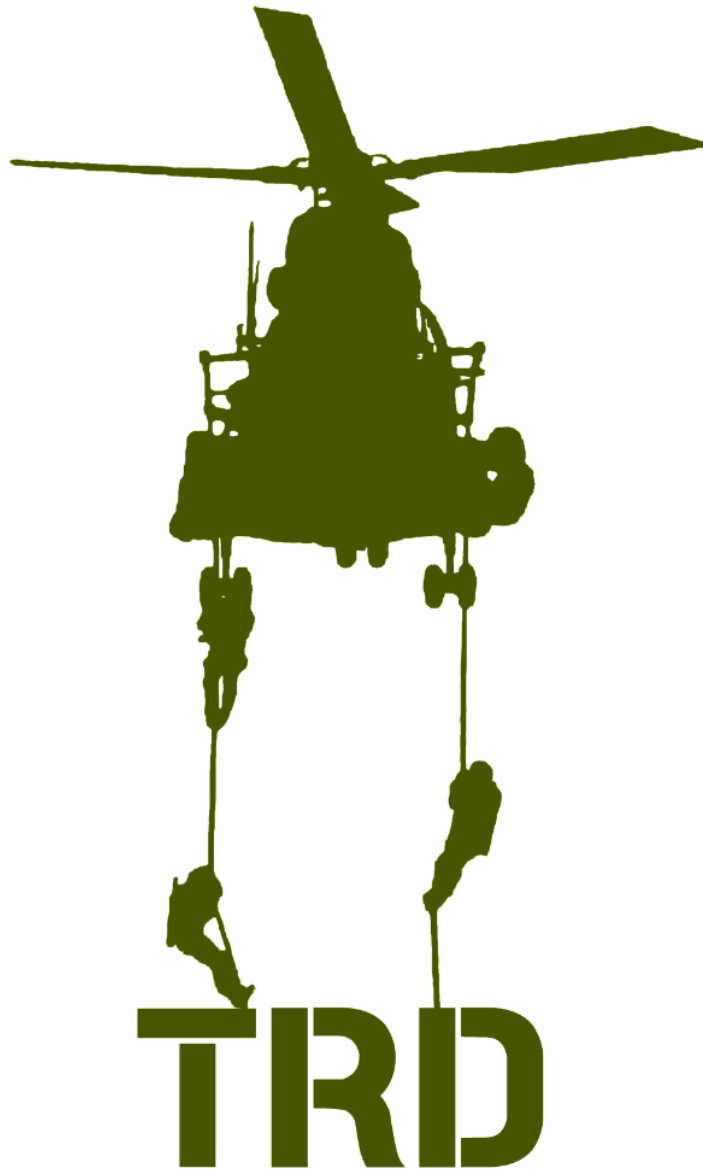




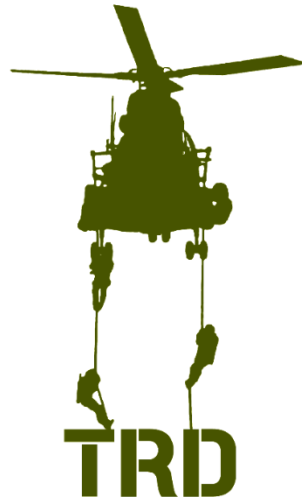
INTERNSHIP REPORT



# TACTICAL ROAD TO DEFENCE PRELIMINARY AND ISSB PREPARATION FOR BANGLADESH ARMED FORCES



## **An Evaluation of the Marketing Activities of Tactical Road to Defence**



### **Supervised by**

Dewan Golam Yazdani Showrav  
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### **Prepared by**

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Major in Marketing  
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Daffodil International University

**Date of Submission: 25 July 2020**



## Letter of Transmittal

Date: 25 July 2020

Dewan Golam Yazdani Showrav  
Assistant Professor  
Department of Business Administration  
Faculty of Business and Entrepreneurship  
Daffodil International University  
Dhanmondi, Dhaka.

**Subject: Submission of internship report on “An Evaluation of the Marketing Activities of Tactical Road to Defence”.**

Sir,

With due respect, I hereby state that it is an opportunity for me to have my internship at **Tactical Road to Defence** under your supervision. I am glad to submit my internship report titled as “**An Evaluation of the Marketing Activities of Tactical Road to Defence**” which was obligatory for my graduation of BBA Program. In the length of last three months of internship placement, I have adept my skills to the fullest and have run the basic event supervisions of TRD. This knowledge will be an inimitable strength in my life. In this paper, I tried to show my initiative to explore and absorb the learnings and experiences of my three months internship period at **Tactical Road to Defence**).

I am appreciative to you for the treasured guidelines and supervision, in the preparation and organization of this report and for genuinely trusting that I can content your expectations about the landscape of my work. I strove to put my best exertions for the arrangement of this report. However, on the off chance that any insufficiencies emerge, it will be my pleasure to riposte any elucidation and recommendation in regards to this report.

Sincerely Yours

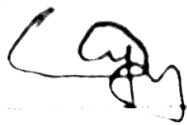
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### **Certificate of Supervisor**

I am certainly delighted to endorse that the internship report entitled “**An Evaluation of the Marketing Activities of Tactical Road to Defence**”, has been organized by Inteham Masom bearing the ID: 162-11-5175 of BBA program, Major in Marketing under the Department of Business Administration, Faculty of Business and Entrepreneurship, Daffodil International University has been recommended for submission and presentation.

Inteham Masom carries a robust moral and decent character and a very meticulous personality as a regular student. It has indeed been a great proclivity to work with him. I wish him all success in life.



**Dewan Golam Yazdani Showrav**  
Assistant Professor  
Department of Business Administration  
Faculty of Business and Entrepreneurship  
Daffodil International University

## Declaration

I, hereby, affirm that the internship report titled “**An Evaluation of the Marketing Activities of Tactical Road to Defence**” exemplifies the outcomes of my own professional works, pursued under the arrangement of the aforesaid organization as an intern.

I further sustain that the work reported in this paper is creative and no portion or the whole of the report has been acquiesced to any other academy or institute for any gradation or prize or any other resolution.

The work I have presented does not break any prevailing copyright. I further accept to indemnity that Daffodil International University can take arrangements against any harm or impairment arising from breach of the forgoing obligations.



Inteham Masom  
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## **Acknowledgement**

I am mostly indebted to the Almighty for giving me quality, valor and competence to attain the intern position at TRD and also the momentary work report in a methodical time irrespective of different hitches.

It has provided me huge enjoyment to acknowledge a prevalent numeral of people for their joyful teamwork and support which has underwritten frankly or by insinuation in setting up this report.

I would like to express my gratefulness to my internship supervisor and mentor, Dewan Golam Yazdani Showrav (Assistant Professor, Department of Business Administration, Daffodil International University) for his direction and reaction which made everything clear to me to complete this report.

Moreover, I must show my thankfulness to my co-workers at Tactical Road to Defence who actively supported me and gave me parcel of time and conveyed their working encounters to me. Their assistance demonstrated to me a way which is not only high-class to comprehend but also spellbound to manage all the collaborations and meet the customer requests with incredible cooperation.

I might equally want to express my gratitude to my parents for supporting me and all who helped me amidst my work placement and made my experience a remarkable one. Abovementioned individuals helped me to acquire reasonable scopes which made my internship venture increasingly productive.



## **Executive Summary**

This article is based on the work experience which I have attained as an Intern at Tactical Road to Defence from 1 April to 30 June 2020. In this article, I mainly described my involvement at Tactical Road to Defence, especially campaign ideas, client service works etc. Since its commencement in 2014 in Bangladesh, Tactical Road to Defence has successively been providing quality training to the candidates of Bangladesh Armed Forces. I observed a digital marketer's job over regular media where they extracted a variety of new encounters. The area was to vitrine the combined marketing strategies of Tactical Road to Defence over the ordinary service sector from the customer perspective to learn how personalized service works in the advanced customer satisfaction segment. Tactical Road to Defence has a wonderful customer relationship management system. Organization individuals need to work much to inspire a potential customer to join the military services.

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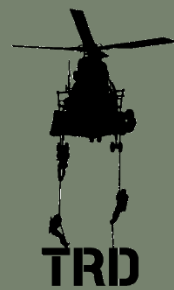
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# CHAPTER 1



# INTRODUCTION





## **1.1 Introduction**

One of the major trade organizations offering appropriate training to ready themselves to take a seat at the military recruitment tests is the Tactical Road to Defence (TRD). Ever since 2014, this institute has been training up the candidates which has outdone the total number of 3000 learners in the beginning of 2019 among which over 600 has fruitfully got nominated throughout the selection exam procedures and over 40% of them have been commissioned as officers of Bangladesh Army, Navy and Air Force.

This TRD is the brain-child of Ahsan Al- Rifat. He was recommended by one of his faculty members to participate in the Global Student Entrepreneur Awards (GSEA), which brings global visibility to pioneering student business owners, honoring outstanding students who simultaneously attend university full time while running their own businesses. This business idea was one of the top five finalists at the National Finals of the GSEA held in Dhaka. There was no scarcity of challenges to overcome for Rifat to meet where he is, but his story is an illustration of what can be accomplished with determination.

## **1.2 Background of the Study**

In today's world, education alone does not make a student perfect to compete with the outside world. In order to gain insights, knowledge and experience, internship is highly necessary. Daffodil International University is one of Bangladesh's most prestigious universities established with the BBA program curriculum in order to generate the international standard graduates. Upon completing 123 credit hours, in a commercial organization, one student need to go further 3 credit hours internship program.

Tactical Road to Defence is a place where I can experience in action business and marketing strategy. As an internship participant, I had the pleasure of working in a different manner than before with this organization for three months, so I consider concepts about real business strategies, policies and practices.

## **1.3 Objectives of the Study**

The study has been carried out with the following objectives:

- To identify the marketing strategies of Tactical Road to Defence;
- To explain the marketing mix of Tactical Road to Defence;
- To identify problems related to the marketing activities of Tactical Road to Defence;
- To make recommendations to solve the problems related to the marketing activities of Tactical Road to Defence.



#### **1.4 Scopes of the Study**

TRD blends youthful entrepreneurs' attempts to produce optimal results for a collective of workers at the lowest cost expense. Holding consistency was a huge task, but TRD did it every time. I am particularly pleased to have the privilege of serving as an intern in this organization. I have given my chance to handle optimally. The study opened the doors to the organization's operational control.

#### **1.5 Methodology**

This article is focused on the information gained during the tenure I have collaborated with TRD. In order for the analysis to be conducted, data sources need to be identified and gathered, categorized, analyzed, described and systematically presented and key items created. Routine contact with employees has nevertheless proven to be a highly effective means and method of collecting knowledge. The primary and secondary data is gathered to complete the assigned paper as follows:

##### *Primary Data Collection:*

Primary data is gathered by realistic research, active supervision, concentrated community interaction, casual individual interactions and case studies of students.

##### *Secondary Data Collection:*

Secondary data has been collected from following sources:

- Sales record
- Facebook page of TRD
- Files and folders
- Online articles
- Clients feedback

#### **1.6 Limitations**

There are several issues with this study. There are some restrictions to the analysis. The limitations are:

##### **a. Lack of Knowledge:**

As an undergraduate, I had no realistic expertise in the field of qualitative data gathering, sorting, evaluating, translating, and presentation, and so I had a big problem in the correct gathering of structured knowledge.



**b. Lack of Time:**

It wasn't long enough for me to gather adequate details to explain the exact situation.

**c. Lack of Sufficient Data:**

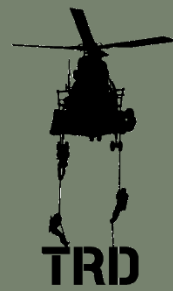
The age of TRD is just five years old. Thus data is not adequate in a certain volume and this article is restricted to completion.



# CHAPTER 2



## Overview of TRD





## **2.1 Introduction**

TRD is the brain-child of Ahsan Al- Rifat. He was recommended by one of his faculty members to participate in the Global Student Entrepreneur Awards (GSEA), which brings global visibility to pioneering student business owners, honoring outstanding students who simultaneously attend university full time while running their own businesses. This business idea was one of the top five finalists at the National Finals of the GSEA held in Dhaka. There was no scarcity of challenges to overcome for Rifat to meet where he is, but his story is an illustration of what can be accomplished with determination.

One of the major trade organizations offering appropriate training to ready themselves to take a seat at the military recruitment tests is the Tactical Road to Defence (TRD). Ever since 2014, this institute has been training up the candidates which has outdone the total number of 3000 learners in the beginning of 2019 among which over 600 has fruitfully got nominated throughout the selection exam procedures and over 40% of them have been commissioned as officers of Bangladesh Army, Navy and Air Force.

## **2.2 Company Profile**

TRD is a psychological and physical conditioning for those who want to become Officers of the military in Bangladesh is one of the leading organizations. Ahsan Al-Rifat, the founder of TRD, who aims to move beyond the standards of existing rivals, represents the whole start-up sector.

## **2.3 Historical Background**

In a lower middle class family, Ahsan Al- Rifat grew up who has been eager to enter the army since his infancy. After passing HSC exams from Dhaka Residential Model College (DRMC), the Inter Services Selection Board (ISSB) evaluation was completed and a 71 BMA Long Course Cadet Officer was picked. The destiny dealt a cruel blow to Rifat's strategic hopes as it appeared like everything was lost.



Rifat, the eldest son in his household, had a strong weight of aspirations. Immediately after high school Rifat decided to support himself and was assessed by the ISSB in anticipation of entering the military. Rifat continued his training after the exam was successfully completed. It occurred after an unexpected knee injury hindered his success and he was withdrawn. Experiencing the disappointment of defeat, he even contemplated suicide. And, despite having reached a rock bottom, he decided to use his skills to support people fulfill their military ambitions. He decided to take classes and pay tuition fee at BRAC University at many significant military training centers. Coaching centers are frequently overcrowded, which means the students are provided with an overall poor standard that is not ready for the exam. If he wanted to instruct beyond the specified program, Rifat generally met with opposition.

Within these coaching centers, he found dissatisfaction among the pupils. One of these students requested Rifat to directly teach him. Rifat sat with him twice a day before reporting day with his ISSB test only four days away. Rifat understood little that the boy was the first to receive green card from other pupils. Soon Rifat started coaching 7 to 10 students at home to promote his services through Facebook, and his Tactical Road to Defence initiative was established.

But, when his landowner disallowed his private coaching, life chose to throw Rifat another ball of the curve. Rifat could not rent a room for his coaching, nor would he risk losing his income. A former college teacher agreed to lend Rifat some cash. He rented a tiny space with her support which could scarcely accommodate 20 students concurrently. Yet then Rifat's coaching sessions started to draw more students per month. His students were divided into groups and given personalized instruction and physical exercise. After a year, he was willing to repay his teacher and others later.

Following his third semester at the BRACU, Rifat would spend his residential semester in Savar. It indicated that he would not carry on teaching and pay his tuition fees. He concluded that his work became more important after careful thought. Since his parents did not agree, Rifat began to leave home early and return late on the pretext of university, thus trying to find out what to do next.





Rifat planned to invest in a larger space, a projector machine and to schedule free classes in order to draw more candidates. He studied at Daffodil International University with the money from incoming students. Rifat encountered a dilemma of juggling university classes and coaching. He started to practice physical fitness early in the morning and plan the batches in between or after his classes. Rifat's business idea was one of the top five finalists at the National Finals of the Global Student Entrepreneur Awards (GSEA) 2018 held in Dhaka. There was no shortage of obstacles for Rifat to overcome to get to where he is, but his journey is an example of what can be achieved with passion and perseverance.

### **2.3.1 Location**

*Office Address:*

Tactical Road to Defence (TRD)

Sonali Bank, Farmgate, Dhaka- 1215.

Phone: +88 01316314147

Facebook Page: [facebook.com/trd.defence](https://facebook.com/trd.defence)

### **2.3.2 Project Description**

*Name:* Tactical Road to Defence (TRD)

*Status:* Professional Consultation Firm

*Business Types:* Service Oriented

- Viva Preparation
- Written Exam Preparation
- Medical Examination Counseling
- ISSB Preparation
- Physical Ability Test Preparation

### **2.4 Vision of Tactical Road to Defence**

TRD's vision is to ensure the highest quality of preparation for candidates for military recruitment through the best application of the latest training technologies, best service skills and to contribute to the national economy and employment by establishing its service as the country's front-ranked professional academy.



## **2.5 Mission of tactical Road to Defence**

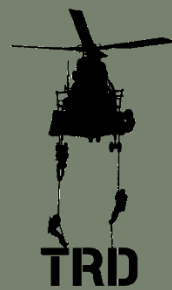
- TRD aims to extend its training programs across the country and add new aspects to the existing and boundless training industry and services for military candidates.
- TRD aims at doing its utmost to ensure better service, candidate satisfaction, and enhanced customer services to serve the nation through which our sovereignty will be sustained.



# CHAPTER 3



## Theoretical Aspects





### **3.1 Market**

Market applies to a community of customers or organizations, who have the ability to purchase the product and are allowed to buy the product through statute and certain legislation.

### **3.2 Marketing**

Marketing is the science and art of exploring, creating and delivering value to satisfy the needs of a target market at a profit with a view to building a long term relationship with the customers and capturing value from the customers as a return. Marketing recognizes desires or expectations that have not been fulfilled.

### **3.3 Traditional Marketing**

Traditional marketing refers to any kind of advertisement, advertisement in which businesses used this approach to sell their products in the early period. It is an extremely wide variety of advertising and marketing. It is the most recognizable kind of advertising, which involves the advertisements we see and hear every day. The majority of traditional marketing techniques come in one of four categories: publishing, broadcasting, direct mail and phone services.

### **3.4 Digital Marketing**

The advertising of digital technology goods, primarily via the Internet, including mobile telephones, display advertisements, and any other electronic medium is digital marketing. It is also known as data- driven marketing.

### **3.5 Tactical Road to Defence**

TRD is the brain-child of Ahsan Al- Rifat. He was recommended by one of his faculty members to participate in the Global Student Entrepreneur Awards (GSEA), which brings global visibility to pioneering student business owners, honoring outstanding students who simultaneously attend university full time while running their own businesses. This business idea was one of the top five finalists at the National Finals of the GSEA held in Dhaka. There was no scarcity of challenges to overcome for Rifat to meet where he is, but his story is an illustration of what can be accomplished with determination.



### **3.6 Objectives of Tactical Road to Defence**

- Reaching the right audience
- Creating engagement with audience
- Motivating audience to take action
- Spending efficiently on campaigns

### **3.7 Goals of Tactical Road to Defence**

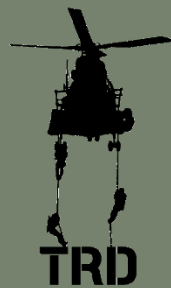
To capture the position of the market leader, TRD generates revenue from individuals looking for information and guidance related to military recruitment.



# CHAPTER 4



## Marketing Strategies of TRD





## **4.1 Segmentation**

Segmentation relates to the separation of distinct classes of consumers that might need specific goods or marketing strategies that have particular criteria, features or behaviors. A segment refers to a category of customers who respond to marketing strategies in a similar manner. There are growing consumer forms, goods and demands on the sector. The marketer needs to decide what categories are the strongest.

### **4.1.1 Segmentation Strategy of TRD**

There are varieties of segmentation factors. Among them, TRD mainly segments its market based on Demographic, Behavioral and Geographic bases. They are given below.

#### **4.1.2 Demographic Segmentation**

TRD considers age, height, degree of schooling, gender and physical attributes into consideration. It also estimates revenue by splitting the sector into different income classes.

#### **4.1.3 Behavioral Segmentation**

TRD segments new consumers on the industry, custodians first time, consumers with references, potential clients, and continue to improve and attract customers on a daily basis in order to promote them.

#### **4.1.4 Geographic Segmentation**

TRD markets cheaper course fees for rural area students' online classes and at the same time captures higher course fees from the clients of Dhaka or other urban areas.

TRD also offers online classes to the people who live in remote areas.



## 4.2 Targeting

Some of more of these segments may be reached once a business has developed its markets. A consumer targeting includes the assessment and collection of at least one fragment to be entered for each business segment. A organization needs to search for the highest consumer loyalty and productivity after a period.

TRD would also pursue clients, students of HSC, physicians, lawyers and so on. As citizens in this country are primarily price responsive, it is very convenient for TRD, which provides affordable course fees, to fulfill the demand of this wide sector. The key aim of TRD is to conquer the business, as some of its great rivals have worked for over 30 years in this sector.

### **Differentiated Marketing:**

TRD uses different marketing mix for their programs, such as: Preliminary Written Test and ISSB examination has totally different way of learning, course fees, durations etc and again the course fees vary from the aspect of geographic segments and also regarding online and offline classes.

## 4.3 Positioning

Positioning of a brand or commodity in the interests of consumers in a specific market to create and grow an picture or reputation requires a certain amount of promotion of the brand or commodity. It has to be preserved over the life of a company or service. The place of business must be held. This allows for ongoing promotional strategies to boost customer or industry perceptions on the target market.

TRD uses benefit positioning strategy to take lead in the market. It offers one-to-one counseling for military recruitment tests and also offers individual online classes and counseling sessions.

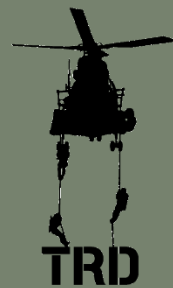




# CHAPTER 5



## Marketing Mix of TRD



## 5.1 Service Marketing Mix

It is easy to describe the marketing mix. This implies that the best commodity is delivered at the right moment and at the right quality. It is the hardest part because it is important to define any element of every business strategy. It can also require labeling, people's location or other factors. The Pricing Mix is a mix of variables that a corporation should manipulate to affect customers' purchases of its goods.



A basic example of the components in a marketing combination is the image above. Several times in businesses, it was said that if a business is not comfortable enough with the target audience and is specific, it will commit corporate suicide, and the product would indelicately collapse. On the opposite, you should be confident that you would draw mountainous benefit if you grasp such principles in detail. Know this deeply and you can realize just how your profitable enterprise can improve profits and make the company become a valued commodity and gain countless advantages.



As mentioned previously, the marketing mix is mainly linked to the 4Ps of traditional marketing and the extended 7Ps of service marketing.

### **5.1.1 Product**

A product is designed or assembled to suit a specific group of people's needs. The product can be intangible or tangible as it can be in the form of services or goods.

In Tactical Road to Defence (TRD), following services are provided as core products:

- **Military Medical Checkup:**

TRD conducts comprehensive medical evaluation with the aid of a doctor who has experience of working for the physical fitness of applicants at the Combined Military Hospital in Dhaka cantonment.

- **Viva Preparation:**

TRD maintains the applicants have appropriate recruiting procedures before their exams with the support of former Officer Cadets.

- **Preliminary Written Exam Preparation:**

With the help of the instructors, TRD completes the preparation of its candidates for their preliminary written tests for military entrance which comprises with several subjects: Bengali, English, Mathematics, General Knowledge and IQ.

- **ISSB Preparation:**

TRD has very expert ISSB instructors to train up the candidates for ISSB. Besides it often arrange seminars on ISSB where a number of retired military officers participate as keynote speakers.

- **Formal Dress Supply:**

TRD provides adequate supply of formal dresses for both male and female candidates with the help of the local tailor through a business partnership.

- **Field Dress Supply:**

TRD provides workout dresses that are required to attend ground classes and also to attend ISSB ground events with the help of its partner sports shop.



### 5.1.2 Price

The quality is simply the sum of money that a buyer spends to take advantage of. Price is a core component of a marketing mix concept. The company's profit and profitability is indeed a very important aspect in a marketing strategy. This is therefore an essential part of a business strategy as it decides the company's income and success.

Prices of TRD's services are as below:

- **Military Medical Checkup: 500 BDT**

Currently, an MBBS doctor with Armed Forces Medical College background is providing this service with us.

- **Viva Preparation: 1000 BDT**

Candidates get 900 min lecture and practice hours for Viva Preparation.

- **Preliminary Written Exam Preparation: 6500 BDT**

Candidates get 26 classes to complete the syllabus followed by at least two model tests for Preliminary Written Exam Preparation.

- **Viva & Written Exam Preparation: 7000 BDT**

Those who want to take both viva and written exam preparation together, can have it at 7000 BDT only which is the lowest in this industry.

- **ISSB Preparation: 9500 BDT**

This preparation consists of 21 lectures including theoretical and field classes followed by at least 3 demo ISSB model exams.

- **Formal Dress Supply:**

Male candidates have to pay only 1200 BDT for each trouser, 900 BDT for each formal shirt and 300 BDT for each tie.

Female candidates have to pay 1200 BDT for each unstitched 3 pieces set and for tailoring they have to pay 800 BDT in total.

TRD provides Oxford shoes for male candidates at 1900 BDT and formal black shoes for female candidates at 1100 BDT.

- **Field Dress Supply:**

In summer, male candidates get 2 shorts, 2 polo t- shirts, 2 pairs of socks and a pair of sports shoe at 2400 BDT and female candidates get 1 set of track suit, 2 round neck t- shirts, 2 pairs of socks and a pair of sports shoe at 2600 BDT

In winter, male candidates can additionally purchase trousers from us at 300 BDT for each and both male and female candidates can purchase white pullovers at 600 BDT.

### 5.1.3 Place

Place mix determines when and whether to deliver facilities at the best moment and in the right location to the client to gain full market profit. Products should not be separated from their manufacturer and sold where their provider is based relative to goods. However, various vendors may offer the same services.

TRD has to follow the direct channel or zero level channel as it does not need any intermediary. Hence, TRD has its only office at Farmgate, Dhaka which is the most suitable place for establishing any learning center since most of the coaching centers are installed at this place.

### 5.1.4 Promotion

Marketing promotion shall refer to any form of customer communication used to inform or persuade target audiences concerning a company's relative efficiency, market, brand or issue. The advertisements seek to raise exposure, boost competition, revenue or client loyalty.





The above illustration is a simple diagram of the elements in TRD's promotional mix. It includes:

- **Branding**

TRD has been focusing both on design and innovation since the outset. Through the social media contents and free workshops TRD is encouraging people to be part of the military in Bangladesh. The Chairperson of TRD focuses even on corporate identity and in this field he still has a great strategic face value.

- **Direct Marketing**

In regular free workshops and low-cost training courses, TRD practices a guerrilla marketing strategy against its rivals. The ID card for second-timer applicants is often used as a discount coupon. TRD often create videos, reports and stories that inspire future clients.

- **Sales Promotion**

TRD follows both push and pull strategies as sales promotion.

A push marketing technique is a approach where a business attempts to make its product accessible to the public. The aim of a marketing drive campaign is to utilize different direct communication strategies to "move" the goods and services from a customer's point of sale. In the case of the cash counters of the local libraries and set shops, TRD offers the self-produced military recruiting guide. It also provides copies of specimens to numerous educational and technical organizations.

An approach to pull marketing applies to an strategy that improves customer interest in an enterprise and draws customers to the commodity. Pull communication tactics are structured to make consumers desire a commodity unique. An exercise marketing strategy can be implemented individually or in tandem with an exercise. In an approach to pull marketing, the aim is to aggressively look for products from a client and to make distributors stock the commodity for the consumer's immediate demand.

TRD concerns, for instance, the individual ISSB dealing endless amounts with which most things are carried out within the first two weeks of season since applicants still require personal attention because ISSB tests mainly focuses on psychological testing.



### • Digital Marketing

The usage of Internet, handheld apps, social networking, search engines or other networks for customers is digital marketing. Digital marketing TRD utilizes digital tactics for social networking. Social Media Marketing (SMM) is a online marketing strategy used as a communication tactic by social networking websites. SMM aims at generating content, allowing a organization to raise brand recognition and draw users to the social network.

TRD has its own Facebook page and Youtube channel. Majority of its students come from being influenced by its contents on its page or channel.

TRD works on the following issues to build an effective Brand Promotion Plan:

- How should TRD deliver promotion communications to prospective customers?
- What is the right moment for business promotion?
- Can TRD hit its prospective market with Facebook advertising and buyers?
- Is the social network the right place to market the product?
- What is the rivals ' advertising strategy?

### 5.1.5 People

It is important to employ and educate the right people to deliver the best support, whether they run a help desk, client service, copywriters, etc. When a organization has customers who genuinely trust in the goods or services provided by the business, workers are expected to accomplish the best. They are often more open to genuine customer feedback and utilize their own thoughts and expectations to support the organization evolve and improve. That is a hidden strategic benefit for a corporation over other competitors that would influence a company's market share.

TRD has extremely qualified and professional coaches to educate the applicants and a large community of supporters. Its workers ' success confirms that they are the best individual to deliver these facilities. TRD's consumers often fan their personalized programs that they send to their juniors when it comes to their turn to receive service from the TRD. TRD thus obtains strategic advantage from its rivals.



### **5.1.6 Process**

The organization's procedures and methods influence the efficiency of the operation. Therefore, TRD needs to insure that the cost management program is well planned. An efficient management firm will be utilized for the whole sales method, compensation program, delivery network and other business procedures and acts. A organization will then "cover up" modifications and improvements, reduce expenses and increase earnings.

TRD often has a well-organized cost management mechanism. The price of goods sold for its items like apparel and guide books is small. It also has outstanding room rentals and other problems. TRD charges 8000BDT yearly as income tax and collects a share of the space it provides in the off seasons.

### **5.1.7 Physical Evidence**

In the service industry, physical evidence of service delivery should be given. In comparison, the awareness of a company and its offerings on the market often requires documentary facts. It is the tangible proof that a organization operates and is created. This definition is branding. Branding. When you think of "defence instruction," for starters, you think of TRD.

Since TRD is primarily a competition competitor, which offers physical and psychological proof of its offerings, it seeks to explain exactly what its effect is immediately on the sector. He exploited his picture in the business to the point that he knew his name first anytime a Military applicant in his sector or industry is called to identify a defence's coaching.

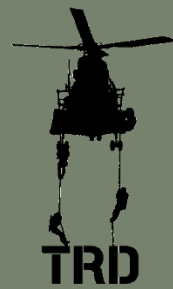




# CHAPTER 6



## Problems, Recommendations and Conclusion





## 6.1 Problems Identified

- The website of TRD has not yet been created. It lacks a means to connect with prospective customers for this purpose.
- TRD is the owner's part-time business as he is also chasing his bachelor.
- TRD has only one academic center for teaching.
- Workers operate as a TRD unit but cannot reach their maximum output because they have to research at the undergraduate level.
- TRD has insufficient employee issues and consequently, it cannot open more batches.
- TRD can not demand that consumers pay full fees from the outset of the course as it is a new business on the sector. Often for unidentifiable purposes a range of applicants are prevented and the correct sum is not received.
- TRD is yet to work more on research and development since it is a new market challenger and the employees are pursuing their undergraduate degrees.
- Online boosting seems very expensive for TRD to afford right now.
- TRD does not have a private land to run its headquarters. For this purpose, it cannot reveal itself as a big company like its rivals, so not every consumer will trust it as well.



## 6.2 Recommendations

- TRD needs to build a website as early as possible as the consumers need to learn things such as their goods or services.
- In order to guarantee the best customized experience online or offline, TRD will hire a full-time mentor as soon as possible.
- To grow the company, TRD will set up many branches. The branches in Dhaka will mainly be established in many locations.
- It will be feasible to locate full-time workers or give existing employees to start their cull cycle following graduation by 2020.
- In order to increase the amount of lots, TRD will hire more workers dependent on organizational need.
- The official formalities should be stringent and complete payments from the next season will begin.
- TRD may carry out research and development through the creation of a team of its teachers to cope with the current sectoral scenario.
- To manage to raise the Facebook profile, TRD will keep some money from its earnings.
- In order to obtain improved physical proof and efficiency, TRD will seek to get more autonomy from its owner in the workplace.

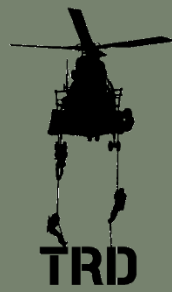


### **6.3 Conclusion**

I have found from my knowledge that TRD is an influential and relatively efficient skilled advice facility for young applicants from the Bangladesh Armed Forces. As a TRD intern, I have encountered a business which is more competitively stable and finally leading the market. In view of the reality, TRD must be revised with respect to its success, task, timeliness, performance and regulation. In Dhaka City and future, TRD would be common and adjusted to qualified therapy in the world. It must be understood. I will do this; businesses are appropriate for clients so they will promote customers ' specific needs. To me, engaging TRD is perfect because I had a significant encounter with this service-driven organization. This is far bigger than the books I saw down to the field. Furthermore, I have seen an entrepreneurial lifestyle and a solid framework that has profoundly impacted the life of its founder today to some point. Through this point of view, I can also articulate this opinion regarding my potential prospects I have been dealing with conservative stuff.



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