



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

# Internship Report On “Competitive analysis between Skill Jobs and Bdjobs.com”

**Submitted To**

**Dewan Golam Yazdani Showrav**

Senior Lecturer,

Department of Business Administration

Faculty of Business & Entrepreneurship

Daffodil International University

**Submitted By**

**Chalang Charls Rema**

ID: 131-11-3139

Batch: 34<sup>th</sup>

Program: Business Administration

Faculty: Business & Entrepreneurship

Daffodil International University

**Date of Submission: /12/2018**

## *Letter of Transmittal*

**Date:** December/ /2018.

**Dewan Golam Yazdani Showrav**

Senior Lecturer,

Department of Business Administration

Faculty of Business & Entrepreneurship.

Daffodil International University.

**Subject: Submission of Internship Report.**

Dear Sir,

It is my great pleasure to inform you that, I have prepared my internship report on the topic of “**Competitive analysis between Skill Jobs and BDjobs.com**” that you have assigned to me. I have completed this report through my four months of practical learning and experience at **Skill Jobs** under your supervision. This report is prepared as a partial requirement for fulfilled the BBA Internship program.

This report consists the overview of **Skill Jobs** activities, philosophy and the unique differences between **BDjobs.com** and another competitive job portals. I have tried my level best to make it specific and understandable the scenario about the Skill Jobs.

I am so much grateful for your kind support and supervision for the preparation to complete this report. And also hope that this report would reflect on the company’s activities.

I would like to request you to accept my internship report for further assessment. If any confusion arises, I will be pleased to clarify and explain any part from this report.

Sincerely Yours,

.....

**Chalang Charls Rema**

ID: 131-11-3139

Batch: 34<sup>th</sup>

Department: BBA

Faculty of Business & Entrepreneurship.

Daffodil International University.

## *Student Declaration*

My name is **Chalang Charls Rema**. Here, I am declaring that my internship report paper on “**Competitive analysis between Skill Jobs and BDjobs.com**” has been prepared by me and I have prepared this report paper after completing my four months internship period from **Skill Jobs**. Also declaring that this report paper is prepared through my four months of practical learning and experience.

And also I am confirming that this report paper is only prepared for the requirement of completing my academic internship program, not for another purpose. On the other hand, opposite company or business might not be used this report papers.

**Thank You.**

Sincerely yours

.....

Chalang Charls Rema

ID: 131-11-3139

Batch: 34<sup>th</sup>

Department of Business Administration.

Faculty of Business & Entrepreneurship.

Daffodil International University.

## *Supervisor's Certificate*

This is to clarify that the internship report on “**Competitive analysis between Skill.jobs and Bdjobs.com**” has been submitted for the award of degree of the Bachelor of Business Administration (BBA), Major in Marketing from Daffodil International University carried out by **Chalang Charls Rema ID: 131-11-3139**, Batch- 34<sup>th</sup> as a practical fulfillment for the requirement of Bachelor of Business Administration (BBA) degree under my supervision. To the best of knowledge and as per his declaration, any part of this report has not been submitted for any degree or certificate.

Now he is permitted to submit his internship report. I wish him all success in his future endeavors.

.....

Signature of the Supervisor.

**Mr. Dewan Golam Yazdani Showrav**

Senior Lecturer,

Department of Business Administration

Faculty of Business & Entrepreneurship

Daffodil International University.

## *Acknowledgment:*

In the beginning, I would like to thank to my almighty God for his blessing and give the opportunity to pursue my bachelor degree. And thanks to my lovely Parents for their valuable support and sacrifices. Because of that, without their support, I could not get the chance to pursue my bachelor degree.

And I would like to pay my gratitude to my organization supervisor “Mr. Borhan Uddin”, Executive manager – training & development at Skill Jobs, for his wonderful support and guidelines to know the organizational activities. And so much thankful to other supporting members like, “Mr. Sahin Khan, Mr. Sajib Mia, Mr. Shariful, Mr. Faham Kabir” and all of my senior colleagues & teammates.

And also give special thanks to my honorable respected Academic Supervisor “Mr. Showrav Yazdani” Senior Lecturer, Department of Business Administration, Faculty of Business & Economics, for his kind support, guidance, help, and feedback to prepare my internship report paper. Without him, I could not accomplish my internship report that much easy.

I am also grateful to our university internship committee and the “CDC” for giving me an opportunity to join a wonderful organization. As if I could learn and get some valuable practical knowledge and experience, for that I could use or apply this knowledge in my future life and career.

And finally, I want to thank to all of my supporting and helpful Academic teachers, friends and colleagues to encourage me to accomplish my meaningful academic Internship program successfully.

## *Table of Content:*

<b>Topics</b>	<b>Page</b>
Letter of Transmittal	1
Student Declaration	2
Supervisor's Certificate	3
Acknowledgement	4
Executive Summary	7
<b><i>Chapter: 01, Introduction</i></b>	
Introduction	9
Origin Of the Study	10
Scope of the study	10
Significance of the study	10
Objectives of the report	11
Report Methodology	11
Data Collection Methodology	12
Limitation of the study	13
<b><i>Chapter: 02, History of the Company</i></b>	
Background	15
Logo Switching	16
<b><i>Chapter: 03, Company Overview</i></b>	
Company Profile	18
Skill Jobs Slogan	18
Company Vision	19
Company Mission	19
Purpose of Skill Jobs	19
Skill Jobs values	19
Why Skill Jobs?	19
Recruitment Service Package	20
Skill Jobs Focus 360* Degree Solution	22

Professional Training and Development	23
Skill Jobs Learning approach	23
Their Unique structure for each module	23
Training Methodology	23
Training Category	24
Most Used Training Topic	24
Professional Training Course	25
Training Partners	26
Department of Skill Jobs	26
Skill Jobs Employee Database	27
<b><i>Chapter: 04, Competitive Factor Analysis</i></b>	
Website Overview	29
Business Competitors	30
Market Share	31
Mind Share	32
Target Group of Audience & Customer	32
Market Positioning	33
Product and Services	33
Market Segmentation Analysis	35
Marketing Mix Analysis	36
Online Marketing Channels	37
Website Analysis	38
Online Presents	41
SOWT Analysis	42
<b><i>Chapter: 05, Finding and Recommendations</i></b>	
Problem Findings	45
Recommendations	45
Conclusion	47
Reference	48

## *Executive Summary*

September 27, 2017: According to a new World Bank report, Bangladesh's Economic growth remains resilient spite of volatile export growth of shrinking remittances. On average, Bangladesh economy generated about 1.15 million jobs per year. The rate of job creation has slowed down between 2003 and 2016. The total amount of employment grew by 3.1 percent per annum whereas between 2011 and 2016 the total employment grew by only 1.8 percent per annum. This has especially impacted women and youth. So, for this reason, the job crisis is increasing day by day in our country. This situation is happening for various reason such as the growth of population, limitations of job post, the lake of education, unplanned industrialization etc. But one of the major problems is lots of gap in skilled people. So that Skill.jobs is actively bridging the gap between skill and jobs.

This report presents about my four months internship working experience and learning as an employee in skill.jobs. I have successfully completed my four months internship at Skill.jobs where they are actively working and developing to provide skilled and well-experienced people for this country. Also, they are helping peoples by providing some valuable training program for becoming a skilled worker. Skill.jobs is also working with international companies and provide some skillful professional employee.

In this report, I have discussed various types of competitive difference analysis between Skill.jobs and BDjobs.com about their activities, business policy, services, and others related topics.

Skill.jobs also have 18 years' experiences before formed the Skill.jobs. Also, I tried to explain about Skill.jobs activities and how they are contributing to the job market. And also explained about Skill.jobs philosophy, mission, vision, marketing strategies, policy, and how they operate their operations etc.

At last, through this report, I have tried to figure out some recommendation against the problems that could help skill.jobs to achieve their goals and satisfied their customers.



# **Chapter: 01**

## **Introduction**

## *Introduction:*

Bangladesh is one of the highest population density in the world, and about 34% of the total 158.5 million people in Bangladesh are young and also according to the ILO report 2017, there are about 11.37% percent youth people are unemployed in our country. So under this circumstances, some researchers believe that this situation is occurring for a various reason. One the biggest problem is the candidates are not skillful and they don't have enough quality to perform in the job market. For their low skills and low performance, the organizations are suffering from losses. So, for this reason, the organizations or companies are requiring skillful and productive manpower for their company or organization. Nowadays we can see that the online job portals are trying to solve and doing some contribution to help the employee and employer by providing clear information to the employer to employee. So let's see how online job portals are performing.

In these case, the company or organization needs some well skilled and experienced manpower to serve his organization and on the other hand, the employees are searching for a job. So the online job portal is a website that designed to allow the employers to post the job requirements for a position to be filed to recruit the candidate, and also online job portals are offers to reviews, career and job search advice, and deferent job description. On the other hand, the job seeker can review the job post and can apply or submit their resume.

In Bangladesh, there are about 25 online job portals and Skill.jobs is one of them. Skill.jobs is one of the popular online job portal in Bangladesh for their service. Skill.jobs is a job portal where they are performing at nationally and internationally. They have been working about 20+ years in the online job portal industry. They have about 15+ partners nationally and about 3 international partners. Now they are actively trying to fulfill the gap of skills and jobs. Skill.jobs has a training department to train the candidates or employees and make skilled. They are providing their practical training by face to face and online also. They have also fulltime support system for their customers and development team to upgrade their services to serve the best service for their clients. They have about 3 training partners for supporting their training service and some few of the features they have which are making the people's life easier: 1). Career Doctor 2). Training 3). E-Learning 4). Employability Skill Development 5). E-Recruitment.

### *Origin of the Study:*

As a student at Daffodil International University, every business studies students have to do the internship program to learn the organizational knowledge and experience before completing their graduation. This internship program must be required for a minimum of three or four months to gain the corporate experience practically to complete the degree. The types of academic learning is just theoretical and it is not enough for the graduate students to ensure their quality. So that reason the students must need to know the organizational culture and activities.

For this a requirement I went and joined to Skill.jobs as a team member of their business team. This is an online job portal and online business platform what I am searching for. There I have worked for about four months as an intern to contribute their business activities.

### *Scope of the study:*

This report is prepared on the Bangladeshi online job portals activities and how the Skill.jobs is participating in the online job market. In this report, I have discussed all about the Skill.jobs business overview and the competitive differences between Skill.jobs and BDjobs.com through my four months practical internship programs experience that I have learned or seen. And also I have covered the unique Skill.jobs services and features. Skill.jobs is an online job portal and working with the students and the organizations also. In my four months experience, I have seen some of the problems and gave some recommendation to overcome their problems.

### *Significance of the study:*

In this report there will have both practical and academic values. Also, this report will help you to get a clear scenario about the Skill.jobs business policy. And I believe that through this report the Skill.jobs will get some benefited to develop their current operational activities. The competitive analysis will be help them to review their business that they are practicing. This report is the total outcome from my four months practical internship program conducted in Skill.jobs.

## *Objectives of the report:*

### **a. General Objectives:**

The general objective to prepare this report is to complete the requirements for a Bachelor of Business Administration (BBA) degree. And on the other hand to get the practical knowledge about Skill.jobs and how they operating their operational activities in the online job market.

### **b. Specific Objectives:**

1. To find out the competitive analysis of Skill.jobs and BDjobs.com.
2. To analyze the marketing strategies between Skill.jobs and BDjobs.com.
3. The SOWT analysis of Skill.jobs.

## *Report Methodology:*

### **Research Design:**

My report research is a Descriptive Research. The descriptive research is designed with two methods 1) Survey method and 2) Observation method. This report is prepared though the Observational method.

### **Observational Method:**

Observational method is the second type of descriptive research methodology. This reports observation is involve with the recording the behavioral pattern of people, objectives, events information of interest. So, in this report, I have used five types of observational modes of administration.

1. **Personal Observation**, to record the traffic counts and traffic flows of Skill.jobs site.
2. **Mechanical Observation**, to recording the new traffic entering, how long they browse or stay, how much the customer's involvement with the Skill Jobs website.
3. **Audit**, to analyze the collected data from the personal and mechanical observation.
4. **Content Analysis**, to know the connections between Skill.jobs contents and customers.
5. **Trace Analysis**, to get the past behavior of their customers.

## ***Data Collection Methodology:***

To prepare this report I have collected the all kinds of data information from the primary and secondary sources.

The data collection methods are given below:

- I. Primary Data.
- II. Secondary Data.

### **Primary Data:**

The primary data is called also the row data which is directly collected form the first hand sources. And my primary data is collected from where, is given below:

- a) Practically office desk work.
- b) Directly involvement with the business team activities.
- c) Organized some online campaign and involvement with the recruitment campaign.
- d) Face to face conversation with the clients and officers of Skill.jobs.
- e) Observation all the activities during my internship period.

### **Secondary Data:**

Secondary data is a kind of data which is collected by someone who is previously collected the data. Let's see my reports secondary data from given below:

- a) Information from skill jobs website: [www.skill.jobs](http://www.skill.jobs) and [Bdjobs.com](http://Bdjobs.com) website [www.bdjobs.com](http://www.bdjobs.com).
- b) Office documents, monthly and annual report.
- c) Magazine and various types of articles.
- d) Their Social media page: like – Facebook page, Instagram, YouTube channel, LinkedIn.
- e) Skill jobs forum posting site: [www.forum.skill.jobs](http://www.forum.skill.jobs).
- f) Skill Jobs & [BDjobs.com](http://BDjobs.com) various types of online articles, blogs and posts.
- g) Instruction guild line book they gave me before joining at Skill.jobs.

After collecting the information, I have organized them to make presentable in this report paper.

### *Limitation of the Study:*

In this report, there were some limitations to gather a pure information. Limitations are given below:

- a) Information is not available on both of their websites.
- b) Lack knowledge about BDjobs.com business activities.
- c) First time preparing the internship report so some information might not be clear.
- d) To keep the privacy they have some restrictions to describe the business policy.
- e) I could not get the proper internal information because of my work pressure.
- f) The time was also limited to prepare this report paper.

**Chapter: 02**  
**History of the Company**

## ***Background:***

In the beginning, Skill.jobs was the name of JobsBD.com. In that time JobsBD.com was one of the pioneer job portals in the country which was established in July 09, 2000. JobsBD.com was improving the job seeking experience of the job seeker and enabling the employers with latest recruitment solutions where they were always believes in accommodating new technologies and ideas.

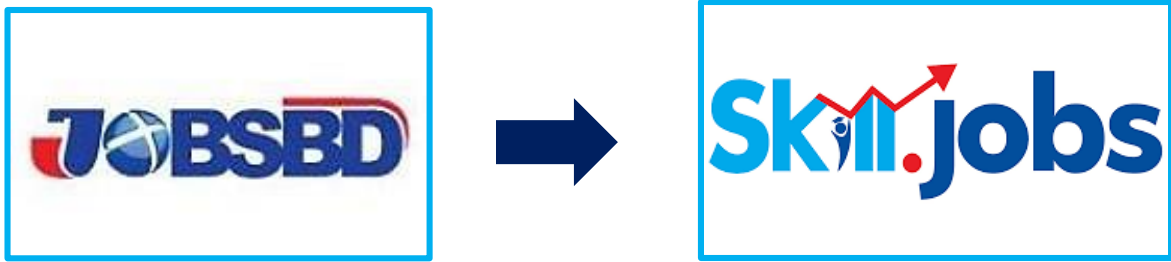
JobsBD.com has formed a partner with jobStreet.com during the year of 2006 to bring its service to Bangladesh and share their expertise in World Wide Web. In Malaysia, Singapore, Philippines, India, Japan, Hong Kong, Indonesia and Thailand the JobStreet.com is the regional leader in online recruitment with strong presence.

JobsBD.com has enriching the association with JobStreet.com through various way like, developing the well managed business process, advanced technologies and as a whole extended exposure to Bangladeshi job seekers to international market. JobsBD.com was worked with JobStreet.com as a strategic partner. But now they are helping Bangladeshi corporate to find suitable candidate from Asia Pan Pacific region through Skill.jobs which the name was JobsBD.com.

Creating opportunities by attracting local and foreign employers to post their latest advertisement with the site was the company's commitment to attain their new mission statement and Skill.jobs also doing this. In the time of economic recession that will be the open door for the Bangladeshi job seekers to find more and more jobs. JobsBD.com was also committed to bring the latest services to the employers and help them to find the right candidates within the shortest possible time and within the financial bindings.



### *Logo Switching:*



After Changed the name of JobdBD.com then the logo also changed into Skill.jobs.

In that time the JobsBD was worked to bring the humanity and opportunity to the job market to enhance lives, businesses and communities around the world. Their values ware on innovation solutions, values to customers and clients choice, mankind, emotions, transparency in everything and includes technology and conduct sufficient research on job professional world.

And they was worked actively with their four features like: Recruitment Service, Professional training and development, Jobseekers Connect and customized solutions.

In that time they was mainly focused actively and strongly with the recruitment service and the professional training and development as if the recruiter could haired the committed and right candidates and the job seekers could find their appropriate destinations. They have worked with various corporate people for their development and worked with lots of academic institutions for support to build their desire career.

# **Chapter: 03**

## **Company Overview**

## *Company Profile:*

Skill.jobs is one of the unique and pioneer trusted online job portal site in Bangladesh. In present Skill.jobs has been focused in the Global job market, demanding and expectations of modern organizations, technological advanced, creating and supporting interested entrepreneurs, Skill matrix through their 20+ experience in the job market globally. In the beginning Skill.jobs name was JobsBD.com the ever first online job portal in our country Bangladesh. Therefore it is newly starts their journey with the name of **Skill.jobs** from, April\_2018.

Skill.jobs is now actively working and contributing to be skilled and experienced to fulfill the gap between skill and the jobs. This time in business world is in a big dilemma and the graduate are searching the job opportunities and the companies are searching the right people to the right place as they could properly full fill their demands. But in this case the candidates are suffering by the lack of proper skill and the companies are looking for the right candidates who have the quality for operate the responsibilities. And the Skill.jobs is delicately working on it to serve in the job market through their valuable training and support.

Skill.jobs has various types of professional development trainings and services. Skill.jobs are developing big amounts of skilled and experienced resource according their needs and demands. They are supporting the new graduates through the training and lots of inspiring seminar or workshops. On the others hands the corporate peoples are getting support by their personal development courses and helping the corporate by talent hunting or recruitment service on their demand.

In present Skill.jobs is working with the various well reputed companies nationally and also working internationally. The candidates can work in the global platform through the Skill.jobs.

## *Skill Jobs Slogan:*

Be Skilled, and Get Hired!!

## *Company Vision:*

Skill Jobs want to be the leading trusted contact point for all types of recruitment solutions and skill developer.

## *Company Mission:*

Help to connect to the skilled human resources, find the best recruiters, help to start your own company, develop your skills set through the technology, network and partners worldwide.

## *Purpose of the Skill Jobs:*

Skill.jobs is for job seekers, work as a hub for them and advocate for the job seekers to find scope and placement opportunity for the job seekers.

## *Skill Jobs values:*

- I. We bridging with the skills and jobs.
- II. We give values to the customers and the clients.
- III. We dedicatedly worked for achieved the Skills.
- IV. We work with mankind and emotions.
- V. We includes technological development and conduct sufficient research on job and professional world.

## *Why Skill Jobs?*

Best recruitment doesn't depends only on databases and technology, But also on connecting with the people, matching the skills accurately and getting the culture fit exactly, every time. The best recruitment must have compassion, sector experience and an institutive understanding of their role in the recruitment process. Therefore Skill.jobs has designed an integrated approach that's makes your life easier:

1. Skill Focused Solutions
2. Customized Complete Solutions
3. Global and International Coverage

4. World Class Service Quality
5. To help find not only the best quality candidates, but more of them
6. To streamline the process so you can save time and money using best technology
7. To help you make smarter decisions to improve your return on investment.

Basically, we want to give you to be skilled and to get hired.

### ***Recruitment Service Package:***

Basically they are offering four types of packages 1) Silver 2) Silver Plus 3) Gold 4) Platinum and one month trial for recruitment service.

#### **1 Silver:**

- I. General job (Unlimited)
- II. Featured job
- III. CV search

#### **2 Silver Plus:**

- I. General job
- II. Featured job
- III. CV search
- IV. Professional zone
- V. Free stall at job fair

#### **3 Gold:**

- I. General job
- II. Featured job
- III. CV search
- IV. Professional zone
- V. Front page advert (One month)

- VI. Training (1 Nominated candidate)
- VII. Free stall at job fair

**Platinum:**

- I. General job
- II. Featured job
- III. CV search
- IV. Professional zone
- V. Front page advert (One month)
- VI. Training (1 Nominated candidate)
- VII. Free stall at job fair
- VIII. Career Fest
- IX. Discounted rate for career fest.

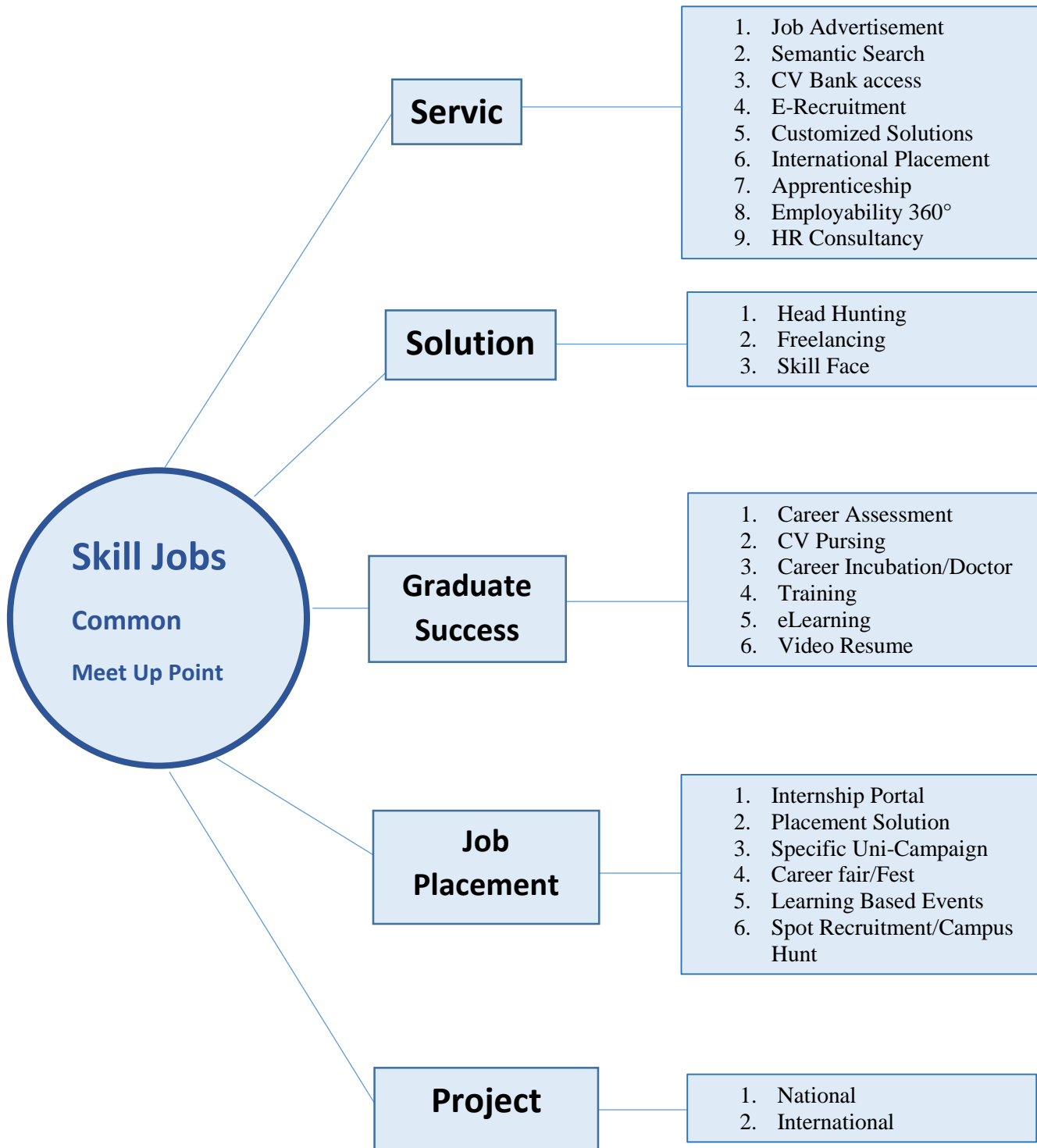
Skill.jobs also delivers the most qualified candidates to help you the hire the best.

**Broad Candidate Reach:** Grab the attention of maximum candidates, as your job ad is circulated across the Skill.jobs network, 1000 newspapers, partner sites and their apps.

**Qualified Candidates Delivered:** Receive qualified resumes in two ways. Get up to 20 resumes in addition to job Ad or easy source candidates with their advanced matching technology.

**Easy Candidate Communication:** Automatically send customers mails to qualified targeted candidates, in Skill.jobs database.

## *Skill Jobs Focus 360\* Degree Solution:*



### ***Professional Training and Development:***

Training is a formal and well planned process to bring human force to a desire standard of efficiency and conditions. It helps a group of selected people to learn the require skills to carry out any task in order to maximized the individual or group effort or performance for target or a goal. Training is a means to ensure specific task to carry out in accordance with a predetermined procedure. It's now a demand and necessity for any industry for growth and productivity. It's a part and parcel of all brand organization.

### ***Skill Jobs Learning approach:***

They believe it is very important for a trainer to set the approach first then go for the delivery of the training topic. They focused the following approaches:

1. Questions based participatory learning.
2. Competency based learning.
3. Outcome based method.

### ***Their unique structure for each module:***

1. Introductory topic.
2. Worst practice in the industry (Global and local).
3. Best practice in the industry (Global and local).
4. Focusing on needs and skill.
5. Aligning goals and mission.
6. Customized practice in line with vision.

### ***Training Methodology:***

1. Focus on performing rather than knowing.
2. Emphasis is given on hands on training.
3. Individual centered training approach to make each person competed.
4. Training is monitored and feedback is given on individual basis.
5. Demonstration using different modules, multi-media, audio visual and equipment intensively.



6. Brain storming session among participants.
7. Hand-out for the participants.
8. Power point slides for participants.
9. Interactive discussion and competency based exercise.
10. Icebreakers, game and case study.

### ***Training Category:***

1. Sort time certification course (maximum 36 hours).
2. Professional based certification course (3 months or 4 months).
3. Long term course (Minimum 6 months or Maximum 1 year).
4. Day long or to days long program.
5. Off session training for organization.
6. Customized training for the organization.
7. Workshop Program.
8. Seminar.

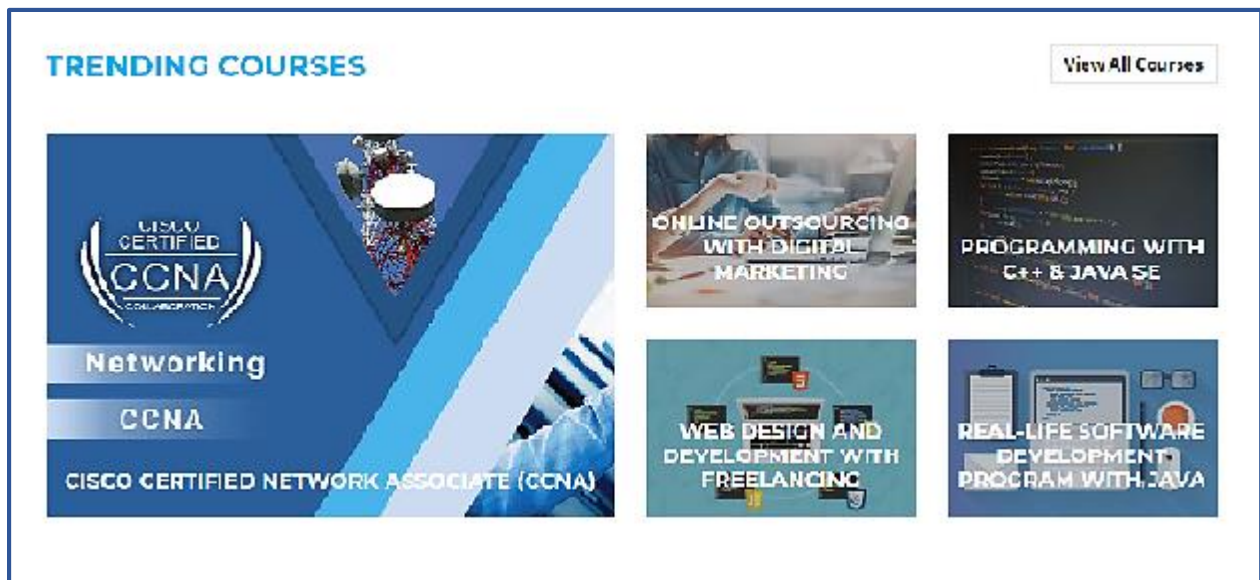
### ***Most Used Training Topics:***

1. Leading & Managing:
  - a. Supervising skill development.
  - b. Motivating self and others.
  - c. Strategic goal setting
  - d. Outdoor team building retreats.
  - e. Coaching for leadership.
  - f. Leadership skill development.
  - g. Change management.
  - h. Management skill development.
2. Productivity:
  - a. Time management.
  - b. Stress management.
3. Communication skills:
  - a. Business English & communication.

- b. Workplace communication.
- c. Presentation skills
- 4. People Skills development:
  - a. Interpersonal skills
  - b. Conflict management
  - c. Cross culture communication skills
- 5. Sales and customer service:
  - a. Grooming & etiquette for professionals
  - b. Selling skills
  - c. Customer service excellence
  - d. Win-win negotiation skills
- 6. Others topics:
  - a. Creative problem solving
  - b. Corporate social responsibility
  - c. Training of trainers.

### ***Professional training course:***

To develop their personal skills, Skill.jobs are offering some professional training courses also for the time of 3 months or 4 months. Let's see the training list that given below:



- I. Advanced Microsoft Excel training.
- II. Freelancing with Digital marketing.
- III. Web Design & Development with freelancing.
- IV. Real life Software Development course.
- V. Programing with C++ and Java SE.
- VI. Real life Application Development with Python.
- VII. Android Application and Development.
- VIII. Cabin Crew job preparation.
- IX. News Presentation.
- X. CISCO Certified Network Associate (CCNA).

### ***Training Partners:***

Skill.jobs has three training partners 1) HRDI 2) Arif Academy of Visual Arts (AAVA 3D) and 3) Career Development Center (CDC).



### ***Departments of Skill Jobs:***

In Skill.jobs, to operate their activities they have several departments to work properly and each of the departments are working under the observation by the chairman and Director of Skill.jobs.

The department of skill.jobs that are given below:

- I. Department of business and development.
- II. Department of Training and Development.
- III. Department of HR.

- IV. Department of Finance & accounts.
- V. Department of IT and Software.

***Skill Jobs Employee Database:***

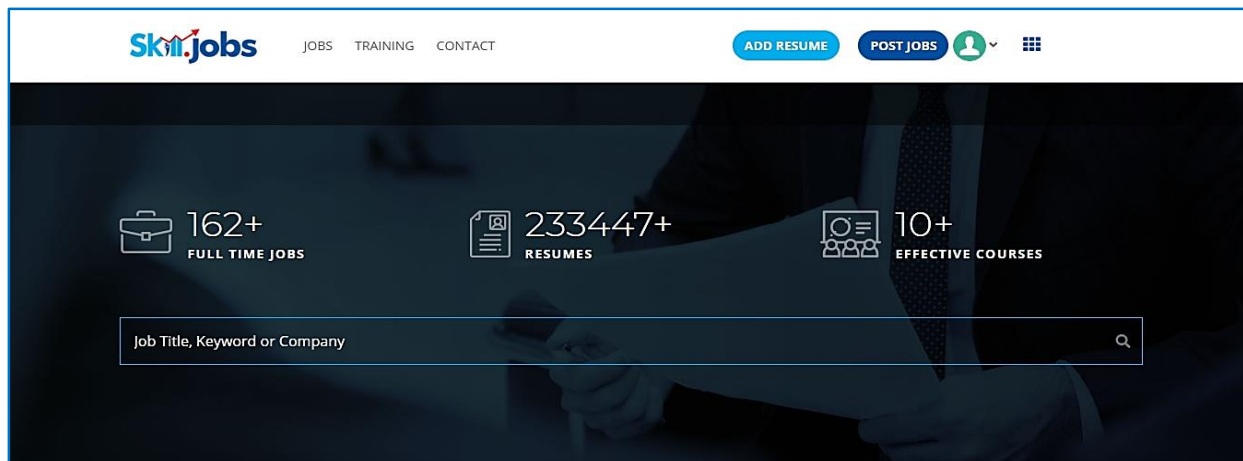
#	Name	Designation
1	Md. Alauddin	Chief Technology Officer (CTO)
2	Md. Sahin Khan	Coordinator
3	Jibon Bikash Roy	Senior Programmer
4	Md. Sajib Mia	Ex. Corp. care of IT
5	Md. Didarul Islam	Ex. Accounts & Admin
6	Md. Harunor Rashid	Junior Programmer
7	Mahbubul Islam Mehedi	Junior Programmer
8	Md. Shariful Islam	Ex. Marketing & Sales
9	Md. Borhan Uddin	Ass. Coordinator Tr. & Dev
10	Ms. Jasia Akter	Graphic Designer
11	Md. Sadekul Islam	Junior Admin

## **Chapter: 04**

# **Competitive Factor Analysis**

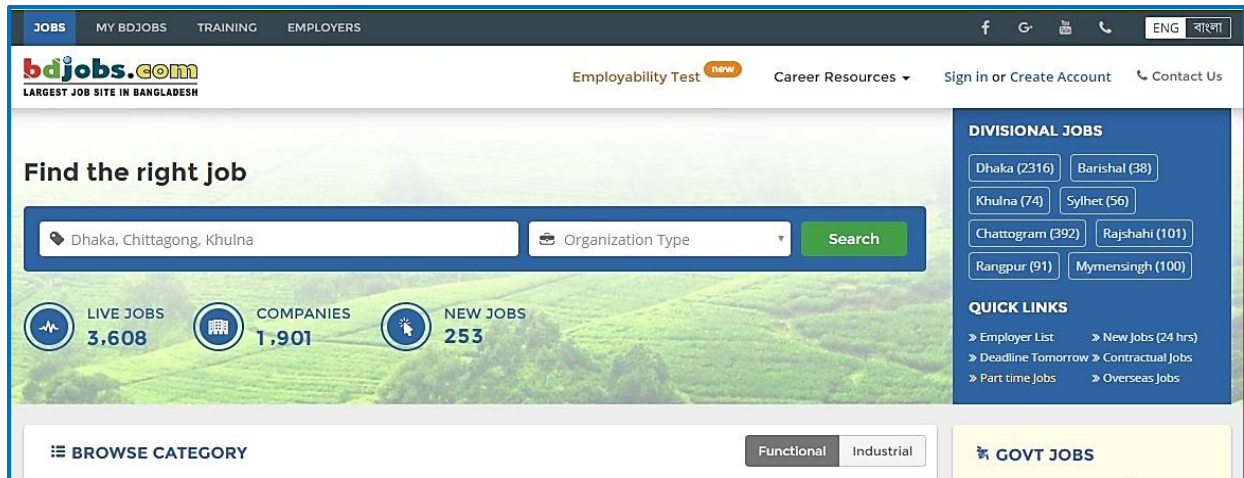
In the beginning, Skill.jobs is a pioneer job portal in our country. They are strongly present in the job market of Bangladesh. And on the other hand the BDjobs.com is the largest and leading job portal in Bangladesh. But in this case both of the company is working in the same market and still have the differences on their business approach and activities. So let's discuss the different factors between Skill.jobs and BDjobs.com.

## 1. Website Overview:



**Skill Jobs**, This is a dynamic website and user friendly and designed as much simple so that the user could use it so easily. Skill.jobs web site is so much open and they designed base on the customer overview as they can easily learn through their web site and find the information that the customers are looking for. This site is departmentally displaying their products and services and the features also. Through the site the customer can get easily connect for the support, get their online presents and their features. This site have the login system for the jobseeker and the employers. So that job seekers and employers could update their information and get the better service and stay connected with their activities.

**BDjobs.com:** This web site also dynamic website and they are design with the departmental arrangement. This is a well-developed website where they are organized all the job post with the segmentations category and the job post are showed with the divisional alignment. In the home page you can see their features and services in the menu bar.



They build their website with the language option because the users are not capable to know the English articles. In this site they have the subdomain for the training division and they have the options for the employability test, career guide and interview tip, resume writing tips, cover letter writing and the online present links.

## ***2. Business Competitors:***

Now a days we can see that maximum reputed companies or organizations are posting their job post in their official websites. Because of the costing and the time limitations they are preferring their official web pages. But lots of the companies or organizations are posting their job post in the online job portal to find the right person for the right place. In this case the Skill.jobs and the BDjobs.com are doing the same business and giving the opportunities for the company to advertise their job post. So that depends on the job post service they have the same competitors in the online job market. As we know that they both are doing two types of business line: 1) Job Advertisement and 2) Training Service.

Let's see their top competitors list:

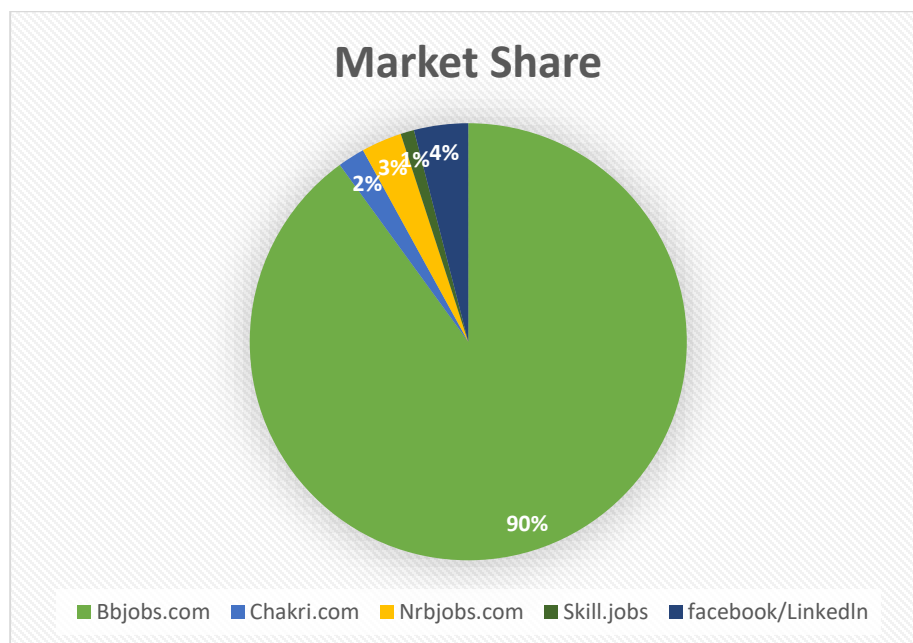
### **I. Job Advertisement Competitor:**

- a. [www.chakri.com](http://www.chakri.com)
- b. [www.nrbjobs.com](http://www.nrbjobs.com)
- c. [www.alljobsbd.com](http://www.alljobsbd.com)
- d. [www.bdjobstoday.com](http://www.bdjobstoday.com)
- e. Social Media: Facebook and LinkedIn.

## II. Training Service:

- a. Bangladesh Skill Development Institute (BSDI).
- b. Daffodil International professional Training Institute (DIPTI).
- c. BITM Training.
- d. Creative IT.
- e. New Harrison and Other IT, Non-IT professional training institutes.

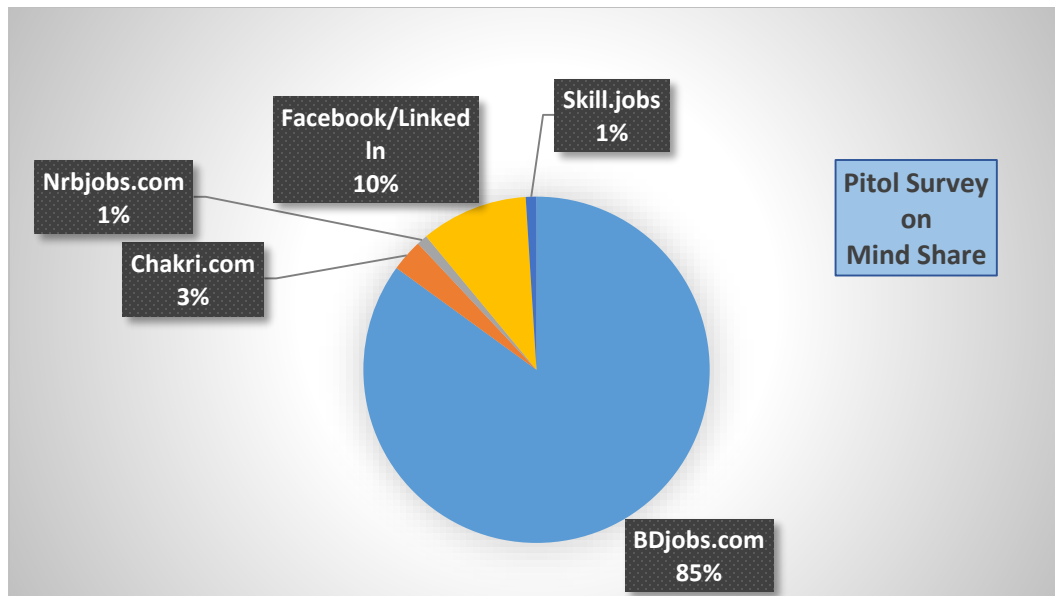
### 3. Market Share:



According to the Skill jobs market research, BDjobs.com has 90% percent market share in the online job market and on the other hand Chakri.com has 2% percent, Nrbjobs.com has 3% percent, Social Media has 4% percent and Skill.jobs has only .05-1% percent market share which is too much insufficient. So in this case the Bdjobs.com has the maximum market share in this business and the Skill.jobs need to improve them to make the balance for survive in the online job market.



#### 4. Mind Share:



Mind share means the amount of public awareness and popularity of an organization or company. So according to the Skill.jobs pilot survey, BDjobs.com mind share has 85% percent, Chakri.com has 3% percent, Nrbjobs.com has 1% percent, Facebook & LinkedIn has 10% and the Skill.jobs has only 1% percent where the BDjobs.com mind share is so high in the public mind. So Skill.jobs has need to do lots of marketing activities, lots of digital or traditional marketing, online and offline Campaign to build the strong awareness into the customers or public mind.

#### 5. Target Group of Audience & Customers:

In this case, both of the companies target audience and customer is same. They are focused to the job seekers and the companies or organizations to advertise the job post. And also the group of customers those who are searching professional trainings to developed their interpersonal skill through the soft skills or practical technical skill.

But the **Skill.jobs** has two different target and they are mainly focused to the 1) **Group of Students** and 2) **Experience and Non Experience People**.

On the other hand **BDjobs.com** is mainly focused to 1) **All kind of job seeker** and 2) **the Development Seeker employees**.

## 6. Market Positioning:

Market positioning is the way of process where the business is established their image or identity of a brand or product through the customer perception.

SO let's see their market positioning below:

### I. Customer Point of View:

**Skill.jobs:** Skill Jobs creating a bridge between skilled candidates and employers.

**BDjobd.com:** This is the country's largest online job portal for recruitment solution and get hired.

### II. Business point of view:

**Skill.jobs:** Emphasis will be laid on the saturation of the Target Group bringing them on the line of the strategic activations.

**BDjobs.com:** Leading career management site to solve the traditional recruitment to save money and time.

## 7. Product and Services:



## **Skill Jobs Product and Services:**

- I. **Career Doctor:** Career doctor is a platform where it is helping to the candidate to give some proper guide line to be prepared for job preparation. In this site they can recheck their resume, can learn how to write the cover later, interview etiquettes, job guideline, resources for career assessment test, career tips and career training.
- II. **E-Learning:** E-learning is the platform that which is helping to the candidates or users to learn from internet. This is an open platform where they can learning something online by using the e learning service. For use this service the user just need to login register then he/she can find lots of e-books, career related learning kids that may helped them.
- III. **Employability Skill Development:** This featured is design for the students basically for make them employable in the job market. Purpose is lots of students are getting their degree but they don't know how to use this in their real life. This feature in not for their getting job but also able to give jobs and encourage to be an entrepreneur. Because employability program believe that everyone can't to be an entrepreneur nut they could be an entrepreneur.
- IV. **E-Recruitment:** This program is a service where they are conducting the recruitment session through the internet. This program allows to submit your resume online and get hired and interview over the internet media.
- V. **Training:** This is a professional training platform where you can get the training online or on spot training. Skill.jobs is offering lots of training program, workshops, seminars and IT based training. They have about 10-12 professional training program with long term and sort term basis.
- VI. **Bulk SMS Solution:** They have also bulk SMS service with the numeric connection and masking SMS solution. Their features is, Multiple group SMS, flexibility to send lakhs of SMS in one click, easy operation and no hidden cost.

## **BDjobs.com Product and Services:**

- i. **Job Posting Service:** They have also job posting service where they have thousands of jobs post with the feature of, 1) Basic Listing 2) Stand Out Listing 3) Hot Job Listing and 4) other packages of distinguished jobs, CV package, attractive price and corporate membership. On an average they have 2500 job post in daily basis on their web site.

- ii. **CV Bank Access Service:** This service has two features 1) CV bank access package 2) Resume on Demand. Through the CV bank access package the organizations can screening the CV's from 1.6 million CV's and find the actual candidates. And on the other hand they can demand the short listed CV from the Bdjobs.com.
- iii. **Employability Assessment Test Service:** Bdjobs.com are offering for the candidates to prove their employability quality through the job wise assessment.
- iv. **Skill Development training for the employees:** Bdjobs.com has been providing various types of industrial vertical training session to improve their skills to fit with their organization. They have total 252 trainings with the 167 weekend and 85 certificate courses.
- v. **E-Recruitment System:** They have fully customized automated recruitment solution for the HR department to fulfill their recruitment process and to match their corporate image with less effort and costing.

## 8. Market Segmentation Analysis:

The market segmentation analysis between Skill.jobs and Bdjobs.com is given below:

Market Segment	Variable	Skill.jobs	Bdjobd.com
<b>Demographic</b>	Age	18 – 60 years	18 – 60 years
	Gender	Male & female	All Gender
	Religion	All	All
	Nationality	All nationality	Bangladeshi
<b>Geographic</b>	World Region	All	Asia
	Country	All country	Bangladesh
	Cities	Urban & Rural area	Both urban & rural
	Density	Low	High

<b>Psychographic</b>	Social Class	Lower class, lower-middle class, middle class, upper middle class & Upper class	Lower class, lower- middle class, middle class, upper middle class & Upper class
	Life Style	Urban, Rural & according to the customer demand	Urban and rural area people
<b>Behavioral</b>	User rate	Low	High
	Loyalty	Low	High

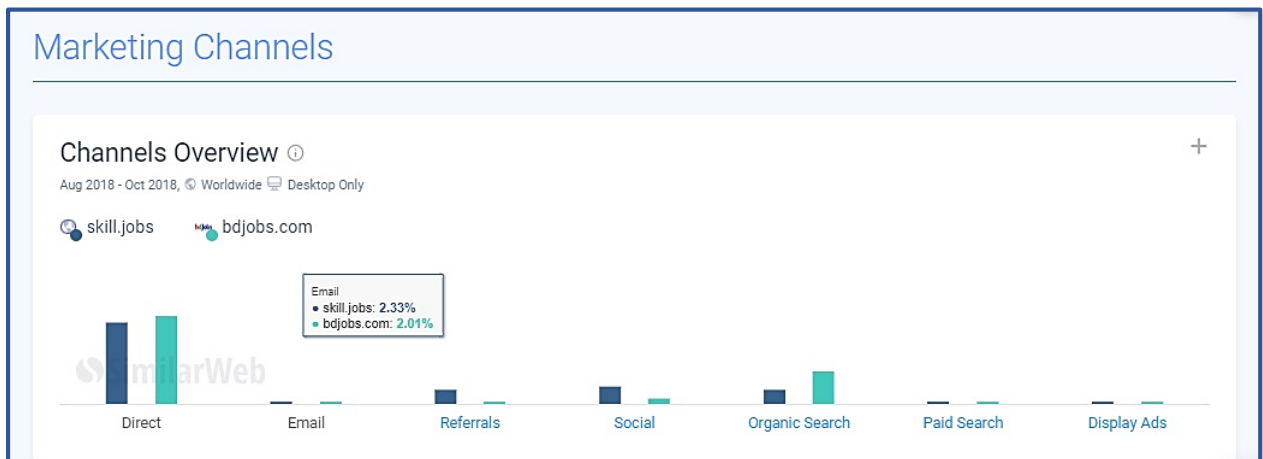
### 9. Marketing Mix Analysis:

Marketing mix is a set of marketing tools that the company uses to pursue to marketing objectives in the target market. Marketing mix is classified into four groups and it is also called 4P's of marketing. So let's see the marketing mix analysis between Skill.jobs and Bdjobs.com:

Marketing Mix	Skill.jobs	Bdjobs.com
Product	1. Career Doctor. 2. E-learning. 3. E-recruitment. 4. Employability Skill Development. 5. Training & Development and 6. Bulk SMS Service.	1. Job Posting Service. 2. CV Bank Assess Service. 3. Employability Assessment Test Service. 4. Skill Development Training for Employees. 5. E-Recruitment System.
Price	Attractive and affordable pricing, On an average Skill.jobs pricing is low.	Affordable pricing method but on average Bdjobs.com price is little bit high.
Place	Online platform: <a href="http://www.skill.jobs">www.skill.jobs</a> On Spot of the Skill Jobs Office.	Website: <a href="http://www.bdjobs.com">www.bdjobs.com</a> On Spot of the Bdjobs.com Office.

Promotion	<ol style="list-style-type: none"> <li>1) Online Campaign.</li> <li>2) On Spot Recruitment campaign.</li> <li>3) Traditional Marketing.</li> <li>4) Digital marketing</li> <li>5) Conventional Advertising.</li> <li>6) Constant contact with the target group of customer.</li> <li>7) Emotional high ground.</li> <li>8) Connect with the urban job seeker &amp; youth.</li> <li>9) Social media based marketing.</li> <li>10) Television, magazine, poster, different website ads and SMS Advertising.</li> </ol>	<ol style="list-style-type: none"> <li>1) Online Campaign.</li> <li>2) Recruitment campaign.</li> <li>3) Digital marketing.</li> <li>4) Google ad word.</li> <li>5) SMS marketing.</li> <li>6) Through newspaper, magazine, poster and leaflets.</li> </ol>
-----------	--	---

## 10. *Online Marketing Channels:*



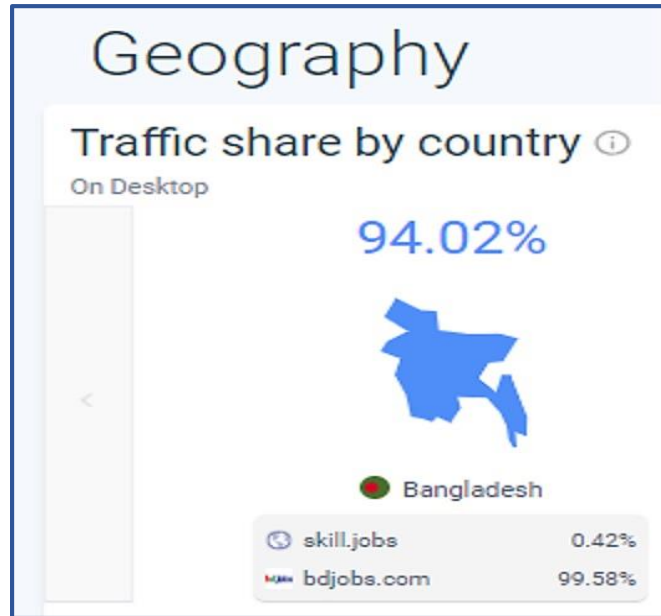
Skill jobs and Bdjobs.com is using deferent types of online marketing media. Here, you can see the media’s that Aug, 2018- Oct, 2018 during this periods web analysis results. Both of the company have used direct channels where Bdjobs.com has high response, then email result is

same, but in the referrals Skill.jobs has high results and social media also, in the organic search the Bdjobs.com has high result but in the paid search and display ads they are same.

## 11. Website Analysis:

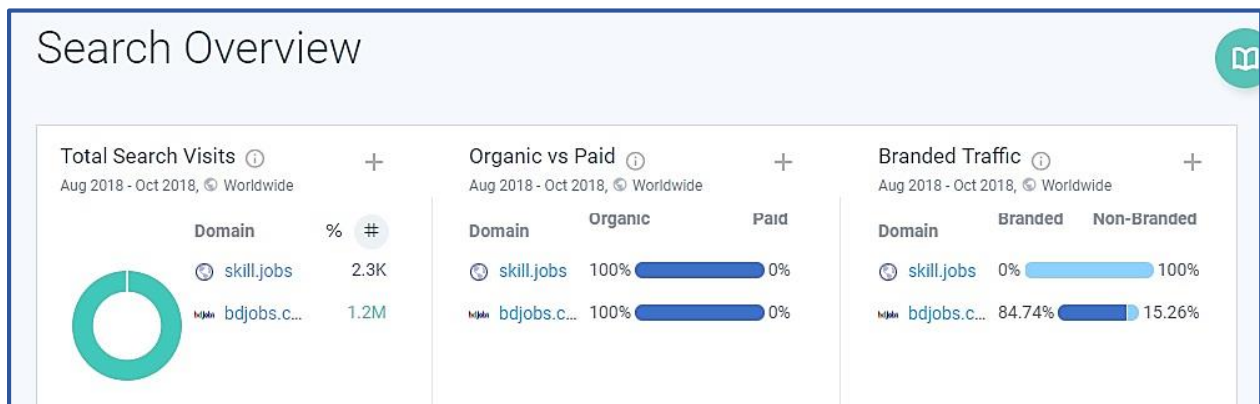
The various types of website analysis is given below:

### i. Traffic Share:



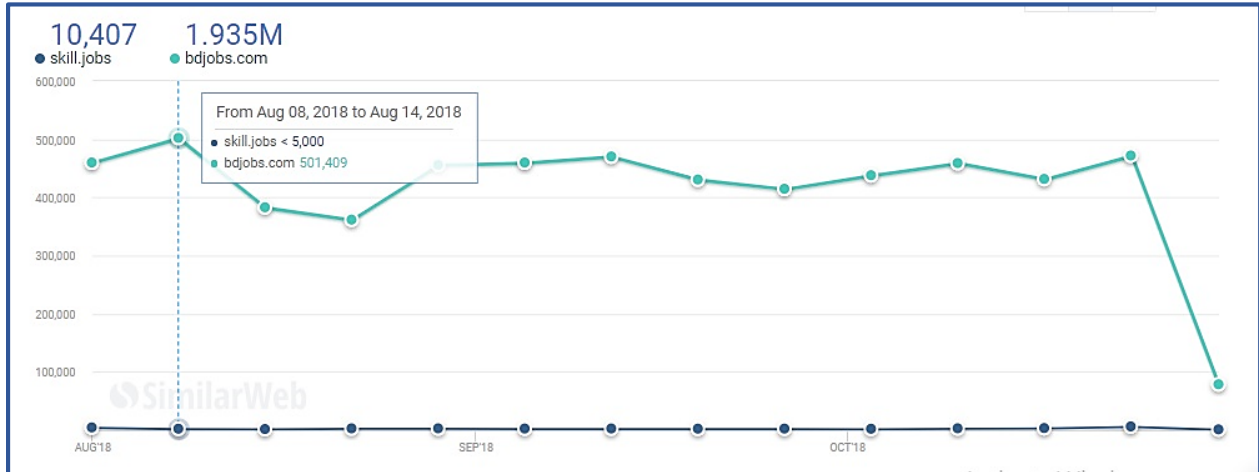
In this picture you can see that, in Bangladesh geographically the website traffic share is 99.58% traffics are visiting Bdjobs.com website on the other hand Skill jobs has only 0.42% traffic which is so much low then Bdjobs.com.

### ii. Search Overview:



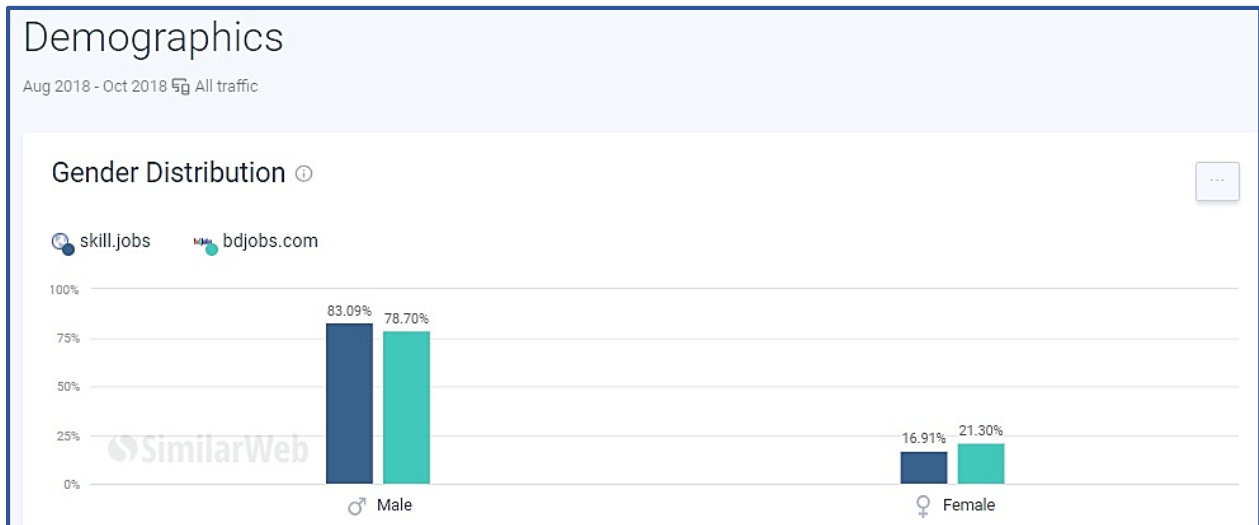
From Aug 2018 – Oct 2018 search report, the results shows that in the total search, organic vs paid and branded traffic Skill.jobs has only 2.3k search but the Bdjobs.com has 1.2 million search which is too high more than skill.jobs.

**iii. Monthly Traffic:**



In this graph you can see that Skill.jobs has same visitors on an average is low, but the Bdjobs.com has ups and down traffic which is providing their good information for their business.

**iv. Gender Traffic:**

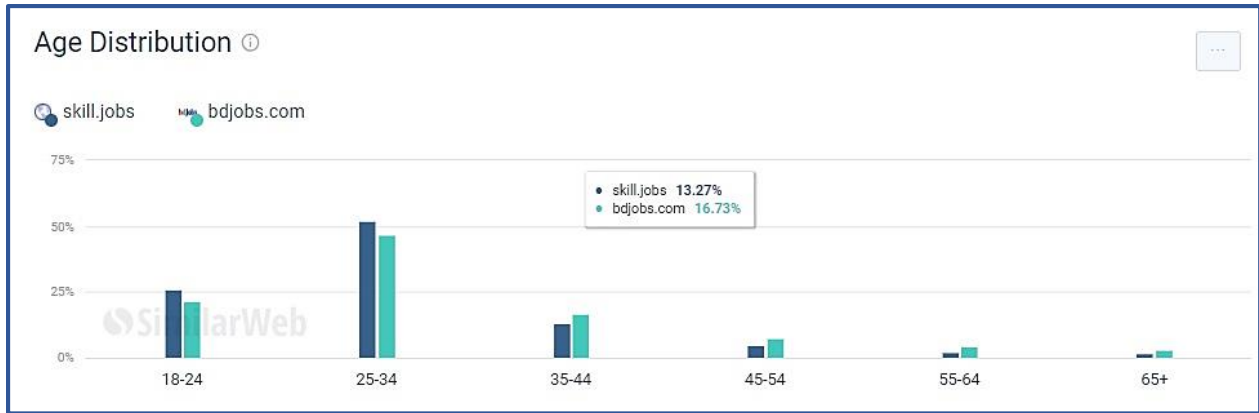


This chart shows that, Skill.jobs has 83.9% male visitors and 16.91% female visitors other side Bdjobs.com has 78.70% male visitors and 21.30% female visitors where both of the company's



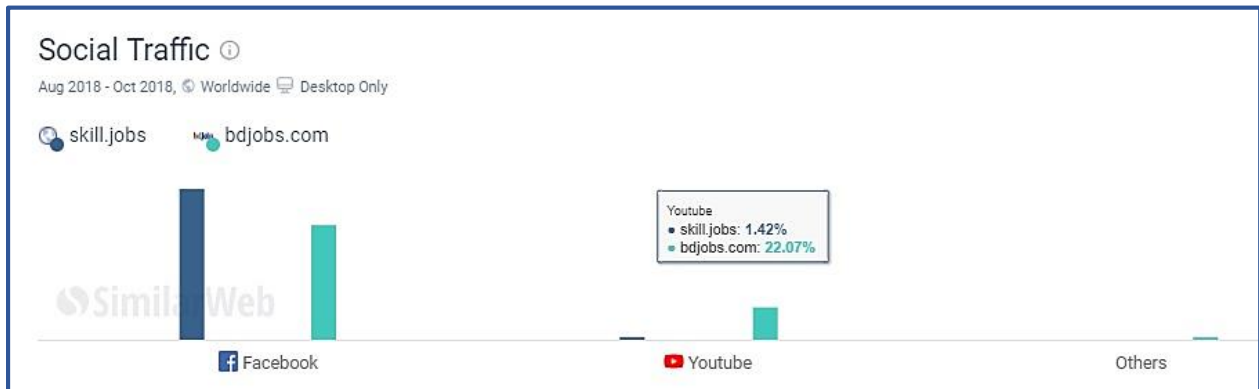
results is same. But both of them needs to improve or increase their female visitor because in the job market maximum number of job seeker or clients are female.

**v. Traffic age:**



In this chart you can see the age variation of the site visitors and the age is 18 – 65+ years. The chart is says that both the website maximum visitor are 18 – 45 years where 25 – 34 years users or traffic’s are high percentage. So both companies need to focus those age customers. Because maximum probable career changer of the job seeker are in the 18 – 34 years old.

**vi. Social Traffic:**



According this chart Skill.jobs and Bdjobs.com both of the company’s maximum social media traffics are generating from Facebook and YouTube has the lowest traffic less than YouTube.

## *12. Online Presence:*



Now a days all business are operating their various activities through the online and have to need online presence to pull up their targeted customer over the online presence. Both of the companies are using social media and online presents where both of them have thousands of members in their page. The social Medias are: Facebook, Tweeter, Google+, LinkedIn and YouTube.

But Bdjobs.com has their personal Apps in the Google play store where Skill.jobs has missing this options. Now a days Apps is so much useful for the business and huge amount of users are using smart phone and it's so much easy to operate the marketing activities and also easy way to stay connected with the customer for giving their update information or offers.

## *SOWT Analysis:*



### **Strengths:**

- I. Skill Jobs has 20+ years strong experience in the market.
- II. Advanced technological ability and knowledge.
- III. Huge talent database.
- IV. Lots of dedicated and talented Human resource.
- V. Directly involvement with various academic institutions and corporate with strong relationship.

### **Weakness:**

- I. The name of Skill.jobs is new name and the customer or clients didn't heard before so they needs more time to make it popular.
- II. The training division is comparatively weak.
- III. Skill Jobs still needs man power and there have limited internal person to control or monitoring the organizational overall activities.

## **Opportunities:**

- I. Huge number of students are graduating every year.
- II. Lots of candidates have not technological knowledge.
- III. Big gaps between skill and jobs.
- IV. Huge number of employees have not the proper skill.
- V. Every organizations are searching the right person for the right place.
- VI. Organizations still needs training on market demand.
- VII. Bangladesh is going through the digital technological revolution so everyone needs technological skill and knowledge.
- VIII. The new comer entrepreneurs needs the proper guild line and customized solutions.

## **Threats:**

- I. In Bangladesh, there have 20+ competitive online job portals.
- II. BDjobs.com and Chakri.com is the most demanding and popular site in job market.
- III. Lots of the well reputed training centers are actively working in our country.
- IV. Big number of graduates and organizations are not active in technology and don't have the technological knowledge.
- V. Maximum graduates are living in the rural aria and not capable to bare the costing of our training service.

## **Chapter: 05**

# **Findings & Recommendations**

## *Problem Finding:*

During my four months internship program and through my observation I have seen and find some problems in the Skill.jobs Company. The problems list is given below:

1. Name of Skill.jobs is new so for that reason the customers are not recognized the name.
2. Although Skill.jobs is an Online Job Portal but they are focusing maximum in the training division less than Job division.
3. Their Marketing activities is not strong and doing less advertisement. So that the customer cannot recognized them.
4. In the training section they have still missing the actual quality what they were committed to the customers.
5. Skill.jobs have not enough employer to operate their activities properly.
6. According to my website analysis I show that they have lots of Facebook group members but the website traffic is so much below average.
7. Needs to focus on the digital marketing activities and need to invest on the digital marketing platform because maximum internet users still missed their online advertisement.
8. Skill.jobs website is still incomplete and details information is missing and also not enough responsive on any devise.
9. Lake of communication and understanding with the employee to each other.
10. Their training lab is not comfortable at all the machineries is backdated.
11. Their customers are not loyal and still complaining their services.
12. The drop out students are increasing day by day.

## *Recommendations:*

1. **Skill.jobs** need to focus their marketing activities to increase the customer attention.
2. Need to focus in the Job division as if they can get the popularity into the customer.
3. They need to maintain their training quality as the training seeker satisfied about their training service.
4. They should increase their market share by reduce their sales.

5. Skill.jobs have to do the online campaign to increase their online customer.
6. They need to do lots of career or recruitment campaign as the customer can perform the campaign.
7. Skill.jobs should arrange or join lots of Job Fair to get the attention from the customers and can describe their offers.
8. Not only the urban area they should cover the rural areas customers also to increase their mind share.
9. Need to ensure their existing students job placement to get the customers reference.
10. They should improve the payment methods as if the students can easily pay their training payment and decrease the dropout rate.

This is the few recommendations or suggestions from me to the Skill Jobs. I think that if Skill Jobs can improve their problems that I have find from my four months experience then they could achieve their expected goals and fulfill their mission.

## *Conclusion:*

It is important to know the deference between academic theoretical learning and the practical corporate culture or activities for grow the student's experience. So I was joined at Skill.jobs as an intern for four months internship program and I have learned lots of practical knowledge. This experience will help me to develop my career and my potentiality in the practical field.

After completing my internship I have learn about the Online job portal business and the training provider companies that how they are operate their business activities and how to develop the business. I have also get the clear idea about the job market that how many graduates are still unemployed and lacings with the skills and jobs. How Skill Jobs is active working to fulfill the gaps between skills and jobs and what are the procedure to solve the problems.

Skill jobs is working so good for solve the unemployment problems and build the skilled resource for our country. Not only our country, they also working with the international companies to solve their recruitment bindings. They are supporting the newly graduates candidates to achieve their personal career goals and contributing to solve our countries unemployment problems.

Finally, through my report paper you can learn what the current situation of the job market is and how the online job portals are working or actively contributing to build a bridge with the job and skills. My report also describe the how the Skill.jobs is creating opportunities to job placement.



## ***Reference:***

- BDjobs.com Annual report.
- Jobsbd.com Annual report.
- <https://skill.jobs/>
- <https://skill.jobs/about-us>
- <https://skill.jobs/products-services>
- <http://www.bdjjobs.com>
- <http://www.bdjjobs.com/about.asp>
- <http://corporate3.bdjjobs.com/services.asp>
- [www.google.com](http://www.google.com)
- [www.wikipedia.org](http://www.wikipedia.org)
- [www.similarweb.com](http://www.similarweb.com)
- <https://www.similarweb.com/website/bdjjobs.com#search>

**Thank You.**