

Internship Report

on

Sales and Marketing strategies of Confirm Dynamic Ltd



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Letter of Transmittal

08/10/2025

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Subject: Letter regarding submission of internship report on “Sales and Marketing strategies of Confirm Dynamic Ltd.”

Dear Ma’am,

I am glad to submit my internship report, Sales and Marketing strategies of Confirm Dynamic Ltd. This report was required as part of the BBA program at the Department of Business Administration. It is thorough, informative, and instructional, with logical facts, statistics, and data that I gained.

Thank you for allowing me to speak about one of these topics. I feel it was a refresher of my knowledge while also enhancing both my understanding and efficiency. I thank you for allowing me to compile this report and would be happy to address any questions you may have about it.

Sincerely yours,



.....
MEHEDI HASAN

ID: 201-11-973

Major in Marketing

Program: BBA

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Supervisor's Declaration

This is to inform you that Mehedi Hasan, BBA student #ID 201-11-973, has successfully finished his internship report on the topic " Sales and Marketing strategies of Confirm Dynamic Ltd" under my supervision. The report was created under my supervision and is authentic work completed by at Confirm Dynamic Ltd, where he completed his internship. The report is written and cleared for submission after carefully following all requirements.



.....
Farhana Noor

Department of Business Administration

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Student's Declaration

I am Mehedi Hasan, a student pursuing an BBA at the Faculty of Business Administration at Daffodil International University. I am verifying that the report titled " Sales and Marketing strategies of Confirm Dynamic Ltd." has been arranged in the most effective manner possible to ensure the program's success.

As a result, I pronounce that every staff member in this report is a fabricated character. I also confirm that this report has never been submitted in part to any other university degree program.



.....
MEHEDI HASAN

ID: 201-11-973

Major in Marketing

Program: BBA

Daffodil International University.

Acknowledgment

I am Mehedi Hasan. First of all, I want to sincerely thank Allah and everyone who supported me during the process of finishing my internship report. I am pleased to present my practicum report, entitled "**Sales and Marketing strategies of Confirm Dynamic Ltd.**" I made an effort to collect as much information as I could to enhance this report. Working in the ready-made clothing industry was, in my opinion, a fascinating experience that improved both my knowledge and experience.

The report details the internship experience that was part of Daffodil International University's Bachelor of Business Administration (BBA) program in the Department of Business Administration. For two or three months, Confirm Dynamic Ltd was to be my internship location. The internship program's goals were to acquaint the student with the real-world application of the information that makes up the theoretical side of practical life.

Special thanks are required to my academic advisor Farhana Noor, who encouraged me a lot to complete this report and provided me with all the necessary help and guidance. He was a very kind and helpful individual and has always been there, wherever I requested.

In addition, who helped me during data gathering and interviews by providing insightful comments, critiques, and ideas, have my sincere gratitude. Lastly, I would like to sincerely thank the faculty, staff, and students who assisted me in finishing my internship report.

Executive Summary

This internship report is based on my professional experience at **Confirm Dynamic Ltd. (CDL)**, a leading consultancy firm in Bangladesh that provides research-based solutions and advisory services to government ministries, agencies, and development partners. Founded in 1997 and re-registered as Confirm Dynamic Ltd. in 2015, the business focusses on providing data-driven consulting services in fields including social development, governance, education, agriculture, health, and institutional strengthening.

I was employed as a Marketing Officer at the Shyamoli office of CDL during my internship. My primary responsibilities included the establishment and maintenance of robust relationships with government agencies, the coordination of promotional events, the assistance with financial accounts, and the utilisation of social media marketing to increase the visibility of CDL. I was able to apply the knowledge I acquired in school to real-world consulting work, gaining valuable hands-on experience in the areas of managing client relationships, draughting proposals, and advertising online.

The paper offers a thorough summary of CDL's past, present, and future, including its organisational structure, purpose, vision, and ongoing activities. It looks at the business's marketing and sales tactics, which are mostly centred on building trust, a solid reputation, and robust networks among stakeholders. Although these tactics have made it easier for CDL to get federal contracts, they are not without flaws, such as a poor application of data-driven research, an over-reliance on government contracts, and a poor execution of digital marketing techniques.

Some of the most important things I learned during my internship were how important relationship-based marketing is, how important credibility and reputation are in consulting, and how important it is for the sector to adapt to digital technology. The internship connected what I learned in school about marketing with how it is used in a very specialized consulting setting.

The report also gives CDL a few suggestions for how to make itself more competitive. These include improving its digital marketing, expanding its client base beyond government projects, using CRM systems to better manage stakeholders, and establishing itself as a thought leader through publications and industry events.

In conclusion, the internship at CDL taught me a lot about the consulting field, helped me improve my professional abilities, and gave me time to think about what the company does well and where it could do better. It changed my life in a big way, and it helped CDL run better. It also helped me figure out what I wanted to do with my career in marketing, business consulting, and organizational development.

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Chapter 1 – Introduction

Confirm Dynamic Ltd. (CDL), a well-known consulting and advising company in Bangladesh, has been helping the country's economy and society since it was founded in 1997. The organization, which is based in Dhaka, wants to be the best at providing useful, data-driven, and innovative solutions for a wide range of sectors. Since it started, CDL has put a lot of effort into building a strong organizational base by hiring highly competent and dedicated people that can help solve tough growth problems with their technical knowledge and commitment.

For several years, governmental agencies, international development organisations, and both commercial and public institutions have relied on CDL. It encompasses not only sector-specific initiatives in governance, agriculture, education, health, social development, and information technology, but also provides consultancy, research, surveys, and advisory services. The organisation ensures that its efforts provide knowledge with demonstrable and enduring impacts via the application of rigorous research methodology and pragmatic implementation strategies.

In 2015, the company rebranded as Confirm Dynamic Ltd., signifying a significant milestone in its history. It indicated that the enterprise was growing, venturing into new industries, and committed to generating innovative concepts. CDL is currently recognised as a versatile, client-oriented organisation capable of transforming significant challenges into viable solutions that support both national development objectives and international sustainable development goals (SDGs).

Dynamic Ltd. is not only a consulting firm; it provides a multitude of additional services. It serves as a catalyst for societal transformation, policy reform, and institutional modifications. It has maintained responsiveness to Bangladesh's evolving development requirements by consistently employing technology, data, and human-centered approaches. This indicates that its consumers and the communities it serves will see prolonged benefits.

1.1 Background

In Bangladesh, Confirm Dynamic Ltd. (CDL) is a prominent consultancy and advisory business. Established in 1997, it is headquartered in Dhaka. The business has concentrated on professionalism, institutional development, and long-term success through data-driven solutions and expertise in specialised fields since its inception. CDL specialises in consulting, research, surveys, capacity building, and advisory services within governance, agriculture, education, health, IT, and social development.

CDL has long been recognised for providing evidence-based information that aids in program design, policy formulation, and institutional development. The company rebranded as Confirm Dynamic Ltd in 2015. This was a big step forward for the organization, showing growth, new ideas, and more services. CDL today plays a key role in national and international development projects by working with government agencies, non-governmental organizations, donor agencies, and private corporations to solve important social and economic problems.

1.2 Significance of the Study

This study holds importance for several reasons:

- **For the Organisation (CDL):** It offers information on CDL's advantages, disadvantages, and prospects, which can direct strategic choices in the future.
- **Regarding the Consultancy Sector:** It draws attention to the contribution that consulting businesses provide to sectoral knowledge and Bangladesh's socioeconomic growth.
- **For Policymakers and Stakeholders:** It provides insight into how consulting companies may help with capacity building, sustainable development, and evidence-based policy creation.
- **For Academic Purposes:** It is a tool for scholars and students investigating the dynamics of advisory services, consulting, and organisational development in developing nations.

By studying CDL, this research contributes to a broader understanding of how consulting firms can navigate challenges, leverage innovation, and deliver long-term impact.

1.3 Objectives (Broad & Specific)

Broad Objective

To evaluate Sales and Marketing strategies of Confirm Dynamic Ltd. to assess their effectiveness in achieving organizational goals.

Specific Objectives

- To analyze the existing sales strategies of Confirm Dynamic Ltd.
- To examine the marketing practices of the company in promoting its products and building brand awareness.
- To identify challenges and provide recommendations for improving the sales and marketing strategies of Confirm Dynamic Ltd.

1.4 Limitations of the Study

During the study, numerous constraints were identified:

- **Data Availability:** Access to confidential organizational data was restricted, limiting the depth of financial and strategic analysis.
- **Time Constraints:** The study was conducted within a limited timeframe, restricting extensive field-level surveys or interviews with all stakeholders.

- **Scope of Analysis:** The study concentrates mostly on CDL and does not thoroughly examine other consultancy businesses in Bangladesh for comparative comparison.
- **Secondary Sources:** A lot of the information came from secondary sources including official reports, websites, and published works, which may not fully show how things work inside the company.
- Even with these constraints, the study gives useful information about CDL's function, methods, and problems, which may be used as a starting point for more research and bettering the organization.

Chapter 2 – Company / Organization Overview

2.1 General Overview

Dynamic Ltd. (CDL) is a consulting and advising corporation that does business all over the country. It started out in 1997 and is based in Dhaka, Bangladesh. CDL has grown into a broad consulting firm that can help with surveys, data management, research, capacity building, and industry-specific advice over the years. The organization now has competence in governance, agriculture, education, health, social development, IT solutions, and crisis management, among other areas.

CDL's process blends research based on facts with real-world strategies to put that information into action. This makes sure that the answers they give clients can be measured and will last for a long time. CDL has become a trusted partner in planning, carrying out, and overseeing development projects by working with NGOs, government agencies, donor organizations, and businesses. The company is important for satisfying institutional needs because it operates all throughout the country and offers creative, data-driven solutions that support both the global Sustainable Development Goals (SDGs) and national development plans.

2.2 Mission, Vision & Values

Vision

To be a premier consulting and advising company that provides cutting-edge, data-driven solutions that strengthen institutions and promote sustainable development across a range of industries.

Mission

To provide knowledgeable research and consulting services that assist organisations in achieving successful development outcomes and sustainable growth.

Values

Confirm Dynamic Ltd. operates on the foundation of the following core values:

- **Dedication to Excellence:** Providing superior services that continuously meet or beyond the expectations of clients.
- **Innovation:** The process of coming up with original and practical ideas by utilising data-driven methodologies, contemporary tools, and technology.
- **Integrity:** Maintaining moral principles and openness in all business dealings.
- **Inclusiveness:** Encouraging community involvement, gender inclusion, and equity in all initiatives.
- **Sustainability:** Using ethical consulting techniques to guarantee long-term effects and institutional expansion.
- **customer-Centric Approach:** Creating customised solutions that complement local settings and customer goals.

2.3 History and Current Operations

Confirm Dynamic Ltd. got its beginnings as Confirm Dynamic with a license from the Dhaka City Corporation. In 2015, the company took a significant step towards enhanced institutional development and service diversification by re-registering as Confirm Dynamic Ltd. The re-registration provided the company with a new legal identity, more capital, enhanced services, and a revised corporate orientation.

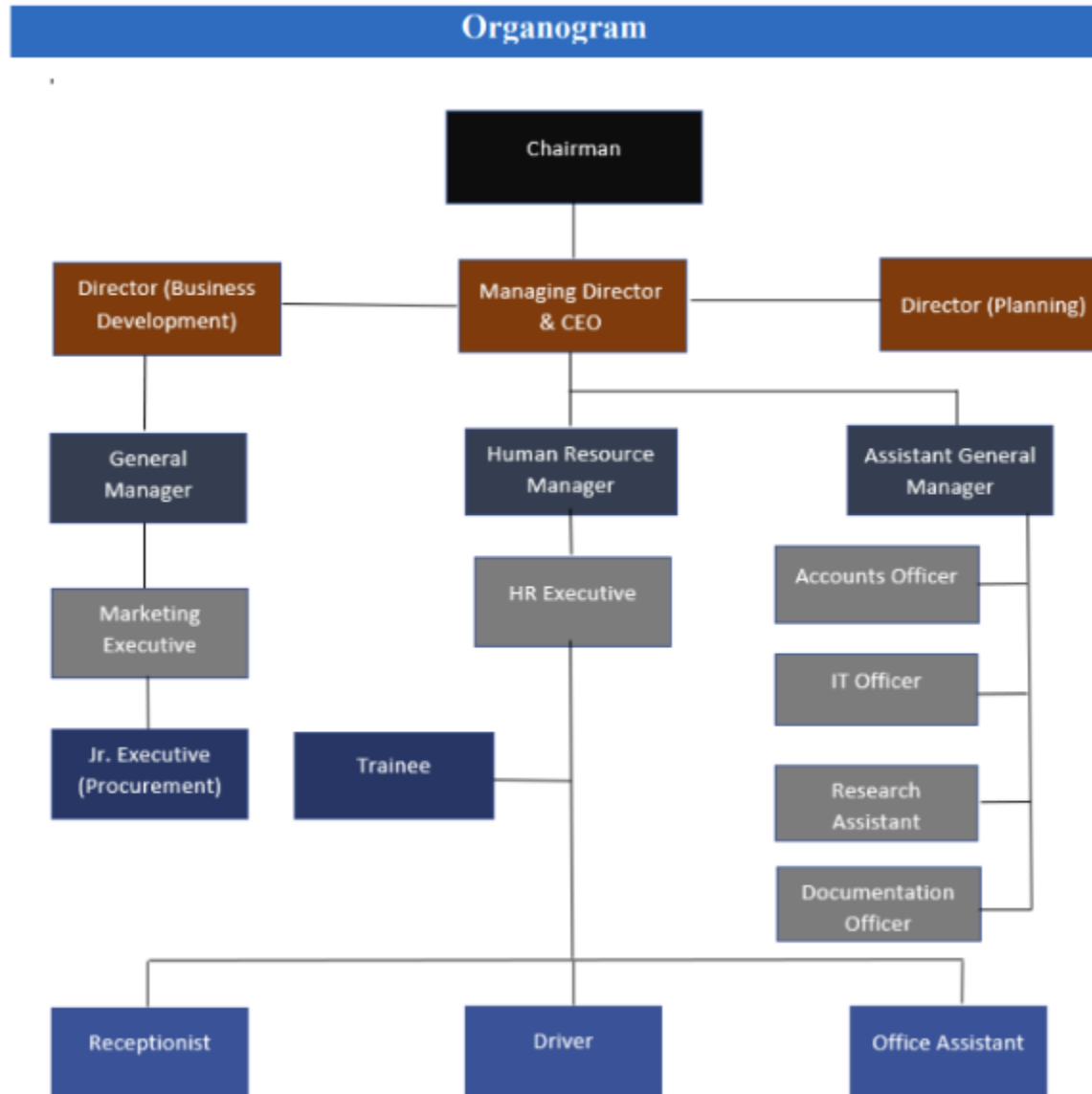
Throughout the years, CDL has engaged in several consulting and advisory projects for both public and private sector entities. It focusses on policy formulation, research and surveys, software and IT solutions, capacity building, and initiatives to enhance agriculture, health, and education in targeted regions. CDL is presently a consulting organisation with a wide array of capabilities, integrating technology acumen with social development.

CDL is presently operating throughout Bangladesh, offering services in the following domains:

- **Consultancy and Advisory:** Institutional enhancement, program evaluation, and policy formulation.

- Surveys and research: empirical assessments to underpin judgements grounded on concrete evidence.
- IT Solutions: Development of digital tools and specialist software platforms.
- Capacity Development: Educational programs targeting women, youth, and community organisations.
- Social and Legal Consultation: Services pertaining to equity, women's empowerment, and child safety.
- Crisis Management: Strategies for relief, recovery, and emergency response.

2.4 Organogram



Chapter 3 – Internship Role and Responsibilities

3.1 Your Role

My primary responsibility as a Marketing Officer at Confirm Dynamic Ltd. (CDL) during my internship was to support the business's marketing and customer care campaigns. I had to combine strategic and operational duties in my employment, which included building partnerships with government organisations and promoting CDL's research-driven services online. I also assisted with financial monitoring and administrative tasks, which deepened my comprehension of how businesses function.

3.2 Rationale of the Role

The role of marketing officer was essential since CDL operates in a cutthroat consulting sector where establishing strong institutional relationships and being visible are essential to gaining business. Since government ministries, agencies, and donor organisations are some of CDL's main clients, having a dedicated marketing unit allowed for continuous contact, effective service promotion, and enhanced brand positioning.

I was able to apply theoretic knowledge from my academic experience in business and marketing to real-world, practical circumstances in this role. It also made it easier for me to understand how consulting firms like CDL strategically position themselves to win contracts, manage stakeholders, and remain relevant in the development industry.

3.3 Examples of Tasks Completed

During my internship, I successfully completed a variety of tasks, including:

- **Relationship Development:** To build networks and look into project prospects, I spoke with officials from government departments and agencies.
- **Service Promotion:** Helped create marketing collateral and inform prospective customers about CDL's research and consulting services.
- **Financial Oversight:** Assisting the accounts team with the coordination of project-related financial records and the examination of expense reports.
- **Social Media Marketing:** Created and carried out social media initiatives to raise CDL's profile, reach, and involvement of stakeholders.

- **Proposal Support:** Helped draft concept notes and project proposals that were sent to funding organisations and government customers.

Chapter 4 – Key Learnings and Experiences

4.1 Important Learnings

The internship provided me with several important learnings, including:

- **Stakeholder Management:** I gained knowledge on how to interact with institutional stakeholders and government representatives in an appropriate manner, which is essential in consulting marketing.
- **Strategic Marketing:** I learnt how marketing in consulting focusses on reputation, trust, and relationship-building, which sets it apart from product-based businesses.
- **Digital Engagement:** I gained expertise in social media marketing, which includes creating content and implementing campaigns for institutional audiences.
- **Financial Awareness:** I gained a hands-on understanding of how financial monitoring promotes corporate sustainability via exposure to company accounting.
- **Writing Proposals:** I discovered how crucial well-organised and convincing proposals are to landing consulting jobs.

4.2 Connection with Academia

This internship bridged the gap between academic learning and practical application in several ways:

- While establishing networks with government organisations, the principles of relationship marketing and stakeholder engagement that were taught in marketing courses were put into practice.
- Academically acquired business communication skills were helpful for creating official documents and proposals.
- To create and carry out social media campaigns for CDL, expertise in digital marketing techniques was used.
- Theories of management and organizational behavior have helped me understand how individuals in a firm work together and how teams get things done.

4.3 Practical Examples

- I applied my knowledge of strategic planning frameworks acquired in school to compose a proposal for a government department.
- I employed digital marketing strategies, such as identifying the appropriate target and structuring content for a social media campaign, to promote CDL's research services.
- I applied my financial management knowledge acquired in school to ensure the accuracy of the records when reviewing the expenditure reports.
- I utilised my interpersonal abilities to cultivate partnerships and ensure that all participants at stakeholder meetings comprehended CDL's services.

Chapter 5 – Critique and Reflections

5.1 Introduction

This chapter goes into great depth about Dynamic Ltd.'s (CDL) sales and marketing strategies, pointing out their pros, cons, and possible ways to make them better. Some of my ideas from my job, where I saw how CDL does business in Bangladesh's consulting industry, are also in it.

5.2 Sales and Marketing Strategies of CDL

- CDL uses sales and marketing methods that are focused on relationships and reputation. Building long-term ties with government departments and organizations to get projects.
- Building networks and partnerships with private groups, NGOs, and donors.
- Using formal proposals, tenders, and reports instead of traditional advertising to promote services.
- Using social media for digital marketing to make your brand more visible.
- Using its history and reputation in consulting to gain the trust of stakeholders.

5.3 Strengths of Current Strategies

- **Relationship-oriented:** Effective networking with governmental entities ensures a continuous availability of project possibilities.
- **Reputation-Based Marketing:** CDL's track record of successful projects establishes credibility and instills confidence.
- **Economical Strategy:** By emphasising direct engagement and recommendations, marketing expenses remain lower than those of mass advertising.
- **National Coverage:** It achieves more visibility and reach by operating over all of Bangladesh.

5.4 Weaknesses of Current Strategies

- **Restricted Digital Presence:** The use of social media is rudimentary and not fully optimised for lead generation.

- **Excessive Dependence on Government Contracts:** CDL is susceptible to policy alterations and administrative delays due to its significant dependence on ministries and agencies.
- **Lack of Data-Driven Marketing Analytics:** Insufficient assessment of client engagement or campaign effectiveness.
- **Insufficient Brand Awareness in the Private Sector:** While CDL is recognised within governmental spheres, its visibility in the commercial domain is inadequate.
- **Reactive Approach:** Marketing is often associated with bids and RFPs instead of proactive brand building.

5.5 Opportunities for Improvement

Utilise SEO, LinkedIn outreach, and targeted advertisements to amplify your digital marketing initiatives.

- Compose comprehensive case studies and success narratives that illustrate the impact of CDL's projects.

Utilise client relationship management (CRM) solutions to facilitate the monitoring of stakeholders.

- Concentrate on international donor initiatives and private sector corporate social responsibility endeavours to attract a broader client base.
- Conduct webinars, seminars, and events that facilitate information sharing to enhance brand recall.

5.6 Threats and External Challenges

- **Intense Competition:** A large number of consulting companies vie for the few government contracts available.
- **Policy Uncertainty:** Project flow may be impacted by shifts in governmental priorities.
- **Economic instability:** Donor financing may decline as a result of domestic or international financial upheavals.
- **Technological Changes:** As a result of rapid digitisation, businesses must continuously improve their IT capabilities.

5.7 Personal Reflections on CDL's Marketing

During my internship in the marketing department, I discovered that CDL's personal networks and reputation are its biggest assets. I also saw that CDL's outreach plan wasn't very good because it wasn't getting the word out to younger professionals and private sector clients very well. In my perspective, CDL would become more competitive over time if it used modern marketing methods, especially digital platforms and CRM systems.

5.8 Lessons Learned

From analyzing CDL's strategies, I learned that:

- Consulting marketing is built on relationships, while product-based industries are based on products.
- Trust and reputation are more important than aggressive marketing.
- In this field, marketing means finding a balance between new ideas, following the rules, and having a good reputation.
- To stay relevant, businesses need to keep up with advances in technology..

5.9 Analysis of the Study

Confirm Dynamic Ltd. (CDL) uses a traditional, relationship-based approach to sales and marketing that has helped the company stay in business in Bangladesh's consulting industry for a long time. Over the years, CDL has built strong relationships with institutions, especially with donor organizations, government departments, and agencies. The business has been able to get steady work and build a good name as a reliable consulting partner by utilizing this method. This method has made things more stable, but it also has risks and restrictions because the business world changes so quickly these days. A more in-depth look at CDL's approach shows both its strengths and the important changes the firm needs to make to be competitive.

One of CDL's best features is that it is trusted and well-known in official circles. CDL's history of finishing projects on time has been a great way to market itself because trust and experience are very crucial in the consulting profession. The company can use its prior successes and established ties to gain new business and referrals in networks that operate with the government. People regularly ask CDL to work on projects and contracts solely because of its good name, so it doesn't have to do as much marketing. This marketing strategy based on reputation is a great way to save money because it means you don't have to spend money on pricey traditional advertising or promotions.

But it could be risky to depend too much on networks and reputation. In Bangladesh's very competitive consulting sector, organizations from both inside and outside the country are fighting hard to get government contracts. A lot of your competitors are using newer tools, such as websites to share knowledge, digital marketing, and customer service that is based on data. CDL gets a lot of contracts, but its small web presence and lack of ties to private sector players make it hard for them to compete with more progressive companies. The company is putting more and more emphasis on having a lot of clients, being innovative, and using technology. This is a threat that will last for a long time.

Another issue with CDL is that it relies too much on government initiatives. These projects are CDL's main source of income, but they also imply that the company has to cope with changes in government goals, delays in the bureaucracy, and changes in policy. For example, changes in the budget or politics can have a big effect on the flow of contracts, which can make it hard to guess how much money will come in. Because CDL only services one sort of customer, government entities, it has had problems fast reacting to developments from the outside. On the other hand, multinational consulting firms generally balance their government contracts with work in the private sector, with corporate clients, and with programs funded by donations to distribute risk and stay strong.

Also, a lot of CDL's marketing is still reactive. Instead of actively creating market prospects, the organization usually responds to requests for projects, proposals, and tenders. CDL typically competes with other consulting firms on the same level because it reacts to what they do, which means it misses out on chances to separate out. CDL might become a leader in knowledge and

persuade more people to use its services by employing active techniques like policy conversations, thought leadership projects, or sending out impact reports and case studies. People wouldn't consider the business as a proactive leader in the consulting sector if it didn't accomplish things like these. Instead, they could see it as a service provider that just reacts to opportunities.

The investigation also discovered that the company does not effectively utilize contemporary marketing techniques. In the digital world we live in today, sites like LinkedIn, Facebook, and professional networking forums are incredibly crucial for creating a brand, gaining new clients, and sharing information. CDL is on social media, but they don't post very much and their posts aren't set up to entice more people to contact them or get leads. CDL also can't tell how effectively its outreach is working or improve its plans since it doesn't have marketing tools that employ data, such analytics platforms and customer relationship management (CRM) systems. Competitors can learn more about how customers behave, guess what the market will want, and respond more quickly by adopting these tactics.

CDL can grow and get better, though, if it makes smart changes. More and more money is going into policy analysis, research, and corporate social responsibility (CSR) operations from the private sector in Bangladesh, especially from significant local businesses and global organizations. A lot of the time, these businesses need aid with things like digital transformation, sustainability, workforce development, and market research. CDL may be able to diversify its business, rely less on government contracts, and discover new ways to make money by focusing on private sector clients.

You might also be able to work on projects that are backed by overseas donors. International development partners are putting money into programs in Bangladesh that work on subjects like gender equality, health, education, and climate change. A lot of these initiatives need aid with consulting because they largely focus on monitoring, evaluation, and getting laws changed. CDL has a good track record and a lot of institutional expertise, which makes it a good candidate to compete in this field. To do that, though, the company would have to be more active in global forums, get better at crafting proposals, and use digital tools to get people interested and keep an eye on initiatives.

CDL must also spend a lot of effort into teaching and growing its staff. Because the consulting business is founded on information, marketing frequently works better when the consultants are well-known and skilled at what they do. The company will be able to do business much better if it pays for staff training in digital marketing, project management, and getting stakeholders involved. Furthermore, CDL may maintain a competitive edge by promoting innovative communication strategies and novel marketing concepts across teams. This would enable the organisation to maintain a competitive advantage.

Confirm Dynamic Ltd.'s ability to adapt will determine its success in the future. By using digital technology, changing its strategy to fit the needs of the industry, and aggressively working with a wide range of clients, CDL might become one of the best consulting firms in Bangladesh. The report emphasises that CDL's resilience to external uncertainties and its enduring relevance in a competitive consulting landscape may be attained through the implementation of a hybrid strategy that combines reputation-based competencies with contemporary marketing innovations.

5.10 Findings

1. An examination of Confirm Dynamic Ltd.'s (CDL) sales and marketing strategy has yielded the following conclusions:
2. Strength CDL's primary strength is in its enduring relationships with governmental departments, agencies, and development partners. Such contacts generally result in consultancy engagements.
3. Reputation and Credibility: A favourable reputation and a track record of successful projects significantly facilitate the company's ability to gain customer trust and obtain contracts...
4. Limited Digital Adaptation: CDL uses social media to get the word out about itself, but its digital marketing isn't very good and doesn't fully exploit the platform for branding or getting new leads.
5. Too Much Dependence on Government Contracts: The company is at risk of policy changes or delays in the bureaucratic process since it relies so much on government and donor-funded projects.

6. Weak Private Sector Presence: CDL doesn't work with many corporate clients, thus it doesn't have many chances to build its business or make money in new ways.
7. Reactive Marketing Approach: Most marketing efforts are focused on responding to RFPs and bids instead of using proactive strategies to get new clients and build the brand.
8. Chances to Grow: With inventive marketing strategies, you might reach new audiences on the internet, in foreign donor programs, and in private sector CSR programs.
9. Outside Problems: CDL's capacity to grow and stay in business is constantly threatened by strong competition, changes in technology, and unstable economic situations..

5.11 Conclusion

The foundation of CDL's sales and marketing initiatives is its reputation, cost-effective promotion, and solid institutional partnerships. Even while these tactics have won important government contracts, they are less successful in connecting with private sector customers and adjusting to contemporary digital developments. By adopting technology, expanding its clientele, and establishing itself as a thought leader in consulting and development services, CDL may improve the efficacy of its marketing going ahead.

Chapter 6 – Conclusion

6.1 Summary

An excellent chance to obtain firsthand knowledge of the Bangladeshi consulting sector, namely in the areas of sales, marketing, and client relationship management, was offered by the internship at Confirm Dynamic Ltd. The importance of relationship-based marketing and reputation-driven development in the consulting industry was illustrated by CDL's organisational structure, strategic vision, and operational concentration on government projects.

As a Marketing Officer, I gained knowledge about how CDL gets projects, advertises its services, and establishes and maintains relationships with government organisations. I was also able to evaluate CDL's sales and marketing tactics objectively throughout my internship, pointing out both its advantages—like its reputation, connections, and variety of services—and disadvantages—like its lack of a strong online presence and excessive reliance on government contracts.

All things considered, the internship improved my professional abilities and provided insights into the prospects and challenges of consulting-based marketing by bridging the gap between academic knowledge and real-world application.

Chapter 7 – Implications

7.1 Academic Relevance

This internship allowed me to put my academic knowledge of business and marketing into practice. Digital marketing, stakeholder involvement, relationship marketing, and brand positioning were all concepts that were directly witnessed in CDL's operations. By demonstrating their real-world applicability in a consulting setting—where intangible services are promoted through credibility, trust, and demonstrated outcomes—the experience strengthened theoretical insights.

7.2 Organizational Impact

The internship shows CDL where it can expand as a company, especially by using data-driven marketing tools and making its online presence bigger. By adding new academic ideas and creative ideas, CDL may better its marketing and stay competitive in a field that is changing constantly. My help with client engagement and managing the company's social media also gave the brand a little but important boost in visibility.

7.3 Industry Relevance

The consulting industry in Bangladesh is quite competitive and primarily depends on projects that the government and donors pay for. CDL's strategy shows that networks, credibility, and a history of success are all important for growth. But the growing influence of data analytics, digitalization, and private sector involvement shows that companies need to adjust quickly to stay relevant. The creation of CDL shows how important it is to move away from traditional relationship-based marketing and toward a more modern and diversified approach.

7.4 Lessons Learned

The most important things I gained from this internship are:

The main purpose of marketing for consultants is to build long-term relationships and trust, not to use pushy sales approaches.

To get contracts, you need to have a good reputation and be credible.

- In today's consultancy marketing, it's quite important to be able to adapt to changes in technology.
- Combining academic theories with real-world experience makes it easier to develop a wide range of professional skills.

- In order to manage customer relationships, teamwork and clear communication are essential.

7.5 Recommendations

Based on my observations and analysis, I recommend the following for CDL:

- **Diversify Client Base:**

- • By diversifying into the private sector, non-governmental organisations, and foreign donor-funded initiatives, you may lessen your reliance on government contracts.
- • Provide research and consulting services suited for private businesses and corporate CSR projects.

- **Strengthen Digital Marketing Efforts:**

- • Make an investment in a well-planned digital marketing strategy that include thought-leadership material (blogs, policy papers, webinars), LinkedIn promotions, and SEO.
- • Beyond government contracts, use data analytics to monitor internet activity and provide qualified prospects.

- **Develop a Proactive Marketing Approach:**

- • Go beyond participating in reactive tenders and embrace proactive tactics like setting up seminars, disseminating research findings, and building relationships with possible customers.
- • Create a recognisable brand identity to establish CDL as a pioneer in research-based consulting.

- **Enhance Private Sector Engagement:**

- Provide packages or tailored solutions to local and international businesses in need of assistance with research and policy recommendations.
- Develop models of partnerships with trade groups to raise awareness in the business world.

- **Leverage Relationship Marketing:**

- To maintain long-term collaborations, keep fostering government ties while fortifying client relationship management (CRM) systems.
- Teach marketing officers to be more than just service suppliers; they should be valued advisors.

- **Expand Service Portfolio:**

- To address new market demands, create new service areas including training programs, digital transformation consultancy, and market research.
- Create innovation laboratories for social and policy solutions to strengthen CDL's edge over competitors.
- **Risk Mitigation Strategies:**
 - Create backup plans in case government project clearances or funding are delayed.
 - Diversify your sources of income to lessen your reliance on outside policy changes.
- **Capacity Building and Talent Development:**
 - Train sales and marketing staff on a regular basis in modern techniques like interacting with stakeholders, digital branding, and producing proposals.
 - Encourage people from different departments to work together and share knowledge to make the organization more productive.

Reference

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