



**Daffodil**  
*International*  
**University**

## **REPORT ON**

# **An Analysis of Marketing Activities of Skill Jobs**

### **SUBMITTED TO:**

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**Submission Date: 09/12/2018**



## LETTER OF TRANSMITTAL

9<sup>th</sup> December 2018

**Mohammad Shibli Shahriar**  
Associate Professor and Head  
Department of Innovation & Entrepreneurship  
Faculty of Business and Economics  
Daffodil International University

**Subject:** Submission of Report on “An Analysis of Marketing Activities of Skill Jobs”

Dear Sir,

I would now like to forward herewith the papers prepared by me on the topic mentioned above. In this regard, I am glad to mention here that your cooperation and guideline helped me immensely to solve the problems in preparing the papers.

Now I hope you will find it in order.

Thanking You

Sincerely Yours,

.....

**Md. Shariful Islam**  
**ID: 173-14-2530**  
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Department of Business Administration  
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Daffodil International University

## CERTIFICATE OF APPROVAL



This is to certify that this project report titled “*An Analysis of Marketing Activities of Skill Jobs*” is done by Md. Md. Shariful Islam who carried out the research under my supervision.

It is certified further that to the best of my knowledge the work reported herein does not form part of any other project report or dissertation on the basis of which a degree or award was conferred on an earlier occasion on this or any other candidate.

.....

**Supervisor**

**Mohammad Shibli Shahriar**  
Associate Professor and Head  
Department of Innovation & Entrepreneurship  
Faculty of Business and Entrepreneurship  
Daffodil International University

## DISCLAIMER

I am, Md. Shariful Islam, hereby declare that the presented report of internship titled “*An Analysis of Marketing Activities of Skill Jobs*” is prepared by me during work in Skill Jobs

I also confirm that, the report prepared is only for my academic requirement not for any other purpose. It might not be used with the interest of opposite party of the organization.

.....

**Md. Shariful Islam**

**ID: 173-14-2530**

**MBA Program**

Department of Business Administration

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## ACKNOWLEDGEMENT

I express my sincere gratitude to my honorable supervisor **Mohammad Shibli Shahriar** Associate Professor and Head Department of Entrepreneurship, without whose untiring, persevering and unflinching help and guidance this project would not have seen the light of day. He extended his helping hand by providing guidance, offering valuable suggestions, encouragement for writing this report. I acknowledge his profound indebtedness and gratitude to him.

Lastly, I am grateful to Almighty Allah for His blessings throughout the preparation of this report.

## ABSTRACT

Skill Jobs is one of the largest Skill Development and recruitment solutions provider of a country. Our Moto is “Be Skill, Get Hire” Due to globalization and technological changes, the give effective real time service to their customers. A country is market rice when it has modern marketing institutions of its own. These institutions play a vital role in the field of marketing stability of a country. The internship report titled “**An Analysis of Marketing Activities of Skill Jobs**”

The main objective is to make a comparison between the products of Operations System offered by Skill Jobs and the products of Marketing Activities offered by other Company.

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## **Chapter: 1**

# **Introduction**

### **1.1 Introduction**

This internship is a part of the Business Administration (MBA) program that provides students with a job experience. Theoretical knowledge and practical training are not the same theme. In practical cases it can be used when theoretical knowledge is full. The goal of internship is to apply one's theoretical knowledge to real-life. In this way, internships acquire practical experience by applying a practical application of knowledge and attracting themselves to different and independent sectors of the work. That's why the interface program is included in the MBA course of Duffedal International University, which is adopted in different organizations of the country. I have completed my internship program in Dhaka.

I have got a chance to work as intern in a successful company like Skill Jobs Under Leadership Mr. Md. Sabur Khan Chairman BoT Daffodil Family. Skill Jobs is continuously completed its effort to improve its services and giving a make-over to its web pages to give it an international standard. Skill Jobs is now more powerful with database of over 4,00,000+ job seekers. Bangladesh is a democratic country with a presence of an uncountable number of both private & government corporations working in numerous business sectors in the form of large, small & medium companies. As the chosen organization is a highly reputed one in our country. I decided to study on marketing function and practices regarding marketing management system is used both inside & outside of the company and also implement different control strategies based on the past record and information.

### **1.2 Origin of the Study**

The Master of Business Administration (MBA) course requires a three-month attachment with the organization, then approved by the organization's supervisor and a report by the faculty advisor. I took the opportunity to internship my internship skills. This organizational supervisor said. Sahin Khan Assistant. The manager told me to conduct a study to analyze the expertise of marketing marketing activities. Daffodil International University, an associate professor and entrepreneur of the Prime Minister, my faculty supervisor Mohammad Shibli Shahriar, also approves the "An Analysis of the Activation of Marketing Marketing of Expertise Jobs".

### **1.3 Scope of the Study**

Scope means area of operations or field of the study. The scope of this report was extended to the Analysis of Marketing Activities of Skill Jobs

## 1.4 Objective of the Study

The objective of the study has two parts these are as follows:

### **Broad Objective:**

The broad objective of the study is to analyze the overall Marketing Activities of Skill Jobs

### **Specific Objectives:**

- To analyze the marketing mix of Skill Jobs
- To analyze the marketing activities of Skill Jobs
- To analyze the strength, weakness, opportunities and threats of Skill Jobs
- To find out some challenges of Skill Jobs
- To make some suggestions to overcome those challenges.

## 1.5 Benefits of the Study

Internship or professional research gives valuable benefits at the end of the research. This benefit helps every student of their professional life. Students are gets different kinds of information about the specific arena. That can be creates perfect learning. We also benefitted at the end of this Study. These benefits are as follows:

- Acquire proper knowledge about Marketing of Skill Jobs
- To know the pros and cons of Business & Marketing policy of Skill Jobs
- To acquire practical knowledge about Marketing

## 1.6 Methodology of the study

### **1.6.1 Research Design:**

The study requires a systematic procedure from selection of the topic to final report preparation. In this study, descriptive method was undertaken to gain insights and understanding of the Marketing activities of Skill Jobs. To perform the study data sources were identified and collected, they were classified, analyzed, interpreted and presented in a systematic manner and key points are found out. This overall process of methodology is given in below that has been followed in the study.

### **1.6.2 Selection of the topic:**

The topic selected for the study was chosen by me and approved by Mr. **Mohammad Shibli Shahriar** Associate Professor and Head Department of Entrepreneurship, Daffodil International University.

### **1.6.3 Identifying data sources:**

Essential data sources both primary and secondary had been identified which were needed to complete and workout the study. To meet up the need of data

- ❖ Primary data are used and the study also required interviewing the officials and staffs where necessary.
- ❖ Secondary data sources were files, documents, website of the organization, relevant books, etc.

### **1.6.4 Target Population:**

All employees are targeted of the Skill Jobs

### **1.6.5 Population Size:**

Total no. of employees of Skill Jobs: 20

### **1.6.6 Sample Size:**

7 employees have been selected as a sample. Among them there are sales manager, assistant manager, three sales officer and two front desk executive.

### **1.6.7 Sampling Method:**

Simple Random Sampling Techniques have been used and I choose Convenience Sampling method to select the sample.

### **1.6.8 Sources of Data:** Sources of data are given below:

#### **1.6.8.1 Primary Sources:**

- Officials.
- Personal Observation.
- Informal Discussion with the Employees.
- Desk Work.
- Corporate Supervisor.

#### **1.6.8.2 Secondary Sources:**

- Web site of Skill Jobs.
- Newspaper, journal /articles and working paper etc.
- Files and Documents of Skill Jobs to Marketing Activates.

#### **1.6.8.3 Method of Data Collection:**

- Consultation with officials.
- Observing the activities of different departments of Skill Jobs.
- Discussion with the supervisor.

#### **1.6.8.4 Collection of Primary Data:**

- Practical experience and queries from the executives while doing my internship at The Skill Jobs
- Some data are collected from Informal discussion with the executives of the Skill Jobs

#### **1.6.8.5 Collection of Secondary Data:**

- I also used different Manuals, Files, Documents of Skill Jobs to collect some information.
- Website of Skill Jobs.

#### **1.6.9 Bias/Error:**

To reduce Non-Sampling Error several techniques have been followed. To collect information almost all type of employees has been interviewed. No information clash found between each other. So there is a little chance of occurring non-sampling error.

#### **1.6.10 Time, Duration and Location:**

Research conducted in Skill Jobs from 1<sup>st</sup> October 2018 to 10<sup>th</sup> December 2018.

#### **1.6.10 Data Analysis and Reporting:**

To analyze the gathered data of Marketing Department, I used different types of charts, tables and graphs. To do that analysis I used different types of computer software like Microsoft Word and Microsoft Excel.

### 1.7 Limitations of the Study

There were some problems when I'm internship. Internship is implemented and implemented in a completely sincere endeavor to bring a reliable and fruitful result. Despite earnest efforts, some restrictions arise, which serve as an obstacle to managing the program. The limitation was mentioned below:

- Modern lack of adequate practical knowledge about modern marketing practices
- In many cases, up to date information is not published.
- Busy busy people are reluctant.
- Comprehensive provides enough documents as necessary for a comprehensive study.
- Privacy policies of policy companies should not be disclosed for many reasons.

# **Chapter: 2**

# **Company Profile**



## 2.1 About Skill Jobs

Skill Jobs has been developed focusing on our past 20+ experiences in the Global Job Market, particularly, the latest trends in the job field, skill matrix, technological advancement, demand and expectations of modern organizations. The organization has been originated from Skill Jobs.com, the first ever job portal in Bangladesh and later renamed as Skill Jobs simply to express the focus of the organizations and to concentrate more on its service patterns. The idea was to make our position more unique and specific while we work! Skill.jobs has started its operation simultaneously in Bangladesh and Malaysia and soon it's going to start same in Australia UK and UAE.

Skill Jobs will work as a hub to prepare the job seekers for the relevant industries through enhancing and developing skills of job seekers, bring opportunity for the job seekers and advocate for them to the HR world. On the other hand, Skill Jobs will make the task of HRD very easy and simple through helping them to find the right candidate with required skills rather than forwarding huge database of job seekers.

We name Skill Jobs as service provider that creates a bridge between skilled candidates and employers. Skill.jobs will keep track of trends and provide both hands on training and online training to students, fresh graduates and job seekers of all levels to make them ready for future jobs and professions. Skill.jobs will also provide necessary training to the employees of different organizations and corporate organizations.

No. of Unique Daily Visitors	:	5,000 (on average)
Monthly Page views	:	5 million
No. of Resumes	:	392677+
No. of Corporate Accounts	:	10,000+
Employers	:	3,100+

## **2.2 Historical background of Skill Jobs**

Skill Jobs is one of the leading job portal of the country established on July 09, 2000. Expertise Jobs always believes in complying with newer jobs and ideas for job improvement for new technology and job finding experience and enables the latest recruitment solutions to employers. In this process, Skills Jobs has successfully completed successfully by providing a make-over to improve its services and to provide an international standard for its web pages. Skills Jobs is now more powerful with more than 100,000 job search databases.

On August 16, 2006, Skills Jobs formed a partnership with JobStreet.com to provide services to Bangladesh and to share their expertise on the World Wide Web. Regional leader in online recruitment with strong presence in Job Street.com, Malaysia, Singapore, the Philippines, India, Japan, Hong Kong, Indonesia and Thailand. Associate with JobStreet.com has enriched Jaussin's many well-designed skills such as the South-run business process, advanced technology and openings for Bangladeshi jobs in the international market. JobStreet.com is currently working as a strategic partner with Skills Jobs.

They will help Bangladeshi corporate to find suitable candidates in Asia-Pacific region through expertise jobs. In March 15<sup>th</sup> 2018 Skill Jobs management decided to change the name of JobsBD Under the full leadership of Mr. Md. Sabur Khan, BoT of Daffodil family in front of 300 HR professional of Bangladesh declared that from today JobBD transfer to Skill Jobs with the aim of develop skill people and mitigate the gap between right people for the right position. This time Skill Jobs is not only focused on online recruitment but also to extend career development training to different level of job seeker. This will help the job seeker to enhance their professional skill and secure better opportunities for them. The back end support will be provided by the Daffodil Education Network which has different nationally and internationally recognized institutes. Skill Jobs also has a pool of recourses from different industries and specializations to conduct these job oriented, skill enhancement trainings. Training topics are carefully selected to equip the participant to face the upcoming challenges in their respective areas.

## **2.3. Business Philosophy of Skill Jobs**

### **2.3.1. Vision:**

Skill Jobs will be one of the best solution and service provider in the world in the field of skill development and bridging appropriate skilled human resources with the right job and profession, adding value to both human resources and organizations.

### **2.3.2. Mission:**

Skills Job's mission is as follows: Skills through efficiency, fairness and operation quality are becoming one of the leading companies in Bangladesh.

- Attempts to expand its activities at home and abroad by adding new dimensions to their marketing services have been unused.
- It gives highest priority to ensuring commitment to transparency, accountability and improved customer services as well as to ensure the service of a society that wants to become more intimate to the public.
- Working as a caring partner for the development of national economic value, increasingly rising with national and international needs, and increasing the merits of its clients' services.
- It seeks to create corporate culture to meet the needs of its clients and to increase its profits.
- It believes in strong capital markets.
- Its goal is to ensure its competitive advantage by upgrading marketing technology and data systems.

It maintains high standards of corporate and business. It provides high quality marketing services to strengthen the welfare and success of individual, industry and business communities.

### **2.3.3. Goals:**

To develop and consolidate a strong client base and ensure all kinds of modern marketing facilities by expanding business and service periphery to full fill the expectations of the customer.

Skill Jobs is ready to improve the highest quality customer through its new products and services such as Latest Job, Dream Job, Resume Post, Career Advice, Career Archive, Job Posting, Banner Ad, Resume Search, Head Hunting, and Package.

## **2.4 How the Industry Works**

Every company and organization that have been created so far has always been considered & put downed in a genre whether it was private or public limited company. Skill Jobs is no different. To understand how Skill Jobs works first we need to understand how this type of genre company; this type of industry works.

## **2.6 Products and Services of Skill Jobs**

### **2.6.1 Recruitment Solutions**

- ❖ Online Jobs Posting
- ❖ Headhunting
- ❖ Internship
- ❖ Apprenticeship
- ❖ Employability 360

### **2.6.2 Business Enhancement**

- ❖ Digital Marketing Services
- ❖ Consultancy
- ❖ E-Commerce

### **2.6.3 Professional Training**

- ❖ Students Training
- ❖ Corporate Training

### **2.6.4 Individual Empowerment**

- ❖ Skill TV
- ❖ As a contributor

# **Chapter: 3**

# **MARKETING ACTIVITIES**

# **OF SKILL JOBS**

### 3.1 Introduction

The report is based on the information, which is gathered during the internship period.

The report titled “An Analysis of Marketing Activities of Skill Jobs” is a collaboration reorientation of my internship program at Skill Jobs. The topic of the report was assigned by the respectable supervisor of the organization and was approved by the faculty supervisor to satisfy both organizational requirement as well as the fulfillment if internship program. This report has been prepared under both of their supervision.

### 3.3 Skill Jobs Marketing Strategy

Skills Job Advertising Strategy Creates Effective Message And Selects The Most Effective Advertising Media To Send Message To Visitors To Millions

#### 3.3.1 Public relations strategies

Skills Jobs include public relations strategies, promoting the products of target customers, such as creating a website, involving lobbying relationships. The lobbying strategy is to maintain relations with the legal agency for official formalities and business benefits of the organization.

#### 3.3.2 Direct marketing techniques

Skills Jobs Direct Marketing Strategies The purpose of sending an offer announcement consists of direct mailing of the customer. For this purpose, the company uses Internet email, fax mail, etc.

#### 3.3.3 Email to Friend

If you choose to use our referral service to tell a friend about a job or our site, Skill Jobs will ask you for your friend’s name and email address. A one-time email inviting your friend to visit the site will be sent to him/her automatically. Skill Jobs stores this information for the sole purpose of sending this one-time email and tracking the success of our referral programmer.

Your friend may contact us at [contact@skill.jobs](mailto:contact@skill.jobs) to request that we remove this information from our database.

#### 3.3.4 Resume References

If you choose to add references to your resume, Skill Jobs will ask you for their names, telephone numbers, emails and position titles. This information will be enclosed as part of your job application and employers may contact them to get references for your applications.

#### 3.3.5 Skill Jobs Newsletters

When you subscribe to a Skill Jobs Newsletter, we shall request your email address. Skill Jobs uses your email address to send you the newsletter(s) you have requested. You may subscribe

and unsubscribe to the newsletters by following the prominent instructions mentioned in each of the newsletters.

### **3.4 Analyzing Marketing information**

#### **3.4.1 Customer relationship management**

Skill Jobs always tries to maintain a good relationship with the high valued customers. For this reason, the capture information from the order website visits, payment interaction, sales force contract.

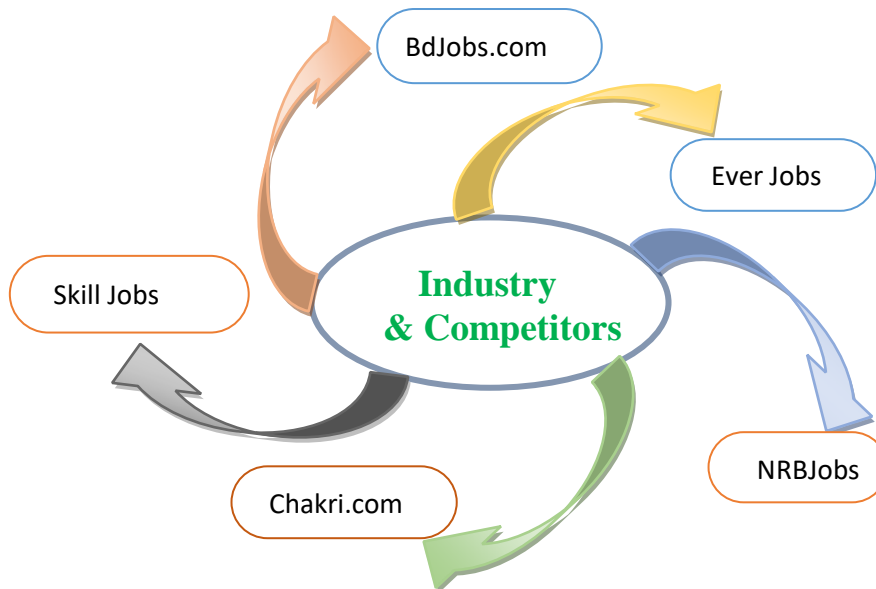
#### **3.4.2 Target market**

Skill Jobs target all kinds of company and job seekers.

#### **3.4.3 Competitor analysis**

Skill Jobs identify the following competitors are compete extensively. Bdjobs.Com, Skill Jobs, Chakri.com, assess objective, strategy, straight, weakness of the same level company and try to capture strategy and philosophy and remove weakness as possible.

#### **Competitors Analysis:**



### 3.5 Market Development

#### 3.5.1 Lead Market Development:

Development is about developing and growing sections of market development.

Doing There are three ways to do this:

- More users (rising market penetration);
- more use (increased cost);
- More benefits (consumers to buy high-value products)

The fragrance of Frag is one of the reasons why people will choose a brand on others, new fragrance launches help to increase penetration in the market, introduce brand new users and ensure that their product mix is up to date.

#### 3.5.2 Winning in the Market Place

Its biggest growth opportunity lies in expanding the markets. In developing and emerging countries, there is huge potential for future growth as more and more people start consuming



personal. To realize this potential, it will need to collaborate with its customers in both the developed and developing markets.

- ❖ Win with winning partner
- ❖ Win with winning customers
- ❖ Be an execution powerhouse
- ❖ Fast and flexible – and increasingly competitive
- ❖ Winning in the market is about being fast and agile to meet the changing needs of today's customers and consumers.
- ❖ Delivering significant value

### 3.6 SWOT Analysis of Skill Jobs

#### 3.6.1 Strength:

- ❖ **Meeting Arrangement:**  
They have arranged the product quality meeting to weekly, monthly and yearly.
- ❖ **Top Management:**  
Top management of any organization is very important. The personnel of top management are highly experienced and skilled.
- ❖ **Market Coverage:**  
They have covered very well market of the product.

#### 3.6.2. Weakness:

- ❖ **Weak Financial Solvency:**  
The Company has weak financial solvency. For this reasons it cannot take pace setup big project or cannot go any kind of big promotion.
- ❖ **Promotional Program:**  
The company less promotional programs compared with competitors. However, it is impotent to conduct various promotional programs to increase sales and survive in this competitive in this competitive world.
- ❖ **High Price:**  
Due to economic condition, it has to charge high price.
- ❖ **Lack of Technical Knowledge:**  
As a developing country, the illiterate rate is high. Therefore, it is difficult to recruit required personnel.

#### 3.6.3 Opportunities:

- ❖ **Good Image in Market:**  
The company on of the oldest company in our country. It always tries to reasonable profit. So its quality and price it has good image.
- ❖ **Good and initiative Employees:**  
Good and initiative Employees want to give effort, which is a great asset for the company.

❖ **New Related Business:**

They can start developer's business, as it is a most growing business so they can capitalize this business opportunity.

**3.6.4 Threats:**

❖ **New companies are engage in this business:**

Many such companies are interested on such product. It is one kind's threats for the company.

❖ **Government:**

Now Government does not take action, those who are not using ECR. Political environment is come for this product.

❖ **Inflation:**

Inflation and slow growth of the economy.

# **Chapter: 4**

## **Findings, Recommendations & Conclusion**

## 4.1 Findings of the Study

- Learned about how to sell anything to anyone but in an ethical way. Found out that one of the highest paid profession in the world is the profession of Sales & Marketing.
- Learned that the best part of selling is that good sales professional controls and in fact, creates his/her own destiny.
- Skill Jobs have many potentials but does not work through it.
- Too many time the management in charge changed.
- There is low interest in new ideas and how to work on them.
- Very, extremely little image branding.
- Employees are super friendly and eager to help, especially if he/she is in the same position or designation.

## 4.2 Recommendations of the Study

I have some points to focus which will help the Skill Jobs to improve the efficiency as well as the quality of work. The points are as follows:

- Skill Jobs should work on people engagement as much as possible using the different marketing tools to aware skill jobs brand image.
- Management should set proper planning for its operations of each work for the Skill Jobs.
- Stop lying about what you do not have and start telling the truth about what you have.
- Skill Jobs should have a HR policy, so that the employee feels safe & same as the employer about their work place.
- Update the website into an awesome, refreshing & clear website.


### 4.3 Conclusion of the Study

The past months of my internship have been very instructive for me. I had to do many marketing & sales activities where. I had to find the best way of marketing an event. I learned many things about viral marketing by using and learning about social media tools.

But I also learned Skill Jobs follows the national law and general company standard working hours. Skill Jobs does not provide any compensation to cover the living standard expense. Skill Jobs always prepared to pay compensation for insured workers. No child labor allows by the Skill Jobs.com.

Skill Jobs provide training for the workers or for the newer assigned personnel. Skill Jobs provides enough well work environment for the workers. The Skill Jobs provides well workplace for worker and very conscious about a good working environment and hygienic clean water for workers. Skill Jobs dose not set standard waste management system. Skill Jobs dose not maintains a high disciplinary organization rules.

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