



Daffodil
International
University

Internship Report

on

Higher Education and Global Perspective (A Study on Samswiss Study Abroad Ltd.)



Supervised By

Professor Dr. Mostafa Kamal

Department of Business Administration
Faculty of Business and Entrepreneurship
Daffodil International University

Prepared By

Ananna Sarkar

ID: 0242310004083021

Program: MBA

Major in Finance

Department of Business Administration
Faculty of Business and Entrepreneurship
Daffodil International University

Date of Submission: 05 January, 2025

Letter of Transmittal

05 January, 2025

Professor Dr. Mostafa Kamal

Department of Business Administration

Faculty of Business and Entrepreneurship

Daffodil International University

**Subject: Submission of Internship Report on “Higher Education and Global Perspective
-A Study on Samswiss Study Abroad Ltd.”**

Dear Sir,

I am honored to submit my internship report on “**Higher Education and Global Perspective
-A Study on Samswiss Study Abroad Ltd.**” under your guidance. I sincerely appreciate your support and invaluable guidance throughout this process, especially during challenging times. During my three-month internship at Samswiss Study Abroad Ltd., my responsibilities, along with my research and analysis, provided me with valuable insights into the education consultancy industry and immigration regulations. I also gained a deeper understanding of the career opportunities and significance of this field.

I have put forth my best effort to meet all your requirements for the report and have worked diligently to include comprehensive information to enhance its quality.

Thank you for considering my submission. I hope you find the report satisfactory.

Sincerely,



.....

Ananna Sarkar

ID: 0242310004083021

Program: MBA

Major in Finance

Department of Business Administration

Faculty of Business and Entrepreneurship

Daffodil International University

Declaration

I am Ananna Sarkar the student of Master of Business Administration (MBA) bearing ID: 0242310004083021 major in Finance from Daffodil International University, Bangladesh would like to solemnly declare here that an internship report on “**Higher Education and Global Perspective -A Study on Samswiss Study Abroad Ltd.**” has been authentically prepared by me. While preparing this internship report, I didn’t breach any copyright act intentionally. I am further declaring that, I did not submit this report anywhere for awarding any degree, diploma or certificate.

Ananna Sarkar

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Ananna Sarkar

ID: 0242310004083021

Program: MBA

Major in Finance

Department of Business Administration

Faculty of Business and Entrepreneurship

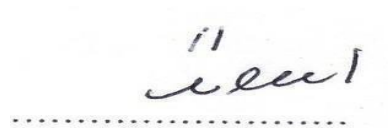
Daffodil International University

Certificate of Approval

This is to certify that an internship report on “**Higher Education and Global Perspective -A Study on Samswiss Study Abroad Ltd.**” for partial fulfillment of the degree of Master of Business Administration (MBA) major in Finance from the Daffodil International University Bangladesh carried out by Ananna Sarkar, ID NO: 0242310004083021 under my supervision. Under my guidance and supervision this paper is being carried out successfully. No part of this paper has been submitted for any degree diploma, title, or recognition before.

I wish her every success in life.

.



Professor Dr. Mostafa Kamal
Department of Business Administration
Faculty of Business and Entrepreneurship
Daffodil International University

Acknowledgement

I would like to express my heartfelt gratitude to God for granting me the mental strength to prepare my internship report despite the personal challenges I faced.

I am especially thankful to my supervisor, Professor Dr. Mostafa Kamal at Daffodil International University. His patient guidance and support were invaluable, particularly when I encountered difficulties in report preparation and faced delays.

I would also like to extend my sincere appreciation to Mr. Md. Rezuanul Haque, CEO of Samswiss Study Abroad Ltd. His humility and willingness to address my questions made a significant difference. As Samswiss Study Abroad Ltd. is relatively new in the education consultancy sector, information about the company and its marketing strategies was limited. Mr. Haque provided me with essential documents and news articles that enriched my report.

I thoroughly enjoyed my role as an executive councilor at Samswiss Study Abroad Ltd. and dedicated myself to learning about the organization and the higher education consultancy field. I am pleased to share that, by the grace of Allah, my performance during the internship led to a permanent job offer in the same position, and I am now working at Samswiss Study Abroad Ltd.

Thank you once again for all the support and guidance.

Executive Summary

I have prepared this internship report on Samswiss Study Abroad Ltd. as part of my MBA program. The report focuses on Samswiss Study Abroad Ltd. consultancy services, marketing strategies, and its position as a leading consultancy firm in Bangladesh. I gathered the necessary information from both primary and secondary sources.

Samswiss Study Abroad Ltd. is an educational consulting organization that provides comprehensive guidance and support to students seeking higher education abroad. With branches in Switzerland and Dhaka, Samswiss Study Abroad Ltd. represents top-ranked colleges and universities across seven countries. Samswiss Study Abroad Ltd. founded Dhaka office in 2016. Samswiss Study Abroad Limited's mission is to offer high-quality, ethical services that empower students in their educational pursuits.

Samswiss Study Abroad Ltd. has developed its segmentation, targeting, and positioning (STP) strategies by analyzing UNESCO data, relevant articles on higher education in Bangladesh, and insights from three Facebook groups dedicated to Samswiss Study Abroad Ltd. The organization segments its clients based on their preferences for studying in Australia, Canada, the UK, Germany, Sweden, and Malaysia, with a particular focus on potential clients interested in Australia and Canada. GSN began its positioning efforts through its first Facebook group, where the CEO actively provided guidance on foreign higher education.

To enhance its brand image, Samswiss Study Abroad Ltd. conducts career seminars at prominent universities and colleges in Dhaka and surrounding districts. Being a relatively new player in the education consulting sector, Samswiss Study Abroad Ltd. continuously monitors competitors to refine its services and strategies. Unlike its well-established rivals, Samswiss Study Abroad Ltd. offers GTE-standardized consulting services at no charge, which serves as a competitive advantage. The three Facebook groups have proven to be effective channels for client acquisition, contributing to a high conversion rate. Additionally, Samswiss Study Abroad Ltd. has launched an 'English Spoken' course to improve clients' speaking skills, further enhancing its competitive edge.

Samswiss Study Abroad Ltd. assists students with selecting institutions and courses, visa processing, credit transfers, scholarship applications, and permanent residency (PR) processes. It also offers IELTS and PTE preparation courses conducted by top instructors in Dhaka. The services provided by Samswiss Study Abroad Ltd. are free of charge, and its three Facebook pages, along with other social media platforms like Twitter, LinkedIn, and YouTube, serve as primary tools for promoting Samswiss Study Abroad Limited's goals and activities.

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Chapter-1

Introduction

1.1 Introduction

In an increasingly interconnected world, higher education serves as a pivotal force in shaping global citizens and fostering economic development. Samswiss Study Abroad Ltd. emerges as a key player in this landscape, committed to enhancing access to quality education through international study programs. By facilitating opportunities for students to immerse themselves in diverse academic environments, Samswiss not only enriches individual learning experiences but also promotes cross-cultural understanding and collaboration.

The global perspective on higher education emphasizes the importance of adaptability and innovation in response to the dynamic challenges of the 21st century. As institutions worldwide navigate the complexities of globalization, technological advancements, and shifting labor markets, organizations like Samswiss are essential in bridging gaps and creating pathways for academic and professional success. This paper will explore the strategic initiatives undertaken by Samswiss Study Abroad Ltd. to contribute to the development of higher education on a global scale, examining the impacts on students, institutions, and the broader educational ecosystem.

1.2 Origin of the Study

Upon completing the Master of Business Administration (MBA) program, students are required to undertake a project that involves either conducting a survey on a specific topic or preparing a report based on a short-term work experience in an organization. This practical component, known as an internship, is supervised by a faculty member assigned by the university and is a prerequisite for graduation. The internship serves as a vital course, providing students with an opportunity to apply their academic knowledge in real-world scenarios while gaining insights into the broader aspects of the corporate world. Before submitting the internship report, students must also participate in an interview with a reputable organization. I completed my internship report on **“Higher Education and Global Perspective -A Study on Samswiss Study Abroad Ltd.”** under the guidance of my esteemed faculty member Professor Dr. Mostafa Kamal at Daffodil International University. This report reflects my experiences during a three-month internship at Samswiss Study Abroad Ltd., where I was able to apply my learning in a practical setting.

1.3 Objectives of the Study

The primary objective of this report is to fulfill a crucial requirement for completing the Master of Business Administration (MBA) program at Daffodil International University.

The specific objectives of this report include the following points:

- i. To explain the overall marketing strategy of Samswiss Study Abroad Ltd.
- ii. To understand the key approaches, it employs to establish its presence in the educational consultancy industry.
- iii. To analyze the methods Samswiss Study Abroad Ltd. utilizes to attract and retain clients, ensuring customer satisfaction and loyalty.
- iv. To identify the problems related to educational consultancy and recommended some possible solutions for Samswiss Study Abroad Ltd.

1.4 Methodology of the Study

This report is based on a combination of primary and secondary data, which are essential for conducting a thorough study and analysis in line with the requirements set by my supervisor.

Primary Data:

I collected primary data through various means, including:

- Daily conversations with senior colleagues who are actively involved in Samswiss Study Abroad Ltd. marketing activities.
- Brief discussions with the CEO, Mr. Md. Rezuanul Haque, and the advisor, Dr. Mohummed Shofi Ullah Mozumdar.
- Interactions with clients and former clients of Samswiss Study Abroad Ltd. to gather firsthand insights and experiences.

Secondary Data:

The secondary data was sourced from:

- Internal documents and reports prepared by the advisor of Samswiss Study Abroad Ltd.
- Articles authored by the CEO in Prothom Alo newspaper that discuss Samswiss Study Abroad Ltd. initiatives and insights.
- Research comparing Samswiss Study Abroad Ltd. with other educational consultancy firms through their websites.
- Analysis of reviews and feedback on Samswiss Study Abroad Ltd. official Facebook page.

- Relevant information from Philip Kotler's Marketing Management.
- Sample reports obtained from Daffodil International University that provide additional context and structure for my analysis.

1.6 Limitations of the Study

Every work has some limitation in this report have few limitations so those limitations given below:

- i. Lack of Proper Time This internship period is not enough to find out everything.
- ii. Data Disclose Limitation Company have some protocol for share their information
- iii. The task of gathering all authentic data from different employees quit challenging.
- iv. Working with different department also Challenging
- v. This report did not include all the financial ratios to find out the more specific financial condition.
- vi. Research report performance compare only the last five years because of time constraint.

Chapter-2

Organizational Overview

2.1 About Sam Swiss Study Abroad Ltd.

Empowering Your Study Abroad Journey

Since 2016, Sam Swiss Study Abroad Ltd. has been your reliable partner in navigating seamless study abroad experiences. Unlock a world of opportunities waiting for you!

Expert Guidance

Receive personalized assistance from our knowledgeable advisors, featuring tailored strategies and comprehensive support throughout your application process.

Extensive Network

Tap into our partnerships with top-ranked universities across the globe, exclusive scholarships, and a robust alumni network for continuous guidance.

Student-Centered Approach

Take advantage of our "No Visa, No Payment" policy, reflecting our commitment to transparency, integrity, and outstanding service dedicated to your success.

2.2 What Sets Us Apart

Excellence in Study Abroad

Experience the unique advantages of choosing Sam Swiss Study Abroad Ltd. for your academic journey, where transparency, guaranteed scholarships, and a dedication to student success transform the study abroad experience.

No Visa, No Payment Policy

We prioritize your peace of mind with our "No Visa, No Payment" policy, charging for our services only after your visa is secured. This ensures you receive the support you need without any financial risk.

Transparent Pricing with No Hidden Charges

At Sam Swiss Study Abroad Ltd., we value transparency. With no hidden fees or unexpected costs, you can budget confidently for your study abroad experience.

Access to Top-Ranked Universities

Unlock admission to prestigious universities worldwide through our extensive network and personalized guidance, opening doors to exceptional academic opportunities and global

recognition.

Guaranteed Scholarships and Stipends

Join the ranks of our successful students who benefit from our proven track record of securing scholarships that cover up to 100% of tuition fees for over 97% of applicants, alongside monthly stipends ranging from €1,200 to €2,200 for more than 30% of our students.

2.3 Services

Your Path to Success

Discover our comprehensive range of services tailored to support you at every stage of your study abroad journey—from application and admission assistance to visa processing, settlement support, and job placement guidance.

Application and Admission

Unlock your potential with our customized application strategies. We'll guide you seamlessly through the admission process to help you secure a spot at your dream university.

Scholarships and Stipends

Maximize your opportunities with our expert guidance on securing scholarships and stipends, ensuring you receive the financial support necessary for your academic journey.

Visa Process and Settlement

Leave the complexities of visa applications to us, allowing you to focus on embracing your new adventure with confidence.

Job Assistance

Extend your success beyond graduation with our comprehensive job assistance program, connecting you with valuable career opportunities to launch your professional journey.

2.4 Service Area

Explore Our Global Reach

Discover the diverse countries where Sam Swiss Study Abroad Ltd. offers comprehensive

support and guidance for your study abroad aspirations across continents.

Switzerland

Study abroad in the heart of Europe.

Luxembourg

Experience a unique blend of cultures.

Portugal

Enjoy vibrant cities and rich history.

France

Immerse yourself in art, fashion, and cuisine.

Belgium

Discover a hub of international education.

Finland

Experience cutting-edge education and innovation.

Iceland

Explore stunning landscapes and unique academic opportunities.

Croatia

Study in a beautiful coastal paradise.

Spain

Enjoy a lively culture and excellent universities.

Canada

Benefit from diverse education and multicultural experiences.

UK

Join prestigious institutions and rich traditions.

USA

Access world-renowned universities and diverse programs.

Malaysia

Explore a vibrant mix of cultures and educational options

China

Engage with one of the world's fastest-growing education systems.

Austria

Experience a rich cultural heritage and academic excellence.

Germany

Study in a country known for its strong emphasis on research and innovation.

2.5 Visa Success Ratios by Study Field

Explore our comparison of visa success ratios across five popular study fields, providing you with valuable insights to make informed decisions about your academic journey abroad:

Engineering: 100%

Enjoy a perfect visa success rate, ensuring a smooth transition to your studies in this dynamic field.

Business Administration and Management: 98%

Benefit from a high success ratio, reflecting the strong demand for business professionals globally.

Computer Science and Information Technology: 100%

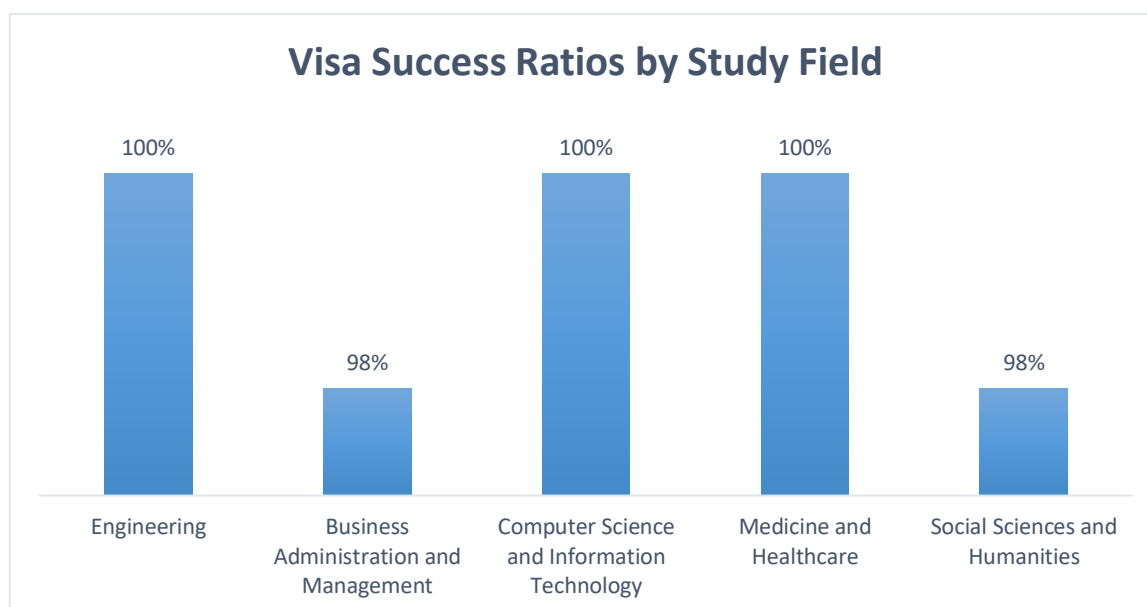
With a flawless visa success rate, this field opens doors to numerous opportunities in the tech industry.

Medicine and Healthcare: 100%

Achieve your dreams in the medical field with complete confidence in your visa application success.

Social Sciences and Humanities: 98%

Engage in critical studies with a strong visa success ratio, indicating robust opportunities for international students.



2.6 Organogram of Sam Swiss Study Abroad Ltd.



Chapter-3

Market Analysis of Sam Swiss Study Abroad Ltd.

3.1 Why Higher Education Abroad is Required?

Higher education abroad offers numerous advantages and is often seen as a valuable experience for students seeking to expand their academic, personal, and professional horizons. Here are several reasons why higher education abroad is required or beneficial:

1. Access to Better Educational Opportunities

- **World-Class Institutions:** Many universities abroad are ranked among the top globally and offer state-of-the-art facilities, cutting-edge research, and innovative teaching methods.
- **Specialized Programs:** Some countries are known for certain academic fields (e.g., engineering in Germany, business in the U.S., design in Italy). Studying abroad allows students to access programs that may not be available in their home country.

2. Cultural and Personal Growth

- **Exposure to Diverse Cultures:** Studying abroad immerses students in different cultures, promoting a deeper understanding and appreciation of global diversity.
- **Independence and Self-Reliance:** Living in a foreign country fosters personal development as students navigate new environments, manage their time, and handle day-to-day challenges independently.

3. Global Networking Opportunities

- **International Connections:** By studying abroad, students build a network of peers, professors, and professionals from various countries, which can be beneficial for future career prospects.
- **Global Perspective:** The exposure to different viewpoints and ways of thinking enhances critical thinking and broadens a student's worldview.

4. Improved Career Prospects

- **Employability:** Employers often value candidates with international experience. Studying abroad demonstrates adaptability, resilience, and the ability to navigate different cultural contexts.
- **Better Job Opportunities:** Graduates from prestigious international institutions may have access to better job markets, internships, and career support services.

5. Language Skills

- **Learning a New Language:** Studying in a foreign country often means learning or improving proficiency in a new language, which is a valuable skill in today's globalized

job market.

- **Communication Skills:** Exposure to diverse linguistic and cultural backgrounds enhances communication abilities, crucial for working in international teams.

6. Increased Innovation and Research Opportunities

- **Cutting-Edge Research:** Many universities abroad provide access to advanced research opportunities, laboratories, and collaboration with leading experts in various fields.
- **Innovation:** Studying in a different environment can stimulate new ideas and innovative thinking, enabling students to bring fresh perspectives to their home country.

7. Broader Social Skills

- **Adaptability:** Living and studying in a new country teaches adaptability, as students must adjust to different customs, rules, and social dynamics.
- **Problem-Solving:** Students often face challenges when abroad—whether in terms of academics, logistics, or communication—that help them develop effective problem-solving skills.

8. Better Quality of Life and Student Experience

- **High Living Standards:** Many countries offer a high quality of life, access to excellent healthcare, and a safe, welcoming environment for students.
- **Travel and Exploration:** Students can travel within the region, experiencing new cultures and broadening their horizons beyond the classroom.

9. Financial Support and Scholarships

- **Scholarships and Financial Aid:** Many universities offer scholarships, grants, or financial aid packages for international students, making higher education abroad more accessible.
- **Affordable Tuition in Some Countries:** In some cases, tuition fees for international students are lower compared to private institutions in their home countries.

10. Increased Academic Challenges

- **Diverse Academic Approaches:** The academic systems in different countries may offer new methodologies and perspectives, fostering a well-rounded education.
- **Higher Standards:** International universities often set high academic standards, which can push students to excel and develop critical thinking and problem-solving abilities.

3.2 Need Category

Sam Swiss Study Abroad Ltd. is dedicated to students who are planning for a bright future by pursuing education at foreign universities. As a client-focused education consulting firm, Sam Swiss Study Abroad Ltd. offers standardized services tailored to your needs—completely free of charge. Let us help you navigate your study abroad journey!

3.3 Segmentation

Segmentation is a key business practice that helps organizations effectively divide their market into smaller, more manageable groups based on shared characteristics. Before establishing its segmentation strategy, Sam Swiss Study Abroad Ltd. conducted a thorough analysis using various data sources, including immigration statistics, governmental reports, and feedback from Facebook groups related to Sam Swiss Study Abroad Ltd.

According to data from UNESCO, over 25,000 Bangladeshi students pursue higher education abroad each year, with a preference for 5 to 6 select countries. Here, we share a brief overview of survey data that significantly influenced Sam Swiss Study Abroad Ltd. segmentation strategy.

Here sharing a short part survey data that in a certain level influenced the Sam Swiss Study Abroad Ltd. segmentation strategy plan:

Country	Number of students	Year
UK	4204, 3310	2022, 2023
USA	3664, 800	2022, 2023
Australia	3603, 2929	2022, 2023
Canada	1530, 2500	2022, 2023

3.4 Segmentation Strategy of Sam Swiss Study Abroad Ltd.

Sam Swiss Study Abroad Ltd. has strategically segmented its target audience to cater to higher study seekers in the UK, Australia, Canada, and other popular destinations like Sweden, Malaysia, Germany, and China. This segmentation is based on comprehensive data analysis and surveys.

Geographic Segmentation

Geographic segmentation identifies differences in interests, values, and preferences across

various locations. Based on survey data and UNESCO statistics, it is evident that Bangladeshi students are increasingly pursuing studies abroad. As a result, Sam Swiss Study Abroad Ltd. has focused on this demographic, opening its Dhaka branch in 2018 to better serve the needs of these students.

Demographic Segmentation

Demographic segmentation classifies the market based on factors such as age, education level, occupation, and income. Given that Bangladesh is a developing country with a large population, access to high-quality education and improved living standards can be challenging. Many fresh graduates seek opportunities abroad to obtain valuable degrees and increase their earning potential. Consequently, Sam Swiss Study Abroad Ltd. has targeted young Bangladeshi students, both undergraduate and postgraduate, providing services since 2010 through its first Facebook group and expanding with the Dhaka branch in 2018.

Psychographic Segmentation

Psychographic segmentation examines customer characteristics, including beliefs, values, attitudes, interests, and lifestyles. In addition to higher education services, Sam Swiss Study Abroad Ltd. offers immigration support, recognizing the aspirations of clients seeking a better quality of life. Many young professionals in Bangladesh are also moving abroad for enhanced career opportunities and a higher standard of living. As economic conditions in Bangladesh can make it difficult to achieve a luxurious lifestyle quickly, Sam Swiss Study Abroad Ltd. is committed to helping these individuals successfully plan their international journeys.

3.5 Targeting

After categorizing its market segments, the next crucial step for a business is targeting—evaluating each segment to select one or more specific groups that align with the company’s marketing strategy. For Sam Swiss Study Abroad Ltd. the focus is on higher study seekers targeting universities and colleges in Australia and Canada.

Sam Swiss Study Abroad Ltd. has aimed at both domestic and international markets within this segment. By analyzing feedback from the active Facebook group “Australian Student Visa & Other Visa Information for Bangladeshi Students,” Sam Swiss Study Abroad Ltd. discovered that 40-50% of participants were actively seeking guidance about studying in Australia. This

insight made it straightforward for Sam Swiss Study Abroad Ltd. to target this client segment. Additionally, Canada has become increasingly attractive to Bangladeshi students due to relatively easier permanent residency opportunities. As a result, Sam Swiss Study Abroad Ltd. has also focused on promoting Canadian education options.

Through extensive market surveys and analysis, Sam Swiss Study Abroad Ltd. has forecasted an enrollment of 600 domestic students and 1,200 international students for Australia, projecting a 77.7% growth in this market over the next four years. For other countries, Sam Swiss Study Abroad Ltd. anticipates enrollment exceeding 1,000 students in the same timeframe. This strategic targeting positions Sam Swiss Study Abroad Ltd. to effectively meet the needs of students pursuing higher education abroad.

3.6 Positioning

Positioning is about creating a brand's identity in the minds of customers, allowing them to perceive it distinctly compared to competitors. In the case of Sam Swiss Study Abroad Ltd. the initial social media platform played a crucial role in establishing the CEO as an icon in the educational consulting field, significantly enhancing Sam Swiss Study Abroad Ltd. positive positioning.

Sam Swiss Study Abroad Ltd. aims to be a leading brand in the educational consulting industry. To strengthen this positioning, the management conducted a survey of 120 students who obtained their student visas in 2023 through information shared on Sam Swiss Study Abroad Ltd. Facebook page. They asked these students to provide two clear reasons for choosing Sam Swiss Study Abroad Ltd. over other agencies.

The feedback revealed both common and unique insights, which Sam Swiss Study Abroad Ltd. utilized to refine its service offerings. This proactive approach helped create a lasting impression on both existing and prospective clients.

Here are a few survey responses as examples, along with the updated measures implemented by management that resulted in a positive impact on the Sam Swiss Study Abroad Ltd. brand within one year:

1. Survey Responses:

- Sam Swiss Study Abroad Ltd. provided clear and reliable information throughout the application process."
- The personalized guidance from Sam Swiss Study Abroad Ltd. made me feel supported

and confident in my choices."

2. Updated Measures:

- Enhanced communication channels on social media to provide real-time support.
- Development of tailored workshops and informational sessions to address common concerns and questions.



Survey Answers	Sam Swiss Study Abroad Ltd. Updated Act
1. Agency was able to tell me which provider and courses match for me and gave me many options on 1 st visit.	1.The counselors of Sam Swiss Study Abroad Ltd. regularly stay updated about the information through study and do discussion sessions. Thus on 1 st visit a student are sent to executive counselor where he/she studies the academic background and requirements and then sent to the senior counselor who briefly guide the students.
2.They don't take any service charge.	2.As Sam Swiss Study Abroad Ltd. has affiliation with its targeted institutions which gives Sam Swiss Study Abroad Ltd. some portion of profit so Sam Swiss Study Abroad

	Ltd. doesn't charge for paperwork or counseling ever.
3.Thi agency was referred by my friends/relatives who got visa through it.	Sam Swiss Study Abroad Ltd. with its friendly and helpful service and behavior made many new visitors and also old clients to recommend Sam Swiss Study Abroad Ltd. to their friends.
4.I have seen many visa success stories post of the mentioning agencies on your Facebook page.	4. Sam Swiss Study Abroad Ltd. took the video recorded review of their clients who successfully got visa to their desired countries and posted in on Sam Swiss Study Abroad Ltd. 4 social media platform. That gained many attentions of students.
5.Agency gave me very 1 st response whenever I asked them something.	5. The counselors of Sam Swiss Study Abroad Ltd. not just stay available in office but even stay active in facebook group+page+Phone and even provides online service to students outside of Dhaka.

Another significant activity of Sam Swiss Study Abroad Ltd. are the educational seminars held at various universities in Dhaka and beyond. These seminar sessions, led by the CEO of Sam Swiss Study Abroad Ltd. and experienced professionals from the higher education sector, aim to motivate students toward their career goals while providing them with valuable information about higher studies. These seminars receive high praise from both universities and students alike.

Following each seminar, Sam Swiss Study Abroad Ltd. experiences a surge in engagement on social media and an increase in visitors to its office, indicating that the brand is gradually establishing itself as a well-known name in the educational consulting field.

Here are a few images from Sam Swiss Study Abroad Ltd. recent higher study seminars at Khulna University, Pabna Science and Technology University, Cumilla University, Sher-E-Bangla Agricultural University, and Bangladesh University of Professionals.

3.7 Process for Getting Student Visa

How to Research a university

1. **Identify Your Goals:** Determine your field of study, career aspirations, and preferred location.
2. **Use Online Resources:** Visit university websites, ranking sites (e.g., QS, Times Higher Education), and student forums.
3. **Read Reviews:** Check reviews from current and former students to gauge the campus culture and support services.
4. **Attend Virtual Tours/Webinars:** Participate in online events to get insights from faculty and students.
5. **Connect with Alumni:** Reach out to alumni on platforms like LinkedIn to ask about their experiences.

How to Apply to a University

1. **Choose Your Programs:** Select the courses that align with your goals.
2. **Gather Application Materials:** Prepare transcripts, letters of recommendation, and test scores (if required).
3. **Complete the Application Form:** Fill out the university's application form accurately and completely.
4. **Submit Your Application:** Pay any application fees and submit all required documents by the deadline.
5. **Follow Up:** Confirm receipt of your application with the admissions office.

How to Prepare Documents

1. **Transcripts:** Obtain official transcripts from your previous educational institutions.
2. **Letters of Recommendation:** Request recommendations from teachers or professionals who know you well.
3. **Standardized Test Scores:** Include scores from relevant tests (e.g., TOEFL, GRE) if required.
4. **Identification:** Ensure your passport and any other ID documents are valid and up to date.
5. **Financial Documents:** Prepare proof of funds to support your studies and living expenses.

How to Write a Statement of Purpose

1. **Understand the Requirements:** Review guidelines provided by the university.
2. **Outline Your Goals:** Clearly state your academic and career goals.
3. **Highlight Your Background:** Discuss your academic achievements, relevant experience, and skills.
4. **Explain Your Interest:** Explain why you are interested in the program and the specific university.
5. **Revise and Edit:** Proofread for clarity, grammar, and adherence to word limits.

How to Counsel Prospective Students

1. **Listen to Their Goals:** Understand their academic and career aspirations.
2. **Provide Information:** Share relevant details about universities, programs, and admission processes.
3. **Discuss Financial Planning:** Explain tuition costs, living expenses, and scholarship opportunities.
4. **Offer Guidance:** Help them with application strategies, document preparation, and interview tips.
5. **Follow Up:** Maintain communication to address any further questions or concerns.

How to Do a Visa Application

1. **Understand Visa Types:** Research the specific student visa requirements for your host country.
2. **Gather Required Documents:** Compile necessary documents, including acceptance letters, proof of finances, and health insurance.
3. **Complete the Application Form:** Fill out the visa application form accurately.
4. **Pay Fees:** Submit the required visa application fees.
5. **Schedule an Interview (if needed):** Prepare for any visa interview that may be required.

How to Groom Prospective Students for a University Interview

1. **Conduct Mock Interviews:** Simulate the interview environment to build confidence.
2. **Discuss Common Questions:** Review typical interview questions and appropriate responses.
3. **Provide Feedback:** Offer constructive criticism on their answers and presentation.
4. **Encourage Questions:** Teach them to ask insightful questions about the program.

5. **Dress Appropriately:** Advise on professional attire suitable for the interview setting.

How to Groom a Student for a Visa Interview

1. **Review Visa Requirements:** Ensure they understand the purpose of the interview and required documents.
2. **Practice Common Questions:** Prepare them for typical visa interview questions regarding their study plans.
3. **Emphasize Honesty:** Encourage them to answer truthfully and clearly.
4. **Discuss Financial Preparedness:** Ensure they can explain their financial support plans confidently.
5. **Calm Nerves:** Provide tips for managing anxiety and staying composed during the interview.

Chapter-4

Analysis and Discussion

4.1 Competitor of Sam Swiss Study Abroad Ltd.

In simple terms, direct competitors are companies that offer the same products and services to the same target market, while indirect competitors provide different products or services that fulfill similar needs for the same customer base.

Sam Swiss Study Abroad Ltd. is a relatively new company, having been established only two years ago. As a growing organization in the education consultancy sector, Sam Swiss Study Abroad Ltd. faces competition from well-established firms that have been in the market for longer and have already built a strong brand presence.

To strengthen its position and adapt to the competitive landscape, Sam Swiss Study Abroad Ltd. remains vigilant about updates and strategies employed by its rivals.

To identify both direct and indirect competitors, I conducted two survey charts of 17 well-known education consulting firms. The data collected includes basic information obtained through discussions with the CEO of Sam Swiss Study Abroad Ltd. as well as insights from their websites and social media. Additionally, feedback from friends and acquaintances who have explored consulting firms for studying abroad was incorporated into the analysis. This research helps Sam Swiss Study Abroad Ltd. understand its competitive environment and refine its strategies accordingly.

Chart 1: Direct Competitor

	Agency Name	Establishing year	Australia Branch	Facebook Likes	IELTS, PTE GMAT, GRE, TOEFL	Targeted Countries same as Sam Swish (YES/NO)
1.	IDP	1973	Yes	209438	IELTS	YES
2.	Global Reach	1991	Yes	19K	IELTS	YES
3.	Rico International	1995	None	160k	IELTS, PTE	YES
4.	Pacasiabd	1996	None	41k	IELTS test booking	YES
5.	Shaheda	2006	None	19k	None Of it	YES

	consultancy					
6.	Study Net	2012	Yes	235k	PTE	YES
7.	PFEC Global	2012	Yes	414k	IELTS, PTE	YES

Chart 2: Indirect Competitor

	Agency Name	Establishing Year	Australia Branch	Facebook Likes	IELTS, PTE, GMAT, GRE, TOEFL, SAT	Targeted Countries
1.	Mentors	1996	No	310,788	IELTS, SAT, GED	Doesn't Work with countries
2.	Exotic International	2003	No	16950	None of it	Bosnia, Bulgaria, Italy, Ireland, Austria, Denmark, USA
3.	PIE Education International	2005	NO	182,572	GRE, GMAT, SAT, GED, TOEFL, PTE, IELTS	Arizona. Motana, New jersy, Nevada, Colorado, Switzerland. Poland, Italy, France, Thailand, Singapore, UAE
4.	Career Paths consultancy	2007	No	154796	IELTS	Turkey, Finland, Cyprus, Denmark, New Zealand, Russia, Hungary, France
5.	Graduate Resource Enhancing Center	2008	No	137,754	GRE, SAT, TOEFL, GMAT	Doesn't work with countries

6.	MENZ Education	2008	No	10410	None Of it	Austria, Hungary, Korea, Russia, Gorgea, Greece, Poland, USA
7.	Dhaka Prep Learning Center	2010	NO	476	GRE, GMAT, TOEFL, SAT, IELTS	Doesn't work with countries
8.	Global Study Consultancy	2013	No	9,551	None Of It	New Zealand, Singapor, USA India, Switzerland, Netherland, France Czech Republic Spain, Italy
9.	Sunrise Education consultant	2014	No	60,550	None of It	Belgium, Bulgaria, Croatia, Czech Republic, Malta, Portugal, Estonia, Spain.

Brand logos of direct competitors of Sam Swiss Study Abroad Ltd.



Brand logos of Indirect competitors of Sam Swiss Study Abroad Ltd.



4.2 Five Forces Model of Sam Swiss Study Abroad Ltd.

As Sam Swiss Study Abroad Ltd. continues to develop its brand, it faces significant competition in the education consultancy market. To navigate this competitive landscape effectively, Sam Swiss Study Abroad Ltd. employs Porter's Five Forces framework to analyze its environment and formulate strategies.

1. Supplier Power

Supplier power refers to the influence that third-party suppliers have on a business. For Sam Swiss Study Abroad Ltd., these suppliers are primarily education solution providers and

mediators who represent various universities worldwide. They play a crucial role in enhancing For Sam Swiss Study Abroad Ltd. service quality by:

- Providing essential information about admission timelines for specific universities.
- Connecting For Sam Swiss Study Abroad Ltd. with various institutions globally.
- Assisting in selecting the best universities for students based on their profiles.

For Sam Swiss Study Abroad Ltd. collaborates with well-known third-party providers like Navista, Study Group, and Educo. While these partnerships enhance For Sam Swiss Study Abroad Ltd. reach, they also require profit sharing, which affects For Sam Swiss Study Abroad Ltd. costs. A broader network of mediators strengthens For Sam Swiss Study Abroad Ltd. competitive position, while fewer connections could limit access to top universities and decrease customer attraction.

2. Buyer Power

Buyer power is influenced by the number of potential clients and their ability to drive prices. Despite being a new entrant, For Sam Swiss Study Abroad Ltd. has amassed over 72,000 followers in its Facebook group, indicating a strong base of potential clients. This growth attracts attention from both clients and foreign universities. For Sam Swiss Study Abroad Ltd. unique proposition of not charging service fees further enhances its appeal, allowing it to build a positive reputation and potentially gain affiliation agreements with prestigious universities. However, if clients choose to switch to competitors, For Sam Swiss Study Abroad Ltd. risks losing these advantages.

3. Competitive Rivalry

The level of rivalry is determined by the number and strength of competitors in the market. For Sam Swiss Study Abroad Ltd. faces substantial competition from established firms, such as IDP, Global Reach, and Pacasiabd, which have long-standing reputations and proven success rates in visa processing. Other competitors, like Career Path Consultancy and For Sam Swiss Study Abroad Ltd. also present strong competition due to their successful track records. To thrive in this environment, For Sam Swiss Study Abroad Ltd. must continuously innovate its services and differentiate itself to foster customer loyalty.

4. Threat of Substitutes

The threat of substitutes represents the availability of alternative services that fulfill similar customer needs. For Sam Swiss Study Abroad Ltd. competes with numerous firms offering services tailored to different study destinations. For instance, clients aiming to study in countries like India, Singapore, or Italy might prefer competitors specializing in those regions. Similarly, students seeking GMAT, SAT, or TOEFL preparation may opt for firms that offer these specific services, which poses a challenge for Sam Swiss Study Abroad Ltd. Such alternatives can impact For Sam Swiss Study Abroad Ltd. reputation and profit margins.

5. Threat of New Entrants

The threat of new entrants in the education consultancy market is relatively low. Establishing trust with clients takes time, particularly in a sector where substantial financial investments are involved. Clients tend to gravitate toward firms with proven track records, especially considering the significant implications of visa rejections on their immigration status. Consequently, while new firms may emerge, they are unlikely to pose an immediate threat to Sam Swiss Study Abroad Ltd. established position in the market.

4.3 4P's of Sam Swiss Study Abroad Ltd.

Marketing Mix of Sam Swiss Study Abroad Ltd.

Successful marketing hinges on the concept of "putting the right product in the right place, at the right price, at the right time." Sam Swiss Study Abroad Ltd. employs the marketing mix, commonly known as the 4Ps—Product, Price, Place, and Promotion—to build its brand image effectively.

1. Product

Sam Swiss Study Abroad Ltd. offers a comprehensive range of services aimed at providing exceptional customer satisfaction and building loyalty among its clients. Here's a detailed overview of Sam Swiss Study Abroad Ltd. offerings:

Counseling Services: From the very first visit, students receive personalized counseling to clarify their study plans, identify suitable universities, and explore potential countries for study. Sam Swiss Study Abroad Ltd. provides insights on visa possibilities, funding arrangements, and acceptable sponsorships, ensuring students feel informed and confident about their choices.

University Affiliations: Sam Swiss Study Abroad Ltd. maintains partnerships with top-ranked universities across Australia, Canada, Sweden, the UK, Germany, Malaysia, and China. This allows Sam Swiss Study Abroad Ltd. to facilitate the admission process effectively, maximizing students' chances of receiving offer letters.

Test Preparation: Sam Swiss Study Abroad Ltd. offers IELTS and PTE preparation courses taught by experienced instructors. Course materials are continually updated to reflect student needs and include supplementary resources like E-books available on Sam Swiss Study Abroad Ltd. website. Classes are accessible, with options for students who may have job or study commitments, and online classes are provided during disruptions.

Specialized Courses: Recognizing a common challenge among students, Sam Swiss Study Abroad Ltd. has developed a course focused on improving speaking skills for the IELTS exam. This innovative offering combines structured grammar lessons with practical speaking exercises.

Scholarship Guidance: Sam Swiss Study Abroad Ltd. helps students navigate scholarship opportunities by keeping them informed about available options and requirements, ensuring they have access to financial support.

Credit Transfers: Sam Swiss Study Abroad Ltd. assists students in transferring academic credits, leveraging its direct communication with universities to facilitate the process.

Visa Processing Expertise: With a high success rate in visa applications, particularly for Australia and Canada, Sam Swiss Study Abroad Ltd. CEO, Md. Rezuanul Haque, leverages his immigration experience to enhance the quality of visa documentation and preparation.

Comprehensive Assessment: On the first visit, Sam Swiss Study Abroad Ltd. conducts an assessment of each student's academic and financial background, helping them understand their study options and the steps needed to achieve their goals.

Career Counseling: Sam Swiss Study Abroad Ltd. counselors, equipped with a strong educational background, provide guidance on career-related queries, helping students identify beneficial study paths and job prospects abroad.

2. Price

Sam Swiss Study Abroad Ltd. adopts a competitive pricing strategy that sets it apart from rivals. By not charging fees for initial counseling and visa processing, Sam Swiss Study Abroad Ltd. builds trust with clients. The only fee, which is refundable after completing paperwork, is minimal (10,000 BDT). This strategy fosters strong relationships with clients and positions Sam Swiss Study Abroad Ltd. as an accessible option for students at all levels. By focusing on sending capable students abroad, Sam Swiss Study Abroad Ltd. aims to enhance its reputation among foreign universities, ultimately leading to further affiliations and growth.

3. Place

Sam Swiss Study Abroad Ltd. location strategy is influenced by its CEO's initial outreach through social media. The first Facebook group created for Bangladeshi students seeking information on Australian visas garnered significant engagement, leading to the establishment of the Dhaka branch in 2016. Dhaka was chosen for its centrality, housing numerous top-ranked universities and a substantial student population. Sam Swiss Study Abroad Ltd. presence in Dhaka enables it to effectively cater to the needs of Bangladeshi students pursuing higher education abroad.

4. Promotion

Social media plays a vital role in Sam Swiss Study Abroad Ltd. promotional strategy. Recognizing that potential clients are active online; Sam Swiss Study Abroad Ltd. has developed a robust presence across various social media platforms. By creating multiple Facebook groups focused on different aspects of higher education, Sam Swiss Study Abroad Ltd. has established a unique brand presence. This approach has effectively circulated its message among a broad audience. Additionally, Sam Swiss Study Abroad Ltd. official business page and presence on other social media platforms further enhance its visibility and engagement with prospective clients.

4.4 Visa Success Ratio of Sam Swiss Study Abroad Ltd.

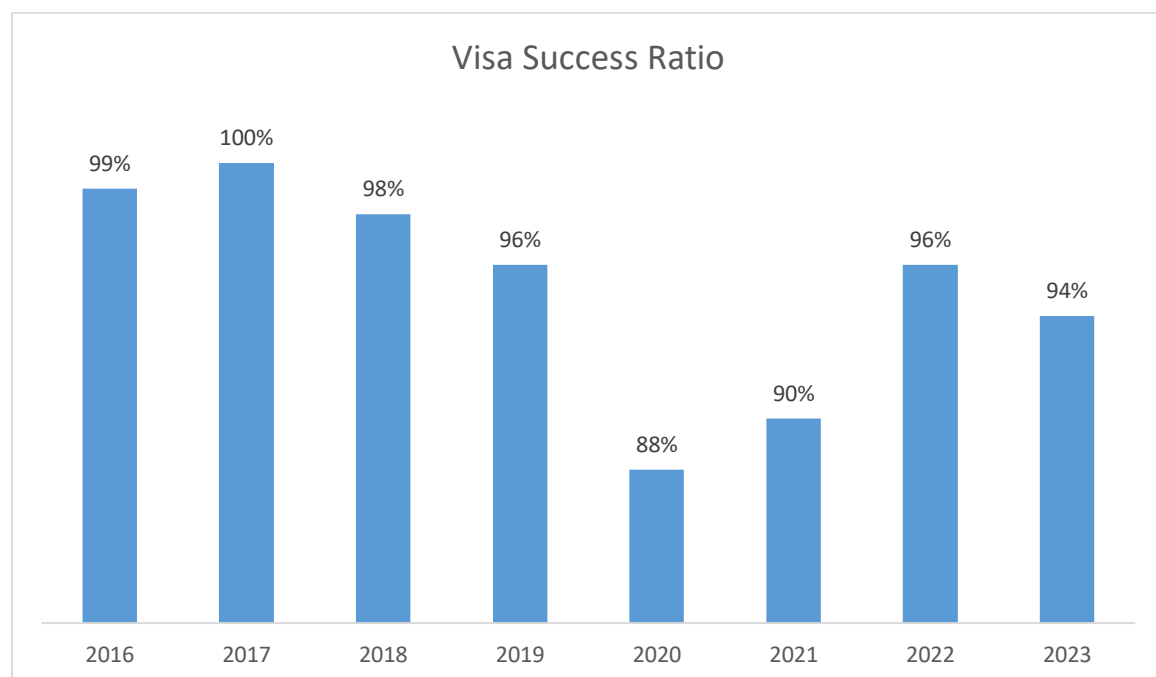
At our organization, we process a limited number of files per intake to ensure personalized attention and quality service. For each intake, we collect 50 files. This selective process allows us to manage resources effectively and focus on providing the best service possible.

We bear all expenses related to visa applications and file processing, ensuring that clients do not incur any upfront costs. This includes covering administrative fees, documentation handling, and the processing of visa applications before the final decision is made.

With a remarkable 98% success rate in visa approvals, we have built a strong track record of successful outcomes for our clients. This high success rate is a testament to our expertise in navigating visa requirements and the thoroughness of our process.

Our intake periods occur twice a year, in **February** and **September**, giving applicants the opportunity to apply during these designated windows. These structured intakes help streamline the processing cycle, enabling us to deliver timely results while maintaining high standards of service.

In summary, we offer a highly efficient, cost-effective, and results-oriented visa processing service, with two annual intakes and a proven success rate.



4.5 SWOT Analysis of Sam Swiss Study Abroad Ltd.

A SWOT analysis evaluates a company's internal Strengths and Weaknesses, as well as external Opportunities and Threats. Here's a general SWOT analysis for Sam Swiss Study Abroad Ltd., a hypothetical company that focuses on helping students with study abroad services. The analysis is based on assumptions of the company's activities, strengths, and potential challenges in the international education market.

Strengths

1. **Established Reputation and Expertise:**

Sam Swiss Study Abroad Ltd. may have built a strong reputation for guiding students through the complex process of studying abroad, with years of experience and industry expertise.

2. **Wide Network of Partner Universities:**

A strong network of partner institutions across the globe provides students with a broad array of study options, helping to attract more clients who are looking for diverse study destinations.

3. **Comprehensive Services:**

The company might offer end-to-end services such as counseling, application processing, visa assistance, accommodation arrangements, and post-arrival support, making it a one-stop shop for students.

4. **Personalized Counseling:**

Offering personalized and expert guidance tailored to the needs of individual students enhances the quality of service and increases customer satisfaction and retention.

5. **Strong Online Presence:**

A well-established online presence with a user-friendly website and active social media engagement helps reach a larger audience, especially in today's digital-first world.

Weaknesses

1. **Dependence on Specific Markets:**

If Sam Swiss Study Abroad Ltd. mainly operates in specific regions or countries, its growth may be limited by regional economic conditions or geopolitical factors that affect international student mobility.

2. **High Operational Costs:**

Operating in multiple countries or having a broad set of services may result in high operational costs, which can strain profitability, especially if the company is still in its growth phase.

3. **Limited Brand Recognition in Some Markets:**

If Sam Swiss Study Abroad Ltd. is not yet well-known in some international markets, it may struggle to attract clients and differentiate itself from other study abroad agencies.

4. **Over-Reliance on External Partners:**

Dependency on partner universities or institutions for student placements can be a vulnerability if these partners change their terms, face crises, or lose accreditation.

Opportunities

1. **Rising Demand for International Education:**

The increasing number of students seeking international education provides an opportunity for growth. More students are exploring educational opportunities abroad, making this a high-demand industry.

2. **Expansion into Emerging Markets:**

New emerging markets (e.g., countries in Asia, Africa, or Latin America) have a growing middle class interested in international education. Sam Swiss Study Abroad Ltd. can expand its services into these regions to capture new customer segments.

3. **Partnerships with More Institutions:**

By expanding its network of partner universities, Sam Swiss can offer a wider variety of study programs in more countries, increasing its appeal to students from diverse backgrounds.

4. **Government Scholarships and Student Visa Opportunities:**

Many countries are offering scholarships and relaxed visa regulations to international students. Sam Swiss Study Abroad Ltd. can position itself as an expert in helping students navigate these new opportunities.

5. **Technological Advancements:**

Utilizing new technologies, such as AI for personalized counseling, virtual campus tours, and seamless application platforms, can enhance the customer experience and

improve operational efficiency.

Threats

1. Intense Competition:

The study abroad market is highly competitive, with numerous local and global agencies offering similar services. Price wars and the need for differentiation can hurt profitability.

2. Changing Immigration and Visa Policies:

Stringent visa and immigration policies in certain countries can affect the flow of students and may reduce demand for international study programs, especially during periods of political instability or economic downturns.

3. Economic Instability:

Economic conditions, such as recessions or currency fluctuations, may affect students' ability to afford studying abroad, leading to a reduction in demand for services.

4. Health and Safety Concerns:

Global health crises (e.g., pandemics) can create significant disruptions to international travel and education, potentially causing a slowdown in business operations.

5. Technological Disruptions:

6. Emerging technologies such as online education platforms and virtual study programs may pose a threat to traditional study abroad models, as students may opt for remote learning or online degree programs.

Chapter-05

Findings, Recommendations and Conclusion

5.1 Findings of the Study

- 1) **Competitive Landscape:** Sam Swiss Study Abroad Ltd. operates in a highly competitive environment, facing both direct and indirect competitors. Direct competitors, such as IDP and Global Reach, are well-established firms with significant market presence, while indirect competitors offer alternative services that can attract potential clients. This competitive intensity necessitates continuous innovation and differentiation for Sam Swiss to maintain and grow its market share.
- 2) **Supplier Relationships:** The company relies on partnerships with educational solution providers and universities to enhance service quality. Collaborations with recognized institutions like Navista and Study Group are crucial for access to information and resources that can improve student outcomes. However, these partnerships also come with financial implications, affecting profit margins.
- 3) **Strong Buyer Base:** With over 72,000 followers on Facebook, Sam Swiss has cultivated a substantial and engaged potential client base. The absence of service fees for initial consultations strengthens this relationship and enhances the company's reputation, making it an attractive option for students.
- 4) **Diverse Service Offerings:** Sam Swiss offers a comprehensive range of services, including personalized counseling, university affiliations, test preparation, scholarship guidance, and visa processing. This diverse portfolio positions the company well to meet various student needs, fostering loyalty and satisfaction.
- 5) **Innovative Marketing Strategy:** The company effectively leverages social media to build brand awareness and engage with prospective clients. With multiple Facebook groups focusing on specific aspects of studying abroad, Sam Swiss has successfully created a community where students can share information and seek guidance. This approach not only enhances visibility but also builds trust within the student community.
- 6) **Competitive Pricing Model:** By adopting a low-cost model with minimal fees, Sam Swiss attracts students who may be price-sensitive. This strategy not only fosters trust but also differentiates the company from competitors who charge higher fees for similar services.
- 7) **Potential for Growth:** While the threat of new entrants is low due to the

challenges of establishing credibility, Sam Swiss has opportunities for growth by expanding its service offerings, enhancing partnerships with universities, and increasing its geographical reach.

- 8) **Effective Use of Technology:** The launch of Duolingo test preparation courses during the pandemic exemplifies Sam Swiss's adaptability and responsiveness to market changes. This initiative has attracted a new client base, further establishing the company's reputation as an innovative leader in the consultancy sector.
- 9) **Focus on Customer Engagement:** Regular live sessions and engaging video content on social media create an interactive environment that fosters community engagement. This proactive approach helps to address student queries and keeps them informed about relevant topics, further strengthening the brand's image.
- 10) **Continuous Improvement and Innovation:** To stay competitive, Sam Swiss must continue to refine its strategies, explore new partnerships, and adapt to changing market dynamics. Continuous assessment of its service offerings and customer feedback will be vital for ongoing success.

5.2 Recommendations

- 1) **Expanding Market Reach:** Market research should be conducted to identify key countries where demand for international education is rising. Tailor services and marketing strategies to these new regions, considering local preferences, languages, and student needs.
- 2) **Diversifying Service Offerings:** Partner with international companies, institutions, and organizations to offer internship placements and post-graduate career opportunities. Create a dedicated section of the business focused on career services for students' post-graduation.
- 3) **Enhancing Digital Presence and Technology Integration:** Develop an AI-based chatbot for personalized student guidance, introduce virtual reality tools for campus tours, and optimize the website and mobile app for seamless communication and application processes. Invest in digital marketing campaigns (e.g., SEO, social media marketing) to further promote the brand.
- 4) **Strengthening Partnerships with Universities and Institutions:** Create a dedicated team for university relations that focuses on establishing and nurturing long-term relationships with top-tier universities worldwide. Regularly assess partner institutions to ensure they meet the evolving needs of students and academic trends.
- 5) **Offering Financial Assistance and Scholarships:** Collaborate with banks or financial service providers to create tailored student loan products. Additionally, build a database of scholarship programs for students to apply for, enhancing the value Sam Swiss offers its clients.
- 6) **Focus on Sustainable and Ethical Practices:** Introduce a sustainability policy that promotes eco-friendly housing options, organizes green travel options for students, and incorporates sustainable business practices into daily operations. Communicate this commitment clearly on all digital platforms.
- 7) **Strengthening Post-Arrival Support Services:** Create a dedicated post-arrival support team that can assist students with initial orientation, housing issues, and adjusting to their new environment. Build a community for international students to connect with peers, which can improve overall satisfaction.
- 8) **Building Strategic Alliances and Industry Networks:** Attend industry conferences, education fairs, and events to build partnerships with recruitment agents, academic

institutions, and other service providers. Form collaborations that allow for cross-promotions and mutual referrals.

- 9) **Strengthening Brand Awareness and Marketing Strategy:** Use influencer marketing by partnering with students who have successfully studied abroad with Sam Swiss Study Abroad Ltd. Create engaging content (e.g., blog posts, video testimonials, webinars) and share success stories to build the brand's credibility and visibility.
- 10) **Implementing Data-Driven Decision Making:** Implement tools like CRM systems, Google Analytics, and customer feedback surveys to gather data on student behaviors, program preferences, and service satisfaction. Use this data to drive decisions on service offerings, market expansions, and marketing campaigns.

5.3 Conclusion

During my work experience at Sam Swiss Study Abroad Ltd. I gained valuable insights into the significant role of education consulting organizations for the youth and professionals in Bangladesh. As our world becomes increasingly technologically and economically advanced, the demand for participation in the global economy is rising, particularly among the younger generation. In a developing and densely populated country like Bangladesh, there has been a notable increase in the desire to study abroad for higher education, driven by aspirations for better employment opportunities and a higher standard of living, as well as a desire to escape political turmoil and challenges within local universities. According to UNESCO, over 79,000 Bangladeshi students enrolled in higher education abroad in 2000, and this number tripled by 2013. In Bangladesh, where job vacancies often fall short of the number of graduates, those with foreign degrees tend to command higher salaries and are in greater demand across various sectors, including teaching, manufacturing, medicine, law, and private industry. Consequently, many meritorious students, facing financial constraints, opt for public universities. However, these students often encounter political unrest on campuses, exacerbated by the deep connections between political parties and student organizations. As a result, many seek scholarships and waivers at foreign universities to ensure a more stable and conducive learning environment.

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