



Internship Report On

B2B Sales and Development Process: A Study on GEN Bangladesh

Submitted to

Ms. Farhana Noor

Assistant Professor

Department of Business Administration

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Submitted By

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Major: Marketing

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Letter of Transmittal

Date: November 03, 2025

To

Ms. Farhana Noor

Assistant Professor

Department of Business Administration

Faculty of Business and Entrepreneurship

Daffodil International University

Subject: Submission of Internship Report on “B2B Sales and Development Process: A Study on GEN Bangladesh”.

Dear Madam,

I am submitting my internship report, “*B2B Sales and Development Process: A Study on GEN Bangladesh.*” In the internship, I followed your guidance and worked persistently to collect data. The report highlights GEN Bangladesh's B2B sales strategies, Venture engagements, and entrepreneurship engagements. Your support and supervision were necessary to complete this. I am assuring that the report is brief, Valid, and synchronized with internship requirements, and I believe it will meet your expectations.

Sincerely,



Md. Ashraful Alam

ID: 201-11-960

Major: Marketing

Department of Business Administration

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Daffodil International University

Student Declaration

I testify that the work in my internship report was fully completed by me, and I have never submitted this to another university, institution, or organization for a degree. The content I gave is original and free of copyright issues, and nothing in this study has been copied from any work, academic or otherwise.



Md. Ashraful Alam

ID: 201-11-960

Major: Marketing

Program: BBA

Department of Business Administration

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Supervisor Certificate

This internship report is an evaluation of the marketing strategies used by Global Entrepreneurship Network Bangladesh, a leading organization developing entrepreneurship in Bangladesh. This letter confirms that Md. Ashraful Alam, ID number 201-11-960, is a registered BBA student, Marketing Major of the Department of Business Administration. He has completed an internship focusing on marketing and partnership development at GEN Bangladesh, completing all academic and curriculum requirements. I have supervised and guided him to prepare this report.



.....
Ms. Farhana Noor

Assistant Professor

Department of Business Administration

Faculty of Business & Entrepreneurship

Daffodil International University

Acknowledgement

I have to start by thanking Almighty Allah for giving me the chance to finish this internship report. I will try my best to pass on my gratitude to everyone who helped me, even though words cannot express how deeply I feel.

My respected supervisor, Ms. Farhana Noor, an assistant professor in the Department of Business Administration at Daffodil International University, has my honest humbleness and admiration. Her support, Guidance, and helpful Judgements during the preparation of this report have been greatly Helpful. My understanding and successful fulfillment of this internship have been greatly affected by her supportive guidance.

I also want to show my gratitude to Daffodil International University and the administrators who provided me with the chance to successfully finish this internship. Their support and inspiration throughout the process allowed me to finish my report properly. I want to express my respect to everyone who helped on this job.

Executive Summary

The report showed the B2B sales and development processes of GEN Bangladesh, a chapter of the Global Entrepreneurship Network, which operates in more than 200 countries. GEN Bangladesh provides resources, opportunities, and guidance to aspiring entrepreneurs, small and medium-sized enterprises (SMEs), and startups. The research inspected the organization's capacity to make valuable partnerships with clients, universities, and partners, as well as the marketing strategies and B2B corporate sales strategies. services include co-working spaces, accelerators, and training programs.

Through surveys, interviews, and research studies, the report finds that initiatives like **Startup Huddles**, **Entrepreneurship World Cup (EWC)**, **Global Entrepreneurship Congress (GEC)**, and **Global Entrepreneurship Week (GEW)**, with the collaborations of **Knowledge Vale**, **BSDI & BVCL**, promote cooperation, support, and development. Integrated marketing, efficient communication, and after-sales procedures boost innovation and long-term Partnership with stakeholders, despite financial and skill limitations.

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Chapter-1 Introduction

According to (David, 2014), Entrepreneurship is focused on the entrepreneurial opportunities and initiatives that happen in universities. The alignments of the education, entrepreneurial mindset, and cheerful outlook make them excellent patrons of the world's economy. ([eonetwork](#))

Organizations like **Global Entrepreneurship Network (GEN)** are appreciated for their capacity to build and develop entrepreneurial ecosystems, which play a vital part in shaping the world economy. GEN operates in **over 200 countries**, making an effective network to link entrepreneurs to resources, knowledge, and opportunities around the globe.

By helping startups, SMEs, and future business owners, **GEN Bangladesh**, a local branch of **GEN**, promotes entrepreneurship development in Bangladesh. It fosters skill development, provides creative growth solutions, and links regional companies with international resources. In order to assist ventures to thrive in industries, the company focuses on increasing **B2B** and **B2C sales**. Within the framework of GEN Bangladesh, this study investigates sales and development procedures. An entrepreneur brings about economic development through innovation. (Dhaliwal & Amrita, 2016).

1.1 Background of the study:

Entrepreneurship is a major factor contributing to economic growth in terms of creating sustainable and stable jobs for individuals at the micro level and significantly increasing the country's GDP. Entrepreneurs in Bangladesh face a number of constraints. (Chowdhury & Mohammed S, 2007)

Daffodil International University's BBA internship connects classroom instruction with real-world business experience. My passion in marketing and consumer behavior, as well as GEN Bangladesh's influence on the nation's entrepreneurial ecosystem, led me to select the organization. Through international resources, local networks, strategic alliances, and mentorship opportunities, it assists startups, SMEs, and well-established businesses.

This compactly relates to the Business Administration program, focusing in the areas of marketing, B2B sales, strategic partnership, and entrepreneurial development. I focused on B2B sales and development as a marketing major, promoting services like entrepreneurship, accelerator programs, and co-working spaces while analyzing value addition initiatives. This report outlines my internship experience, including the organization's operations, my responsibilities, main points, findings, and recommendations.

1.2 Objectives of the study:

While my internship at GEN Bangladesh, I linked what I learned in the academy with actual experiences in entrepreneurship. I developed leadership abilities, engaged with many stakeholders, and business communication strategies. Also, I managed a part of national programs like **Global Entrepreneurship Week (GEW) 2024**.

Broad Objective

1. To analyze the B2B Sales and Development Process of GEN Bangladesh.

Specific Objectives

1. To assess the current B2B corporate sales practices of GEN Bangladesh.
2. To evaluate the marketing strategies used to promote its services and programs.
3. To examine the sales strategies used to promote its services and programs.

1.3 Methodology

The methodology for making the report includes two sources of information:

Sources of Data

- **Primary Sources:** To collect primary data, I did a questionnaire survey with individuals.
- **Secondary Sources:** I gathered information from various reading materials, including circulars, journals, brochures, training materials, and annual reports. The required data and information were collected from the following sources:
 - Online
 - Several publications
 - Blog posts
 - Online analysis

1.3.1 Data Collection Method

For collecting data from entrepreneurs, I used the interview method.

1.3.2 Data Analysis

This analysis includes both qualitative & quantitative analysis.

1.5 Limitations of the Study

This study used a variety of internet articles and papers. I put a lot of effort into gathering information, but there were obstacles because I lacked direct involvement and real-world experience. This study, like all research, has constraints that impacted the procedure, some of which are listed below.

1. **Limited time:** There was not enough time for in-depth study and analysis because of the short academic deadline.
2. **Lack of information:** There are substantial information gaps as a result of the paucity of local research on this subject.
3. **Insufficient data:** The information that was available for in-depth study came from blogs, statistics reports, and internet sources.
4. **Clear understanding of some issues:** The level of study was impacted by some topics that were challenging to completely understand without real-world experience.

Chapter-2

Organizational Overview of GEN Bangladesh

GEN Bangladesh, the national chapter of the **Global Entrepreneurship Network** working in over 200 countries, is a non-profit organization promoting entrepreneurship and innovation. To create a prosperous entrepreneurial outlook, it connects entrepreneurs, investors, lawmakers, and ecosystem builders. It gives resources, mentorship, and access to international opportunities for startups, SMEs, and aspiring entrepreneurs.

It creates a powerful network to support entrepreneurs at multiple phases by working with academic institutions, governments, investors, and development communities. To increase, promote, and influence, it uses media engagement and planned digital marketing for its outreach in the **B2B, B2C, and B2G sectors**. A strong network that gives resources, mentorship, and growth probability for startups and SMEs supported by core alignments like the **Knowledge Vale Accelerator, Bangladesh Skill Development Institute**, and a deliberate alliance with **Bangladesh Venture Capital Ltd.**

GEN Bangladesh helps women & young entrepreneurs, SMEs, and startups in an effort to promote entrepreneurship in Bangladesh. By aiding local organizations' access to global resources, motivating talent development, and providing creative options. The organization is assigned for locally driven programs such as **Startup Huddle Dhaka** and **Startup Huddle Chittagong**, as well as global events like the **Entrepreneurship World Cup (EWC)**, **Global Entrepreneurship Congress (GEC)**, and **Global Entrepreneurship Week (GEW)**. These capabilities open up local and international markets, mentorship, and networking chances.

Key Highlights:

- **140+ Strategic Partners**, including universities, accelerators, incubators, NGOs, and development organizations.
- **12,000+ Startups Supported** through mentoring, training, competitions, and exposure to funding opportunities.
- **15+ Government Agencies Engaged** to align entrepreneurial development with national policy goals.

- **Presence across 8 Divisions** of Bangladesh, ensuring inclusive outreach and regional representation.
- **15+ Chambers & Industry Associations** connected to facilitate networking, policy advocacy, and SME support.

2.1 GEN Bangladesh Patrons:

GEN Bangladesh is inspired to be supported by three patrons whose contributions increase the organization's ability to complete its mission:

- **U.S. Embassy:** who work specifically with GEN Bangladesh's entrepreneurial initiatives in leadership development and capacity building programs.
- **Department of Innovation and Entrepreneurship (Daffodil International University):** As an academic partner, this department supports GEN Bangladesh in promoting innovation and entrepreneurship amid students and young entrepreneurs.
- **Central Bank of Bangladesh:** The patronage highlights its commitment to promoting financial inclusion, innovation, and economic growth through entrepreneurship development.

2.2 Key Collaborations and Strategic Initiatives

A collaboration between **GEN Bangladesh** and **Knowledge Vale**, an organization that promotes entrepreneurship through **co-working spaces** and **business development programs**, has been made. This alignment of GEN Bangladesh offers entrepreneurs an available environment to cooperate and innovate. **Knowledge Vale** offers **incubation** and **acceleration programs** that help startups with **skills, mentorship, and funding**.

Furthermore, GEN Bangladesh is partnered with **Bangladesh Venture Capital Limited (BVCL)** to enhance access to **funding** for **startups** and **SMEs**. GEN Bangladesh is in partnership with the **Bangladesh Skill Development Institute (BSDI)** for soft skill development. These partnerships boosted the entrepreneurial ecosystem by uniting entrepreneurs with investment and resources.

2.3 Corporate Social Responsibility

Operational planning presents a framework for the workforce in departments and unites their tasks to the extensive calculated goals of both the department and organization (Towbin, Alexander J., 2018). GEN Bangladesh recognizes its task to make a contribution to society and seek opportunities to support integrated growth via entrepreneurship. The organization is devoted to empowering entrepreneurs, specifically youth, women, and disadvantaged communities, by providing access to resources, mentorship, training, and networking. Its activities are created for a sustainable economic impact by empowering people to turn their ideas into successful businesses. According to (Manocha, S., 2023), At the core of every business is communication, which is essential in both external and internal.

It's **Corporate Social Responsibility (CSR)** strategy, GEN Bangladesh fulfills various programs, like **Global Entrepreneurship Week (GEW)**, **Global Entrepreneurship Congress (GEC)**, **Entrepreneurship World Cup (EWC)**, **Startup Huddle Dhaka**, and **Startup Huddle Chittagong**. These programs develop entrepreneurial talent and address vital societal issues of unemployment, skill gaps, and economic inequity. By aligning with universities, corporations, and global networks, GEN Bangladesh pledged that aspiring entrepreneurs get the right support to grow. The organization's mission is to create a broad entrepreneurial ecosystem that supports innovation, employment, and inputs to long-term socio-economic progress of the country.

2.4 GEN Bangladesh Mission, Vision & Objectives

2.4.1 Mission

- To support entrepreneurship and innovation by aligning local entrepreneurs with opportunities, resources & world wide networks.
- Empowering people and Ventures by offering tools, mentoring & support for their ventures.

2.4.2 Vision

- To make a demanding entrepreneurial ecosystem in Bangladesh that supports sustainable growth, innovation & world wide competitiveness.
- Make Bangladesh the center of entrepreneurial hub, with global standards.

2.4.3 Objectives

1. Entrepreneur Support

- Offer training, mentoring, funding, co-working spaces and programs.
- Encourage participation in global programs like GEC, GEW, and EWC.

2. Strengthening Partnerships

- Combined with local and global stakeholders, plus Knowledge Vale and BVCL, to intensify moments for entrepreneurs.
- Develop strategic affiliations that uphold financing, innovation, and venture expansion.

3. Improve Accessibility

- Build a flawless path for entrepreneurs to get resources, funding & networks via GEN programs
- Offer affordable co-working spaces and incubation services to qualify startups and SMEs.

4. Promote Global Integration

- Unite Bangladeshi entrepreneurs to international ecosystems, preparing cross-border cooperation and market entry.
- Correspond local plans with GEN Global's mission to helping entrepreneurship in over 200 nations.

5. Drive ecosystem growth

- Maintaining influential events, workshops, and programs to motivate and involve the entrepreneurial society.
- Provide policies and practices that offers entrepreneurship and innovation in Bangladesh.

2.5 GEN Bangladesh's Organizational Structure



Chapter-3: Internship Role and Responsibilities

3.1 Role and Responsibilities:

In my internship at GEN Bangladesh, I worked as a Marketing Intern. My responsibilities were:

- Cooperated to the organization, management, and execution of GEW 2024 programs.
- Making and putting marketing strategies to promote GEW 2024 events in online and offline.
- Devising and choosing interesting content for newsletters, email campaigns, social media, and promotional resources.
- Finding target customers via market research and updating promotional strategies accordingly.
- Communicating with universities, Venture partners, and ecosystem contributors to support alignment initiatives.
- Aiding with event branding, which involves arranging media coverage and offering marketing Assurance.
- Following up with potential Leads to turn interest into partnerships, sponsorships.

3.2. Rationale of Those Roles and Responsibilities

In GEN Bangladesh, the marketing intern's responsibility was important to promote entrepreneurship, forming collaboration, and connecting with many audiences. To turn leads into partnerships, sponsorships, I did market research, made promotional content & marketing strategy, and also worked in sales. I promoted brand awareness, simplified effective communication, and inspired participation in events like Global Entrepreneurship Week (GEW) 2024 by being a connector between the organizations, partners, and audiences. These responsibilities refined stakeholder interaction, branding, and event management, making GEN Bangladesh a effective force involved in innovation and development of Bangladesh entrepreneurship.

3.3 Examples of Tasks

Through my internship, I worked on various assignments. Here are some of them:

- **Content Creation and Promotion:** For promoting GEN Bangladesh initiatives, such as GEW 2024, I created email newsletters, promotional graphics, and social media postings.
- **Partnership Outreach:** To promote information about the event and look into potential collaborations, I reached out to academic institutions, business partners, and ecosystem players.

- **Sales and Lead Conversion:** I accompanied up with participants and possible partners to turn leads into partnerships, sponsorships, and final registration.
- **Market study:** In order to determine target consumers and suggest customized marketing tactics to boost event attendance, I carried out research.
- **Event Support:** During GEW 2024 activities, I helped with on-site event organization, which included participant interaction, branding setup, and attendee registration.

Chapter 4: Key Learnings and Experiences

4.1 Important Learnings

I got experience in marketing, sales, and entrepreneurial development through my three-month internship at GEN Bangladesh. I worked with partners for executing successful event campaigns, like Global Entrepreneurship Week (GEW) 2024, and made social media content and promotional resources. It developed my ability to plan, finding target audiences, and maintaining continuous branding. By communicating with ventures, entrepreneurs, and universities to make strong relationships, I also enhanced stakeholder communication. My ability to find probabilities, follow up, and negotiate agreements was developed by sales component, which extended event participation. All things considered, the internship enhanced my flexibility, time management, and problem-solving abilities, allowing me to function well in high-pressure situations.

4.2 Rationale of Those Roles and Responsibilities

My position as a marketing intern at GEN Bangladesh improved the organization's objectives to motivate entrepreneurship, building networks, and making a community of stakeholders. Being in sales, marketing, and event promotion, I had a direct effect on brand awareness, audience engagement, and participation in Global Entrepreneurship Week (GEW) 2024. I was engaged to the achievement of programs by developing marketing materials, executing outreach plans, and turning leads into collaborations, sponsorships. To support GEN Bangladesh's objectives and encouraging innovation, teamwork, and sustainable economic growth, my contribution in stakeholder engagement and relationship development increased the organization's position in the entrepreneurial ecosystem.

4.3 Connection with Academia

My position gave me so many chances to reduce the knowledge gap between academia and real-world. I gathered theoretical expertise in stakeholder management, sales tactics, and marketing types while I was a student of business administration. I used communication skills that I learned in academic presentations to propose event scopes, partners and sponsors, and I executed marketing ideas while carrying out promotional campaigns. Working on projects such as **Global Entrepreneurship Week (GEW) 2024** allowed me to have practical knowledge in partnership development, audience targeting, and lead conversion. This real-world experience developed my academic background and enhanced my capacity to modify strategies for better outcomes.

4.4 Example

Among the most challenging experiences in my internship was making marketing and promotional materials for the Youth Entrepreneurship Summit, which was participated by the **ILO**, **Microsoft**, the **Minister of Primary and Mass Education**, and other renown organizations, was one of the most hard yet prizing feature of my internship. To make the event successful, I made some innovative plans, made powerful material, gathered important information, and involved with event planning. **GEN Bangladesh** Chairman **Dr. Md. Sabur Khan** increased the importance of the event more. My capabilities in event marketing, planning, communication, and working under pressure were developed by this experience.

Chapter-5 Critique and Reflections

5.1. Critical Evaluation of the Internship

My three-month internship at **GEN Bangladesh** educated me a lot about partnership development, event marketing, and sales tactics. Working on important program like **GEW 2024** and the **Youth Entrepreneurship Summit**, I developed my skills in branding, content development, teamwork, and on-site logistics. Also, I learned to turn stakeholder interest into qualityful results. The position improved my ability to solve problems and work under duress. However, formal meeting and structured operation procedures occasionally led to work again and learning strategically.

Generally, the internship improved my ability to adapt, expanded my knowledge of managing big tasks in high-pressure, and improved my marketing and sales skills

5.2 Key Challenges Faced

In my internship, I encountered obstacles that questioned my capacity to adapt, communicate efficiently, and understanding situations:

1. **Challenges in Partnership Engagement:** Many universities didn't collaborate because of their upcoming final exams.
2. **Complex Coordination:** Managing logistics, communications, and schedules among universities for GEW 2024 needed special multitasking skills and flawless attention to detail.
3. **Connecting Creativity with Protocols:** For presenting marketing concepts while conforming to the rules set by the organization and partners required balance and tactics.
4. **Time Limitations in Event Preparation:** The short time for events called for swift decision-making and effective prioritization.

5.3 Learning from Challenges

Each obstacle I faced in my internship gave me insights and developed me in both personally and professionally:

1. **Difficulties in Partner Engagement:** I realized how important it is to be determined, adaptable, and communicate efficiently when engaging with external partners who have differing schedules or priorities.
2. **Involvement in Coordination Efforts:** Managing logistics and scheduling meeting with universities helped my capacity in organization, multitasking, and time management, since I needed to make sure that all responsibilities were fulfilled appropriately.
3. **Balancing Creativity with Guidelines:** Sharing marketing proposals within the company rules showed me how to find a way in the middle between creativity and professional outcomes.
4. **Working Within Time Constraints:** Operating under strong deadlines helped my skills in decision-making, setting priorities, allowing me to maintaining high standards of work even in stressful moments.

5.4 Overall Reflection

My experience as an intern in **GEN Bangladesh** linked theoretical learning with hands-on experience, **of B2B sales, strategic marketing, and managing relationships** within a venture accelerate environment. From a professional perspective, I learnt about operations around partnerships, sales strategies focusing on building relationship, and the functionality of marketing in connection of communication and development ecosystems. From a personal perspective, this opportunity boosted my abilities in communication, adaptability, and solving situations, guiding me to overcome limitation with a strategical mindset and providing broader solutions. In general, the internship played an important part in developing both my career development and my perspective on promote entrepreneurship.

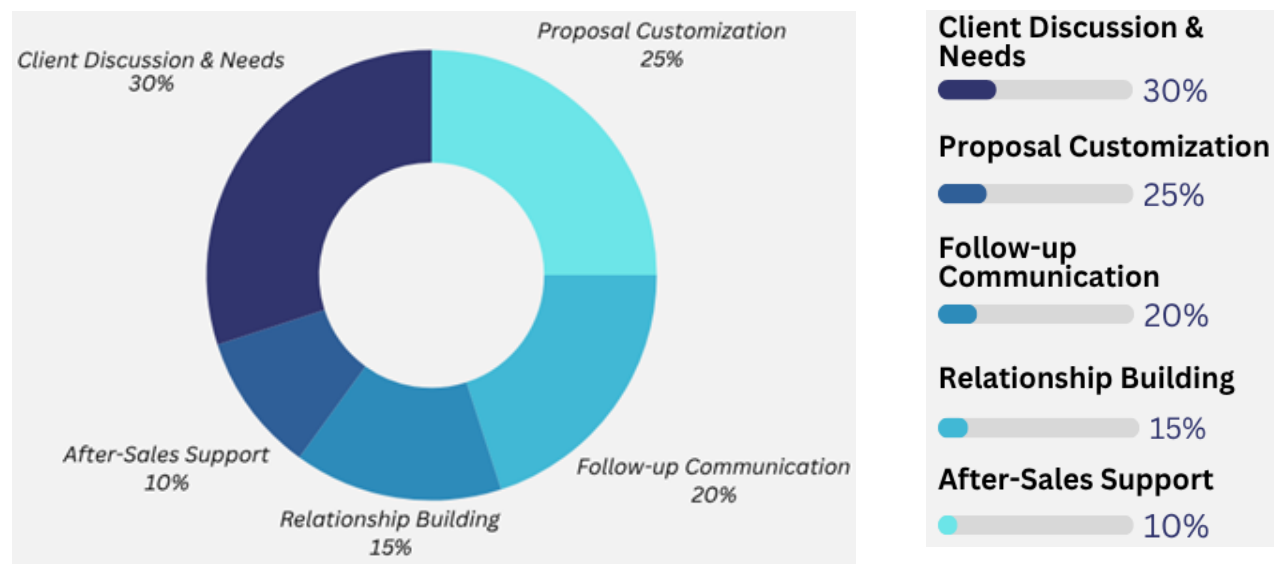
5.5 Analysis of the Study:

5.5.1 B2B Corporate Sales Practices of GEN Bangladesh

I worked with various universities to manage and communicate for the planning of **Global Entrepreneurship Week (GEW) 2024**. We cooperated with Chambers of Commerces like **DCCI, CWCCI**. In joint programs and student focused entrepreneurial initiatives, **Uttara University, Northern University Bangladesh, University of Chittagong and Daffodil International University** they were able to engage in **GEW 2024** with success. Universities like **Sonargaon University, Presidency University, BRAC University, Royal University, State University of Bangladesh, and Bangladesh University of Professionals (BUP)** were also contacted for future collaboration. I had meeting with:

- Deans
- Registrar
- Head of Business/Entrepreneurship Department

My First Objective, which is to evaluate the existing B2B corporate sales methods of **GEN Bangladesh**, I discovered that the company employs a consultative sales approach. This method focuses on one to one discussion that are focused around the proper needs of clients and aim for engagements for longer period. This includes **constant follow-ups, customizing proposals, and maintaining relationships through consultation and engagement after the first meeting.**



Figurer 1.1: Breakdown of GEN Bangladesh's Consultative B2B Sales Process

5.5.2 Marketing Strategies Used by GEN Bangladesh

My second Objective, which is to highlight the marketing and sales tactics used to promote its services and programs, **GEN Bangladesh** applies a mixed strategy that merges digital advertising, event marketing, and direct communication with ventures. The organization employs platforms like **Facebook** and **LinkedIn** to promote updates about events, highlighting successful collaborations, and promote their brand awareness. Simultaneous, methods like **press releases**, **newsletters**, and **collaborations with medias** help to widen the audience reach amid targeted stakeholders. Big initiatives, including **Global Entrepreneurship Week (GEW)** and the **Youth Entrepreneurship Summit 2024**, operate as important part in both marketing and relationship-building possibilities.

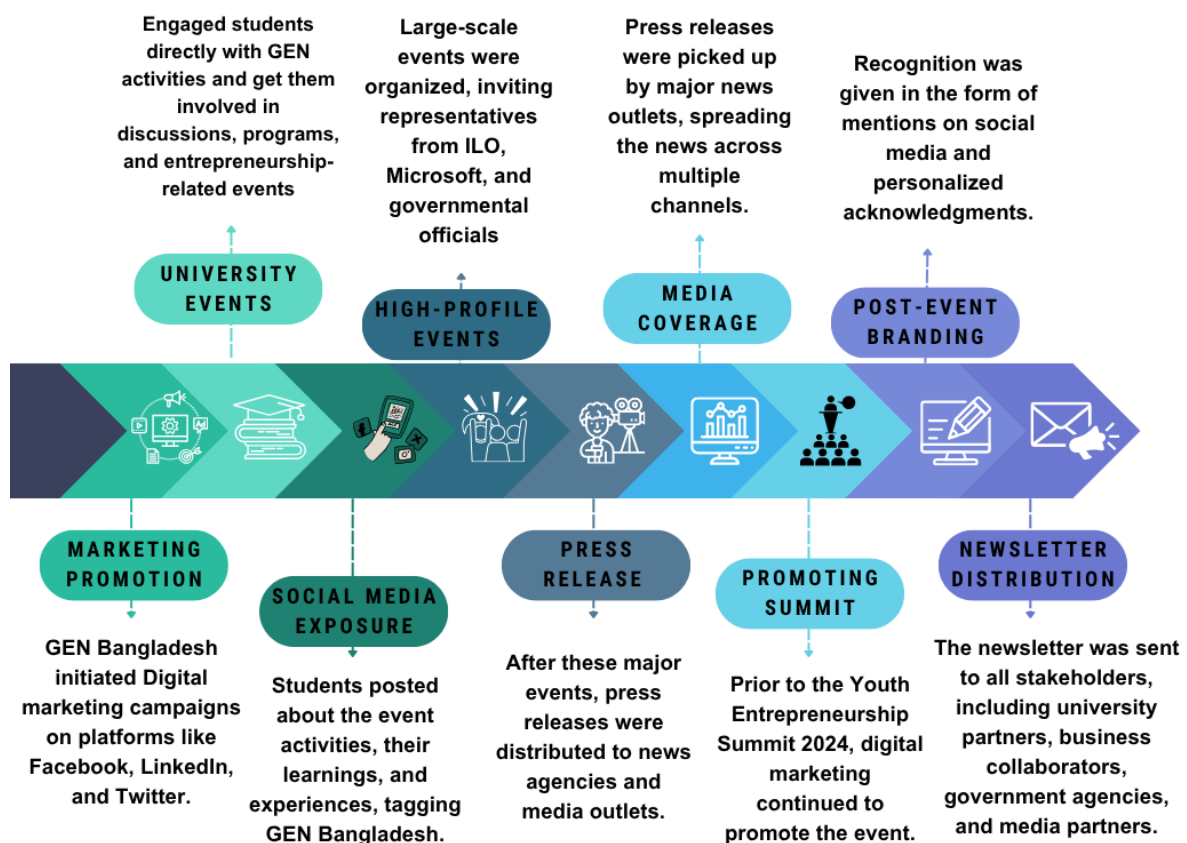


Figure 2.2: GEN Bangladesh Marketing Strategy Cycle



Figure 2.3: Effectiveness of GEN Bangladesh's Marketing Tactics

5.5.3 Sales Strategies Used to Promote GEN Bangladesh's Services and Programs

I merged **relationship based sales strategy** with **solution selling tactics**, which highlights a **win win partnership** and offers customized solutions to fulfill universities demands.

GEN Bangladesh focuses to offer universities full support by putting them in touch with opportunities like **funds, co-working spaces, skill development programs, and international branding**. Long-term partnerships with important institutions are emphasized in the sales approach, along with the advantages of cooperation for both parties, including **visibility, networking, and access to global events** like **EWC and GEC**.



Figure 2.4: GEN Bangladesh's Sales Tactics for University



Figure 2.5: GEN Bangladesh's Sales Tactics for Entrepreneurs

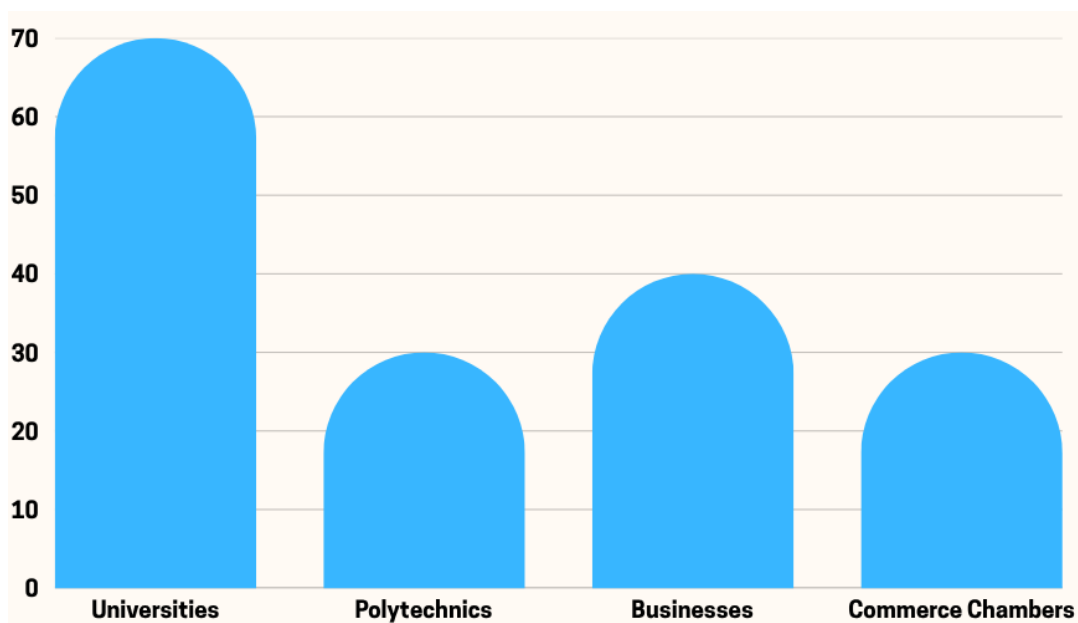


Figure 2.6: GEN Bangladesh's Sales Success Ratio.

5.6 Findings of the Study:

1. **Academic plans at universities:** Academic schedules at universities cause delays in timely partner involvement, necessitating constant follow-ups.
2. **Lack of a unified CRM to monitor and maintain business-to-business connections:**
The absence of a CRM system leads to ineffective B2B relationship tracking and follow-up.
3. **Ineffective targeting in digital ads:** When digital ads are not well targeted, the marketing budget is used inefficiently.
4. **Over dependency on events:** The company focuses on events, instead of getting wider range they get smaller engagement chances.
5. **Limitation on instant ROI:** GEN Bangladesh limitation is to guarantee instant results from partnership and teamwork.
6. **Weak usage of testimonials or achievement:** These materials are not used fully to establish credit and draw in new ventures.

Chapter 6: Conclusion

GEN Bangladesh has an important role in promoting entrepreneurship by aligning with various stakeholders involving academic institutions, government, investors, and developmental organization. Its managerial engagement across **B2B, B2C, and B2G sectors**, boosted by digital marketing and media engagement, improves its visual and improvement. Main steps like **Knowledge Vale Accelerator** and partnerships with **BVCL** to make impact for a booming ecosystem and **BSDI** for skill development.

I learned a lot about marketing, sales, event planning & management, stakeholder participation in entrepreneurial ecosystem in my three month internship at GEN Bangladesh. I developed marketing resources, maintained collaborations, and offered support for major events like the **Youth Entrepreneurship Summit** and **Global Entrepreneurship Week (GEW) 2024**.

I gained the ability to think creatively under pressure, adjust myself according to audiences, and interact with academia, ventures, and entrepreneurs successfully. My professional abilities, cultural understanding, and confidence were all developed by these activities. All things apart, the internship changed my life, enhancing my love for entrepreneurship and inspired me to work in marketing and sales.

Chapter 7: Implications

GEN Bangladesh known as a key organization in the entrepreneurship ecosystem of the country. The following recommendations has been made to help GEN Bangladesh in develop its management and become a leader in entrepreneurial ecosystem:

1. Arranging appointments and follow up **1-2 months before** any program so that universities can facilitate better collaboration, reducing the possibilities of delays.
2. Making a **Customer Relationship Management** system can improve communication, monitor connections, and guarantee follow-ups, making more successful business-to-business partnerships.
3. Using **audience segmentation** in online advertisements can improve customer targeting, making sure that the marketing funds the right prospect and it can be used effectively for more engagement.
4. Increasing marketing strategies by adding **webinars, digital campaigns, and monthly newsletters** can capture ongoing engagement, putting less reliance on big events.
5. Presenting success stories and analyzed case studies can provide well planned evidence of the fast advantages of collaborations, supporting in valuable return on investment for universities and ventures.
6. Collecting and showing testimonials and successful plan can establish trust, can attract new clients, and put confidence among partners

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