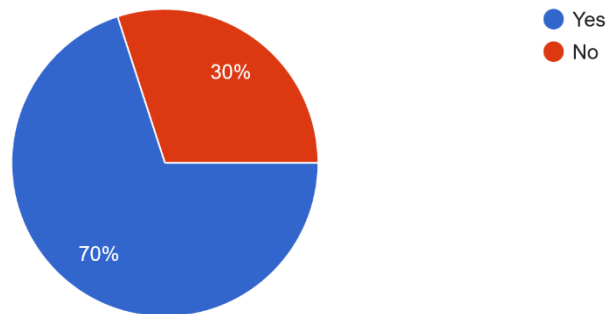
How many years you're working at Triangle services Ltd?

20 responses



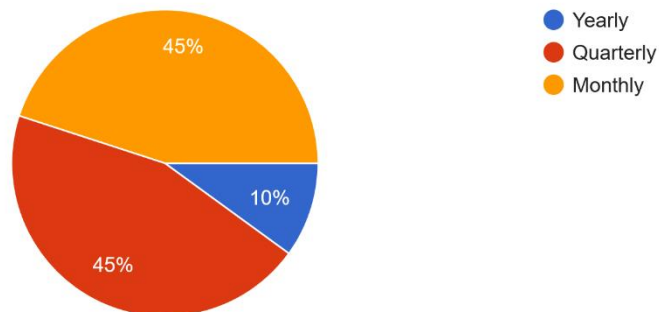
Do you develop a detailed marketing budget prior to the start of the year?

20 responses



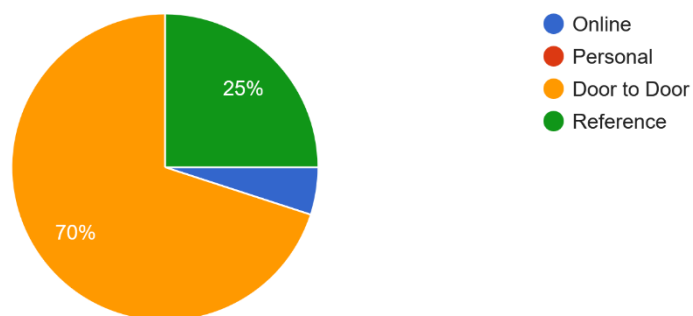
How often do you update your marketing calendar?

20 responses

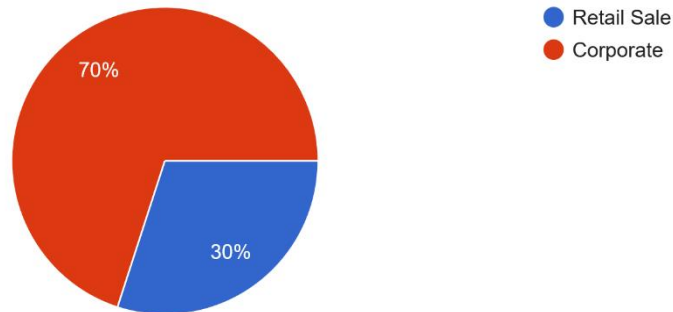


What type of selling do you focus more on?

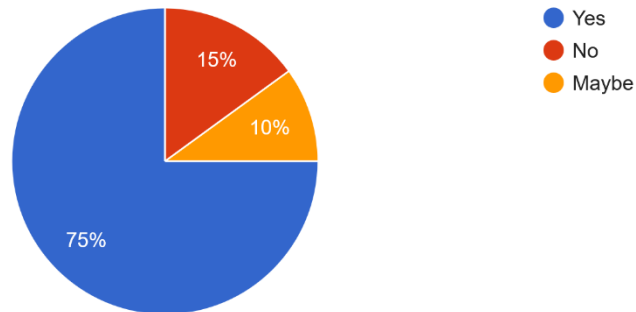
20 responses



Majority of revenue comes from-
20 responses

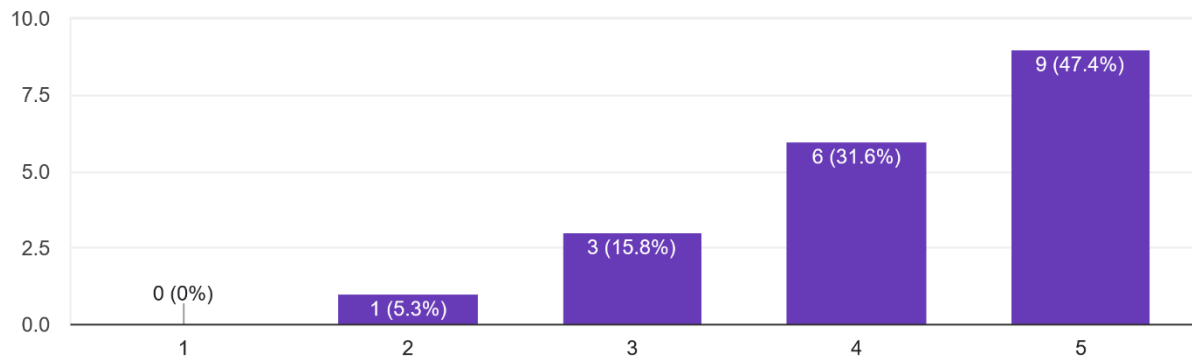


Do you think Triangle services Ltd follows the right marketing strategy?
20 responses



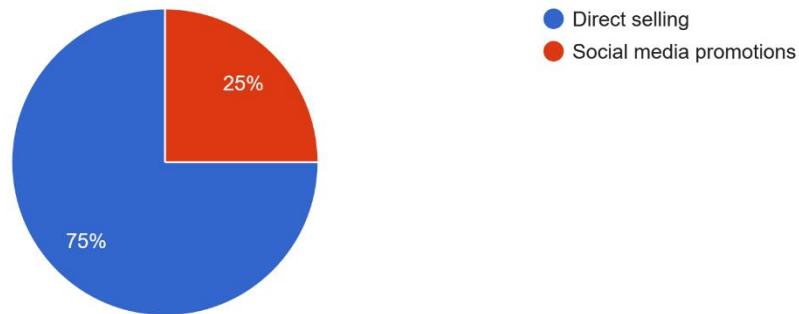
How often do you rate the reliability of your service?

19 responses



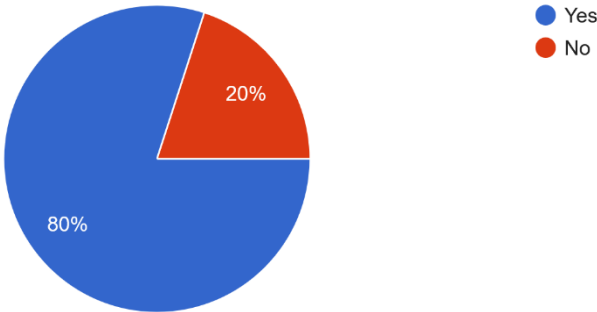
Marketing promotions focus more on-

20 responses



Prior to marketing activities do you get any training?

20 responses



For marketing activities if you meet target do you get any incentives?

20 responses

