

**An Analysis of
Marketing Activities of
BEE Global Consultancy**



An Analysis of Marketing Activities of BEE Global Consultancy

Supervised By:

Mohammad Shibli Shahriar

Associate Professor and Head

Department of Business & Entrepreneurship

Daffodil International University

Prepared By:

Bibekananda Dewan

ID: 151-11-4505

Program: BBA

Department of Business Administration

Faculty of Business & Entrepreneurship

Daffodil International University

Submission Date:

OCTOBER, 2019

Letter of Transmittal

October, 2019

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

Subject: Submission of Internship writes about "An Analysis of Marketing Activities of BEE Global Consultancy "

Dear sir,

With the respect, I would like to illuminate you that I have finished my internship report on an analysis of Marketing Activities of BEE Global Consultancy. I have given my level best to center a shot how BEE manages various exercises generally center around advertising by agreeing to the instrument of overseeing exercises including assessment of the presentation of BEE. I attempted to set up this entry level position report for consistency with the ideal standard your important course.

I convey my recognition to you for your kind supervision and I hope that you will consider all my mistakes generously.



Bibekananda Dewan

ID: 151-11-4505
Program: BBA
Department of Business Administration
Faculty of Business & Entrepreneurship
Daffodil International University

Declaration:

I am Bibekananda Dewan, the student of Business Administration, **ID: 151-11-4505**, major in Marketing from Daffodil International University(DIU). I would like to declare that presented report on “Marketing Activities of BEE Global Consultancy.” is uniquely and newly prepared by me.

I additionally announce that this work does not abuse any energizing copyright and this report is set up for my academic essential..



Bibekananda Dewan

ID: 151-11-4505

Program: BBA

Department of Business Administration

Faculty of Business & Entrepreneurship

Daffodil International University

Certificate of Approval

I am satisfied to certify that the internship report on “An Analysis of Marketing Activities of BEE Global Consultancy”, Arranged by **BibekanandaDewan** Carrying **ID: 151-11-4505**, Department of Business Administration, Faculty of Business & Entrepreneurship, Daffodil International University has been suggested for submission and presentation.

Bibekananda Dewan bears a solid good character and an extremely satisfying identity. It has in fact been an extraordinary delight working with him. I wish him all achievement throughout everyday life.



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

Acknowledgment

At the beginning, I would like to fleet my deepest thank to Almighty Allah for giving me this kind, and the patience to complete the internship report, words really will never be enough to fleet how grateful ,thankful & obliged I am, but never the less I will try my best to fleet my thankfulness the word some people.

It's a satisfaction to convey my heartiest thanks and salute to my honorable supervisor **Mohammad Shibli Shahriar** Associate professor, Department of Business Administration, Daffodil International University. I brightly appreciate his cooperation, advice, and guidance, suggestion and help in preparing this report.

I might want to fleet my heart in because of BEE Global Consultancy for enabling me to finish my temporary position. By advancing, my heartiest on account of those BEE Global Consultancy official who gave their heartiest participation to finish my Internship Report. I am thankful to of the general population specified above for their participation in each progression to set up my report effectively.

Executive Summary

BEE Global Consultancy was opened in 2014. When their management seeing a potential decided to cater to the students' needs for higher studies abroad on a referral basis. The intensive and successful response in the past 4 years has proved to us that if university affiliations could be acquired we could benefit and give those universities a proper marketing ground in Bangladesh. Recently, BEE has been affiliated with over 23 universities and colleges around the world.

To be very honest, it is extremely difficult to comprehend an organization. In any case, my entry level position depends on the examination of the general students collect exercises of BEE global consultancy. This report is based on the marketing strategies mostly focused on Marketing Activities (Product, Price, place, Promotion). This entry level position report contains all the advertising data had to think completely about the BEE Global Consultancy.

At the closure of this report, I examined a few issues like they have less understudy by the correlation of their customary limit. They don't have very much enriched sites. Or more everything, they don't have any possessed transportation. I likewise prescribed some best arrangement in my discernment. Be that as it may, toward the end, there are some ailing in my report I should state as I neglected to get legitimate correspondence with my seniors.

SL NO	Table of contents	PAGE
	Title fly Inner	i
	Cover	ii
	Letter of Transmittal	iii
	Declaration Approval	iv
	Certificate Acknowledgment	v
	Acknowledgement	vi
	Executive Summary	vii
	Chapter: 01 (Introduction)	01
1.1	Introduction	02
1.2	Origin of the Study	03
1.3	Objective of the Study	03
1.4	Extent Of the Study	03
1.5	Approach of the Study	04
1.6	Confinements of The Study	04
	Chapter: 02 (An Over View of BEE)	
2.1	An Over view of BEE	06
2.2	Objective of BEE	07
2.3	Mission	07

SL NO	TITLE	PAGE
2.4	Vision	07
	Chapter: 03 Marketing Activities of BEE	
3.1	Marketing Activities	09
3.2	Product	10
3.3	Price	13
3.4	Place	14
3.5	Promotion	15
3.6	Execution Analysis of the Market	16
	Chapter: 04 (Finding)	
4.1	Issue Identified	18
	Chapter: 05(Recommendation & Conclusion)	
5.1	Recommendation	20
5.2	Conclusion	21
	Reference & Website	22

Chapter: 01

Introduction

Introduction:

BEE global consultancy is one of the quickest developing instruction consultancy firm arranged at the core of the Bangladesh.

Our goal is to address the instructive difficulties of the current worldwide age, crossing over any barrier between training contracts among Bangladesh and created nations and upgrading agreeable comprehension between various societies. At BEE, we will probably give the most elevated standard of scholastic guidance at the most reasonable costs.

BEE global consultancy mission is to make a learning domain which will bolster the understudies self-awareness and empower them to obtain the essential English Language information and give viable direction to examining abroad that empower understudies to construct dynamic and faithful expert vocation.

We are one of the main and best investigation abroad organization in Bangladesh, setting understudies into University/collages all around the globe. We work intimately with understudies and establishments to guarantee that understudies get the best and most fitting direction. Our point is to guarantee that each understudy get appropriate guidance and this together with our broad information of universities/collages and our brilliant association with them, implies that we generally accomplish ideal position for our understudies.

Origin of the Study:

The Internship Report is started as deficient fulfillment of the BBA program from Daffodil International University delegated me to as a campus ambassador in Bee Global Consultancy. Organized in Uttara, Dhaka.to collect incomplete data. This Internship Report titled Marketing Activities of Bee global consultancy. Proposed, helps and guided by the respectable instructor Mohammad Shibli Shahriar, Associate Professor, Daffodil International University. I am grateful to my noteworthy instructor for her assistance and direction.

Objectives of the Study:

The objectives of the study are given below:

1. To identify the target market of BEE Global Consultancy.
2. To explain the 4ps that is, Product, Price, Place, Promotion of Bee Global Consultancy.
3. To find out some problems of Bee Global Consultancy.
4. To make suggestions to overcome those problems.

Extent of the Study:

The length of the examination was just three months. It was insufficient to get a full handy information all through the entry level position program. It was particularly difficult to finish a report .In this way, I needed to finish a report. The report covers just board advertising methodologies, administrations, exercises of Bee Global Consultancy.

Approach of the Study:

The examination requires various shorts of information on present arrangements, strategies for advertising administrations, exercises and task. Both auxiliary and essential data available have been used in setting up this report.

Optional information sources:

For this investigation, auxiliary information have been gathered from various book and furthermore from online sources. The gathered information are pertinent for the investigation of showcasing exercises.

Essential Data sources:

Information are accumulation through perception and poll. Information are gathered from both auxiliary and essential sources. Essential information are gathered straightforwardly from a meeting.

Confinements of the Study:

In each exploration work there exist a few confinements that the specialist faces while leading various exercises .During the time spent research work, I additionally run over specific impediments that hampered the genuine finding and emanation of my exploration work. A portion of this outstanding constraint can be distinguished are:

- Employees of Bee Global Consultancy are typically occupied with their work and exercises so it is very unthinkable at some point to get time from them for getting data about the investigation.
- Sometimes the specialist does not give their interior data which is hard to gather from some other sources.
- Limitation of time, it was primary issue for me.

Chapter: 02

An overview of BEE GLOBAL CONSULTANCY

An overview of Bee Global Consultancy

Bee Global Limited consolidated in 2018, has been a sole ownership business since 2013. In the previous 5 years. BEE has been associated with numerous ventures Bangladesh brings to the table, in particular Education and Consultancy, Jute, Ready-made Garments and Tourism.

Bee Global Consultancy wing was opened in 2016, when we began getting a great deal of inquiries for worldwide colleges. Seeing a potential, our administration chose to take into account their understudies requirements for higher investigations abroad on a referral premise. the escalated and effective reaction in the previous 2 years has demonstrated to us that if college affiliations could be gained we could profit and give those colleges a legit mate promoting ground in Bangladesh.

As of late, BEE has been enlisted in joint stock as a Private Limited Company, Bringing every one of the endeavors under one brought together umbrella. We have faith in associating with individuals, becoming acquainted with our customers legitimately and in this way giving them customized arrangements.

Objectives of Bee Global Consultancy:

Our goal is to address the instructive difficulties of the current worldwide age, overcoming any issues between training contracts among Bangladesh and created nations and upgrading agreeable comprehension between various societies. We will probably give the most noteworthy standard of scholarly guidance at the most reasonable costs.

Mission:

- To empower understudies to accomplish their fantasies and achieve their potential in whatever they intend to do.
- To give unrivaled scholarly magnificence
- To advance moral practices and the improvement of social mindfulness and duty in the majority of our understudies.
- To all understudies to point high in whatever they do and to force no restrictions on understudies aspirations.
- To invest heavily in acclaim, advance and bolster all that is incredible in our understudies.

Vision:

To become a premier organization recognized for bringing people closer to fulfilling their education dreams.

Chapter: 03

The four P of BEE GLOBAL CONSULTANCY

Marketing Activities of BEE GLOBAL CONSULTANCY:

An association needs a specific elevating procedure to get the right customers. Advancing is the critical technique to exhortation about the things or organizations to the customers all the end customers. It is the workplace which gives regular information to the customers. Reliably the market brings another test from the adversaries despite low worth, high sum, and noteworthy customer meeting. Publicizing covers customer care, developing the relationship with customers and make it to the one walk increasingly remote well ordered.

Marketing Activities of Bee Global Consultancy:

- **Product**
- **Place**
- **Price**
- **Promotion**

This internship report will be executed based on the Marketing Activities of Bee Global Consultancy.

- **Product:**



1. General Consultancy Service:

An understudy/customer can stroll in BEE’s office, meet with a part to talk about his/her current conditions and accumulate thoughts regarding study plans. They may enquire about anything they wish to think about to general necessities for examining abroad, getting ready to be enlisted at a rumored college, and so forth.

2. Data Service:

There are conditions when an understudy may discover dealing with his/her own affirmation/enlistment process a problem and a tedious undertaking. In such cases, an understudy may just obtain study, travel and settling down related data.

Extra service include: Information about confirmation prerequisites including education costs, convenience and typical cost for basic items further data required to process visa leeway from the separate government office.

3. Documentation Support:

An evaluation of an understudy's CV, past and current scholarly foundation, professional training and a specialist assessment with complete rule about his/her investigation plans.

4. Absolute Consultancy Service:

In the event that an understudy believes that he/she can't execute the confirmation for his/her picked nation, BEE will help him/her well ordered to effectively finish the procedure. In this administration the understudy will profit all the previously mentioned offices, which incorporates the whole consultancy administration until he/she is enlisted.



It likewise incorporates:

- Research for reasonable college for the understudy/customer's sake
- Directions on the most proficient method to set up the required records for enlistment and understudy visa.
- Assistance in effective enlistment and gathering of acknowledgement letter, alongside rules about authoritative records according to the migration rules.
- Establish correspondence with remote workplace, international safe havens or schools in regards to all required correspondence
- Providing calculated help for example email, sweep, printing from BEE office
- Providing pre-flight and post landing rules.

- **Price :**

Courses & fees :

Course name	Duration	Fees (Total)
General English Course	3 months	10,000 BDT
Intensive One to One GEC	1 hour (per lesson)	1,000 BDT
IELTS Preparation Course	3 months	10,000 BDT
Intensive One to one IELTS	1 hour (per lesson)	1,000 BDT
TOEFL Preparation Course	3 months	10,000 BDT

Charges of services :

Service Type	Service Charge
Student Visa	25,000 BDT
Visit Visa	30,000 BDT
Business Visa	50,000 BDT
Spouse Visa	15,000 BDT

● **Place :**

The company that provides academic information of the following countries are:

Australia:

Cultural diversity, worldwide degree from top universities, highly paid part time job available.

United States of America:

Better education system, excellent support facilities to international students

.

Spain:

Affordable tuition rates, divers landscape, wonderful climate

Germany:

No tuition fees, Part time job, diversified culture

Canada:

Multiculturalism, healthy and safe student community.

United Kingdom:

Outstanding academic support, world class universities, part time jobs.

Thailand:

An interesting blend of ancient and modern cultures, amazing food, low cost of living and education

Malaysia: Credit transfer facility, comparatively low tuition fees and cost of living, scholarship available.

- **Promotion:**

Promotion is most significant piece of advertising as it can lift brand acknowledgement and deals. We realize that special apparatuses are Advertising, direct showcasing, web promoting, deal promotion, sale promotion and publicity. BEE global consultancy follow just three kind of special instruments. Which are immediate advertising, deal advancement and sale promotion.

Immediate Advertising:

In which association discuss legitimately with objective client to produce a reaction and exchange. Generally immediate showcasing has not been thoughtful a component of the limited time blend. Since it has turned out to be such a necessary piece of the IMC program of numerous associations and regularly includes separate target spending plan and technique we view advertising as a part of the special blend.

Deal Advancement:

Sale advancement is commonly two noteworthy classes one is customer situated and deal advancement another is trade arranged deal advancement. BEE global consultancy pursue first one.

Sale Promotion:

Personal deal a type of individual to individual correspondence. Its include direct contract among client and representative either eye to eye or through telephone.



Execution Analysis of the Market:

As indicated by the authorities, BEE global consultancy is presently serving 250 active customers everywhere throughout the nation (despite the fact the organization has 400 idle customers). In this way, it very well may be said that the presentation of BEE over the normal. Much of the time, execution has been assessed by the clients. As customers of BEE global consultancy do great remark in various manner about this organization and at some point customers do grumble about the BEE global consultancy in various manner. This diagram can be demonstrate why customer do commend and gripe about BEE global consultancy.

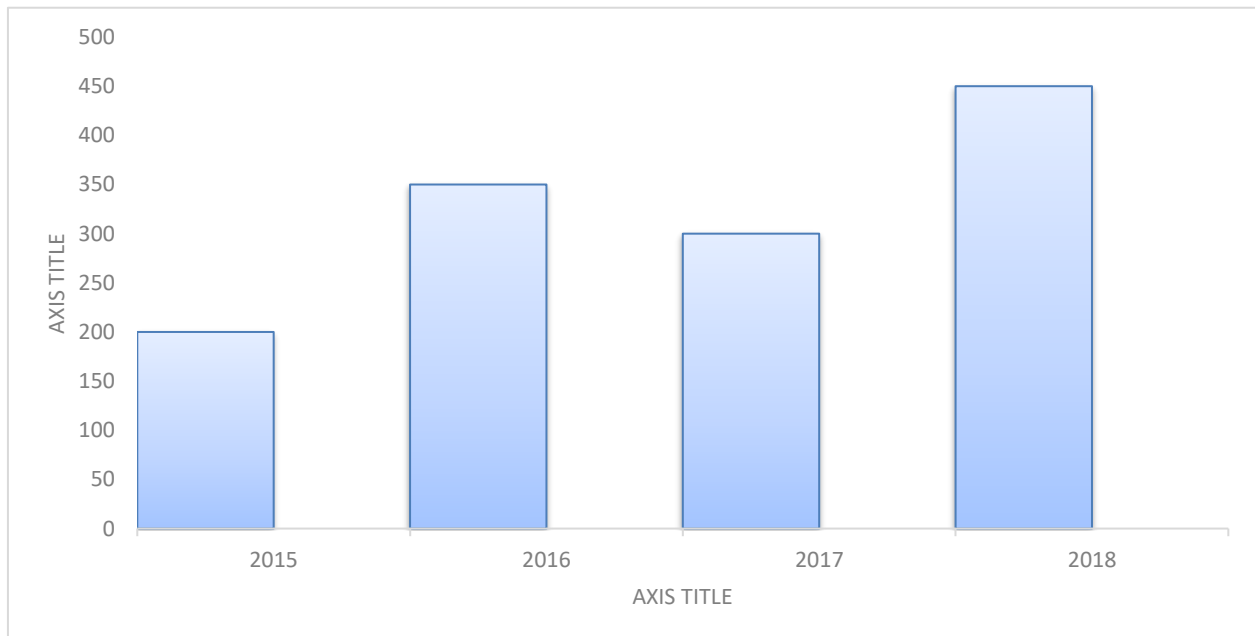


Fig: No. Of clients

(figures are given based on officials& verbal communication)

Chapter: 04
Finding

Issue Identified:

BEE global consultancy focusing on improving the whole deal sup convey-ability of the relationship, building regards for the clients, corporate society close by the more broad system. Its activities are driven by overhauling customer regard and the sentiment of commitments to all clients. From the above assessment and rational inclusion in the midst of transitory position period some perceived issues are given underneath:

- Lack of agreement between clients.
- Price is higher than other company.
- Without publicizing, direct showcasing isn't appropriate approach to advance the organization.
- BEE does not have very much designed site.
- Bad transportation framework.
- Promotional gear are not utilized appropriately by the organization aside from direct showcasing.

Chapter: 05
Recommendation and Conclusion

Recommendation:

During these three months entry level position experience I have discovered a few issue of the organization and discovered a few arrangements too. As indicated by true recognition, a couple of proposition for the improvement of the condition are given beneath:

- Price must to be undermined contrasting with existing competitor.
- They need very much created publicizing system.
- Improve their agreement channel among client.
- They need to build up a superior and easy to understand site.
- Improve transportation framework.
- They need to build the measure of their customer as they have suitable limit.
- Use better limited time devices. For example: advertising, internet showcasing, and publicity.

Conclusion:

During the three months of the passage level of position program at BEE global consultancy. Every one of the assignments have been observed practically other than advancing activities. This helpful program, from the outset, has been engineered grabbing data of useful promoting activities to differentiate this practical and academic learning. Differentiating practical data and theoretical incorporates recognizing confirmation of deficiency in the activities and making proposition for understanding the poverty perceived. Through all divisions and regions are attempt to cover in which I found the chance to collect practical data. It's unreasonable to go to the significance of each activity of the branch because of time limitations. In any case, most essential agreement have been given to achieve the objectives of the section level position program.

Reference:

1. Mrs. Nushrat Jahan
(Chairperson)
2. Mr. Khan Md. Pavel Hossain
(Managing Director)
3. Face to face communication with the employees of BEE global consultancy.

Website:

1. <https://beeglobalconsultancy.com>