



Internship Report on
“An Analysis of the Marketing Activities of Ambala IT”

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Submission Date:

Letter of Transmittal

To

Professor Mohammed Masum Iqbal, PhD

Department of Business Administration

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Subject: Submission of Internship report entitled **“An Analysis of the Marketing Activities of Ambala IT”**.

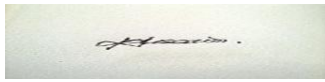
Dear Sir,

With due respect, I would like to state that it is a matter of great pleasure and honor for me to submit my internship report on **“An Analysis of the Marketing Activities of Ambala IT”** which was assigned to me as a part of my MBA Program. I have tried my best to incorporate as much reliable data as possible and given lot of effort to accomplish this project. I have thoroughly enjoyed preparing this report as a requirement of the internship program of MBA.

I would like to request you to accept my internship report for further assessment.

Thanking You.

Respectfully yours,



Md. Karib Hussain Limon

Student ID: 181-14-2601

Major in Marketing

MBA Program

Department of Business Administration

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Approval Certificate

This is to certify that the internship report entitled “An Analysis of the Marketing Activities of Ambala IT” prepared by Md. Karib Hussain Limon, ID No: 181-14-2601 as a part of the completion of MBA Program with major in Marketing from Daffodil International University.

This report is recommended for submission.



Professor Mohammed Masum Iqbal, PhD

Department of Business Administration

Faculty of Business & Entrepreneurship

Daffodil International University

ACKNOWLEDGEMENT

First of all I am grateful to the Almighty ALLAH for giving me the strength, sound mind and ability to complete my internship report. As partial requirement of MBA program, I get attached to Ambala IT. To complete my internship program and it's really a great opportunity for me to acquire partial knowledge and experience from such a renowned organization. From its first inception to its final completion, I have received the contribution of many people who have inspired, influence and guided my work and supported me cordially and constructively. This magnitude of the report bears the imprint of some of these respectable persons.

I would like to express my gratitude to my honorable supervisor **Professor Mohammed Masum Iqbal, PhD**, Department of Business Administration, Faculty of Business & Entrepreneurship, Daffodil International University, for his earnest support and stupendous supervision to make such an effort successful.

Finally, I would like to thank my parents for their inspiration and support during the study period.

Executive Summary

This internship report is on Ambala IT. Ambala IT is a customer oriented electronic security and customized IT solution provider with a far reaching vision of adding values to the society and industry we operate in. Most of our solutions are backed up by years of market experience and extensive R&D. This results in better understanding of our customer's requirements and satisfy them by providing unique solutions specifically tailored to individual customer's need and also enables us to provide unparalleled after sale service.

This internship report title is **“An Analysis of the Marketing Activities of Ambala IT”**.

Ambala IT has some strategy to promote their products and services. I have tried to find out the whole marketing activities of Ambala IT. For making this report I have collected data from primary and secondary sources as well. Started the report from the organizational background and put light on giving a brief about Ambala IT. Furthermore, I have added the actual tasks that I have performed during this internship report. During my internship, I had some observation which I have added those into recommendation section of this report. The analysis reflects the summary of the report which they worked on. The objective of this report, methodology and limitations are also included in the introduction part.

I have analyzed the result in the own word and after analyzing got some findings and stated those findings as recommendations for the development of promotional activities of Ambala IT. For easy understanding of this report, supporting topics and materials and as well as company profile, products info, supporting activities and so on are taken in the light of the websites of Ambala and other authentic sources. This work will only be successful if the readers get benefit from it and take it for further study.

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Chapter-1: Introduction

Introduction

Bangladesh is a development country which is always being developed day by day in various sector or industry. Like garments industry, agriculture industry, banking industry and so on. Among all of this, IT industry is the most precious sector right now. Because everything is being dependent on IT like virtual and softwarized day by day. This usefulness is being increased by the human being demands.

For this purpose I have done my internship on an IT firm named Ambala IT.

Ambala IT is a customer based IT solution provider with a vision of adding values to the industry and country. Most of our solutions are made on market experience, research and development. This result brings customer's requirements and satisfies them by providing solutions individual customer's need and also enables us to provide important after sale service.

They are doing online and offline marketing activities to promote and make it sales and as well as for building and keeping long term profitable customer relationships.

I have made this report on the basis of my topic which is "An analysis of the marketing activities of Ambala IT".

1.1 Background

Ambala IT is IT Solutions Companies in Bangladesh. Since its establishment in 2015, Ambala IT always focuses to be an emerging as a pioneer customized IT solution provider. After years of Research and Development to make them balanced and well characterized as per the demands of our country.

We have gathered experienced and skilled software professionals to build an expert team and also develop them through proper training to make them capable of taking challenges, responsibilities and delivering work of superior quality.

Our devoted marketing team is always focused on creating and maintaining relationships with the existing and upcoming clients, which we hope contributes to the durability of our goal.

1.2 Scope of the Study

Bangladesh is one of the countries with poor socio-economic conditions, lack of nutrition, lack of literacy rate and very high population growth rate which triggers the country towards severe

poverty and dreadful environmental crisis. That is because Non government Organization NGOs' has been established like Ambala Foundation. To maintain the all departments smoothly of an NGO need to keep so many things like papers, files and so on. But if they have a software like MicrofinPlus then they can maintain all departments so much easily. Because MicrofinPlus provides Accounts Management, HR & Payroll Management, Inventory & POS Management, Procurement Management, And Fixed Asset Management and so on.

Ambala IT has the mission and the vision to provide IT and Software solution by maintain proper marketing activities to all the NGO and as well as any kind of organization to maintain their work and activities so much smoothly and to move on their next step.

1.3 Objectives of the Study

The study has been carried out with the following objectives:

- To identify the marketing strategies of Ambala IT;
- To explain marketing mix of Ambala IT;
- To identify the problems related to the marketing activities of Ambala IT;
- To make recommendations to solve the problems.

1.4 Methodology of the Study

To make the report of this study I have collected data somewhat from primary sources and as well as secondary sources. Not all the types of primary and secondary sources but I have used from necessity.

For primary sources,

- I have collected data from Ambala IT's website which address is: www.ambalait.com
- I have collected data from Ambala Foundation's website which address is: www.ambalafoundation.org
- I have collected data from my Business Development Manager.
- I have collected data from my office employees and from others staffs.

From Secondary sources,

I have collected data from our

- Visited clients;
- Offline and online clients for make better recommendations.

1.5 Limitations of the Study

Limitations of the study measure the lacking of data and sources of data; which might be the problem to make a perfect report.

So in here; there have been some limitations which are as follows:

- Time Limitation
- Resources Limitation
- Co-Operation Limitation
- Data scarcity
- Company Confidentiality

Chapter-2: Discussion

Marketing Activities of Ambala IT

In this study there has been needed to discuss, analyze and to find some issues which is related to the objectives of the study. That is why objectives of the study are as follows in details:

2.1 Marketing Strategies of Ambala IT

Effective marketing starts with effective strategy. A good marketing strategy helps you define your vision, mission and business goals, and outlines the steps you need to take to achieve goals.

Ambala IT has a marketing strategy that includes the components listed below will help to make the most of their marketing investment, keep their marketing focused, and measure and improve their sales results which are as follows:

- **Identify your business goals:** To develop your marketing strategy, identify your overarching business goals, so that you can define a set of marketing goals to support them.

Ambala IT has dedicated marketing teams who always focused towards building and maintaining forward looking relationships with the existing and prospective clients and believe which contributes to the sustainability of their business.

- **State your marketing goals:** Make sure your overall strategies are also practical and measurable. A good marketing strategy will not be changed every year, but revised when your strategies have been achieved or your marketing goals have been met.

That is why Ambala IT has a customized IT solution provider along with values to the society, industry and country and most of their solutions are created on the basis of market experience, research and development. This result provides a way to serve the society, non government organization along with all types of business community and the nation according to the IT related products or services.

- **Research your market:** Research is an important part of your marketing strategy; because a perfect research provides the perfect potentiality regarding marketing.

Ambala IT Research & Development team is working each and every day to bring the most effective solutions for the society and the nation as well.

- **Profile your potential customers:** Use your market research to develop a profile of the customers you are targeting and identify their needs; which will reveal their buying

patterns, including how they buy, where they buy and what they buy and again regularly review trends.

Ambala IT is doing such activities like searching new clients according to research and development results. As well as Ambala IT is trying to keep a strong relationship with their existing clients.

- **Profile of your competitors:** Similarly, as part of your marketing strategy you should make a profile of your competitors by identifying their products, supply chains, pricing and marketing tactics.

Ambala IT is doing such types of research like analyzing competitors along with their products, pricing, marketing tactics etc.

- **Develop strategies to support your marketing goals:** Analyze your target markets and improvise a set of strategies to attract and retain them.

Ambala IT has also listed strategies which initially followed by them. Like according to their products and services who are their present targeted customer and who might be the potential targeted customers.

- **Use the '4 Ps of marketing':** Identify your marketing mix using the 4 Ps of marketing (product, price, place, promotion).

Ambala IT is always working on marketing mix according to their existing and upcoming materials.

- **Test your ideas:** In deciding your tactics, do some online research, test some ideas and approaches on your customers and your staff, and review what works. You will need to choose a number of tactics in order to meet your customers' needs, reach the customers within your target market and improve your sales results.

2.2 Marketing Mix of Ambala IT

The marketing mix is the terms of functions, or methods, that a company uses to promote its brand or product in the market. The 4P is – Product, Price, Place and Promotion.



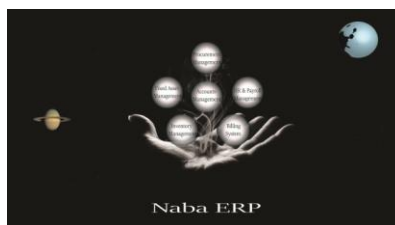
Flow Chart: Marketing Mix

As Ambala IT is a customer oriented electronic security and customized IT solution provider so there has been marketing mix which are as follows:

Product:

Product refers to the item actually being sold. Ambala IT has several products which are as follows.

- **NABA ERP:** Ambala IT has ERP software named NABA ERP which includes several departments software like accounts, hr and payroll, inventory and so on.



This NABA ERP provides so many facilities like real time dashboard and synchronization at any device from anywhere.

Features:

- More than one user, branch, head office base
 - Employee Panel (All types of information regarding an employee along with joining, leave management, salary structure, termination)
 - Documents upload, grade/level/designation/department
 - All types of fund (provident/ welfare/gratuity)
 - All types of loan
 - Pay slip generate, salary generate, bonus generate
- **MICROFIN PLUS:** NGO has so many activities like related fund generate, fund providing and collection and so on.



To monitor every status of “Real-Time Dashboard” Microfinplus software provides all type of reports. MicrofinPlus is according to PKSf & MRA with customized reports. Ambala IT ensures all type of software with secured database, back up and restores of data.

Features:

- More than one layer, user, branch, ware house base
- Easy To Operate
- Supplier information, product requisition
- Employee’s all types of Information
- Requisition approval, purchase order
- Branch wise delivery
- Cost control & variance analysis
- User authentication
- More than 10 customized reports

- **UNIVERSITY MANAGEMENT:** University management software is a new product of Ambala IT which is on transmission steps from so many perspectives.



Features:

- Registry program, executive module, fee, finance, accounts
- Library module, directors login, student logins, faculty and staff logins
- HR, hostel, transport module
- Visitors tracking module, college website
- Super admin, sms plugin, payment gateway, and resource booking, alumni

- **AMBALA CHEQUE PRINTING AND CONTROLLING SOFTWARE:** ACPS is the Cheque Printing & Controlling Software. ACPS helps to protect unwanted person to conduct with any kind of Cheque of organization. It has also online monitoring services from any device and from anywhere as well.



Facilities of using ACPS:

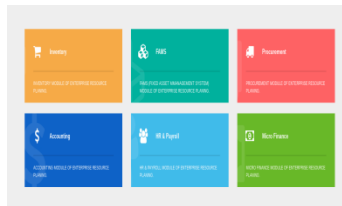
- Cheque print, register, monitoring, requisition, stock maintain
- Cheque requisition management and control
- Deposit slip and advice slip print and management
- Signatory management, register, change
- Bank and admin notification by email and sms

- **CO-OPERATIVE-BD-PLUS:** It refers to small size non government organization which has so fund related activities and has to maintain those activities as an software and online service.



Features:

- More than one layer, user, branch, ware house base
 - All types of supplier and employee information
 - Requisition and purchase approval and order
 - Branch wise delivery, cost control & variance analysis
 - User authentication
 - More than 10 customized reports
-
- **AMBALA POINT OF SALES:** It refers to specific super shop or show room based business and for any organization's inventory departments is called point of sales.



Features:

- More than one layer, branch, ware house base
- Easy to operate and all types of supplier information
- Product purchase, register, transfer and issue
- Sales and sales return (department & employee wise)
- All types of customized reports

- **HR & PAYROLL MANAGEMENT:** This is most important software of Ambala IT's product and for any organization which is HR & Pay Roll software.



Features:

- More than one user, branch, head office base, easy to operate.
- All types of employee information (circular, recruitment, salary, leave management, training, termination etc)
- All types of fund (provident, welfare, gratuity etc)
- All types of slip generate (pay slip and so on)
- User authentication and heavy security.

- **ACCOUNTS MANAGEMENT:** This is another important software of Ambala IT's product and for any organization which is Accounts management.



Features:

- More than one layer, user, and branch.
- Dynamic chart of accounts like customization of
- Voucher (debit, credit, journal, and contra).
- Day book and ledger maintain.
- Cash and bank book statement
- Income statement, trail Balance, balance sheet, cash flow statement.
- Create budget, new technology, user authentication.
- 15 customized reports.

➤ **FIXED ASSETS MANAGEMENT**



Features:

- More than one layer, user, counter, branch, ware house base.
- All types supplier information.
- Purchase and register.
- Return and register employee and branch wise.
- Assets Tracing, ID Auto Generate, ID Print, Stock Register.
- Layer Wise Stock Report.
- Cost control & variance analysis.
- User authentication, along with heavy security.
- Inventory System (branch & warehouse wise).
- 20 customized reports.

➤ **INVENTORY MANAGEMENT**



Features:

- More than one Layer (Group, Category, Brand, Style, Size, Color Product).
- Easy operation.
- Supplier's Information.
- Purchase and return register.
- Stock register and layer wise report.
- Cost control, variance analysis, user authenticity with heavy security.
- Inventory system branch and warehouse wise along with 20 customized reports.

Price:

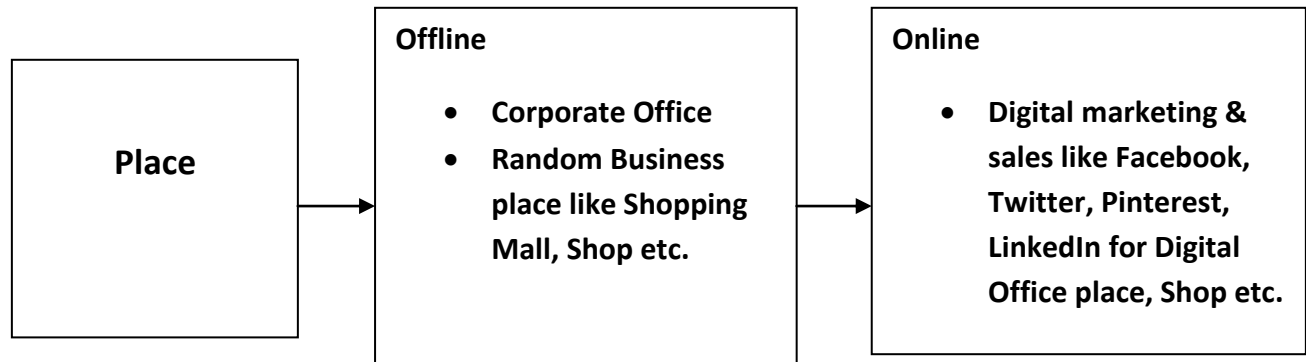
Price refers to the value of a product. It includes costs of production, segmentation, demand and supply and other direct and indirect factors. There can be several types of pricing strategies taken by Ambala IT which are as follows:

- Ambala IT is also doing such a thing like pricing. Their products and attributes are priced on the perspective of customization. A minimal price is set but usually it is always being changed by the customization. Because each and every organization has some extra customization on their activities of software.
- MicrofinPlus official price one branch- BDT 25000/= TK
- NABA ERP official price one branch- BDT 1,00,000/= TK
- Co-Operative BD Plus official price one branch- BDT 20000/= TK
- Point of Sales Software official price one branch- BDT 20000/= TK
- HR & Pay-Roll software official price one branch-BDT 50000/= TK
- Accounting software official price one branch- BDT 30000/= TK
- Inventory management software official price one branch- BDT 20000/= TK
- Others prices are depended on customization branch wise and features wise.

Place:

Place refers to the point of sale. In every industry, taking the sight of the consumer and making it easy for them to buy it is the main aim of a good distribution or 'place' strategy. Retailers pay a highest attention for the right location. In fact, the path of a successful retail business is the term 'location'.

- Ambala IT has a place to do marketing and sales like offline and online.
- At online they are selling their products by doing online promotion like digital marketing.
- At offline they are selling their products by doing corporate visit, personal relation and so on.



Flow Chart of a Place

Promotion:

Promotion refers to all the activities included to make the product or service known to the user and trade. This can include advertising, word of mouth, press reports, incentives, commissions and awards to the trade. It can also include consumer schemes, direct marketing, contests and prizes.

Ambala IT is doing such a promotion like offline and online promotion.

I am providing some examples of online promotion which they are doing are as follows:

- Digital marketing: Ambala IT is doing digital marketing on several platforms like Facebook, Instagram, and LinkedIn.
- SEO: Sometimes Ambala IT does the SEO for increasing the rank of their website for organic search.
- Paid boosting: Among social media marketing Ambala IT do some paid boosting for a specific post regarding a specific product.
- Paid campaign: Paid Campaign is an advertisement for a specific time regarding a specific product which Ambala do very few times.
- E-mail campaign: They do e-mail campaign within a specific time towards some targeted people regarding a specific product or topic.

And some offline promotion they are doing-

- Sales promotion: Sometimes for some shop related business Ambala IT provide direct cash discount regarding some specific product like website development, facebook page, inventory management software.
- Fair visit: For making a familiarity to IT industry Ambala IT attend some Fair.
- Corporate event visit: For making a familiarity to IT industry Ambala IT attend some corporate event as well.
- Corporate association connectivity: For making a familiarity to IT industry Ambala IT always try to build a relationship with Corporate Association.
- Public relation: This is not going well but Ambala IT is trying to build up and maintain public relation.
- Training session for using products and services: In fact, Ambala IT is thinking to do this task as well in future.

Chapter-3: Problems & Recommendations

3.1 Problems Identified

Every organization faces some problems during the marketing activities operations. There has been some problems which is being faced Ambala IT as an IT firm which are as follows:

- Market segmentation is the process of separating a market of potential customers into groups, or segments, based on different characteristics. Ambala IT has no significant segmentation process for developing their marketing activities and to compete well with other IT firm.
- Targeting is another process that divide to a large market into smaller segments to concentrate on a specific group of customers within that audience. Ambala IT has no proper targeting process without Microfinance program customers for developing their marketing activities and to compete well with other IT firm.
- In marketing and business strategy, market position refers to the consumer's perception of a brand or product in relation to competing brands or products. Ambala IT has no process for creating positioning for developing their marketing activities and to compete well with other IT firm.
- Ambala IT has sufficient product for serving the ultimate customers but there has been no variation with that types of products like only software cannot serve the whole IT facilities in the IT sector.
- Price is another problem that faces marketing guy to focus on the market. Ambala IT provides so many high prices than that of other competitor's prices.
- Place wise marketing is missing at all. Only few IT fair there has been no places where Ambala IT is gone to promote.
- There has been so many lacking about to do promotion on the marketplace. No online and offline promotion of Ambala IT has appeared.

3.2 Recommendations

According to Ambala IT above we have found out some problems; so now we will provide some recommendations to solve those problems. So those recommendations are as follows:

- Like some renowned IT firm Ambala IT has to do a significant segmentation according to analysis of the different types of markets.
- Ambala IT has to make perfect targeting to achieve the target of the organization. Targeting will help to achieve the ultimate goal of small target.
- Ambala IT has to create proper positioning system at the ultimate markets of them. Because without positioning they cannot perform well.
- Though Ambala IT has so many software products but they have to increase their product line like so many other products services like server solutions, data center service, cyber security and so on.
- Ambala IT has to focus to their pricing strategies. Like they have to maintain their according competitor market and as well as their product variation.
- They have to take place so many places. Only one some IT fair cannot provide the ultimate results.
- Ambala IT has to increase their sense on promotion. Promotion should be specific, significant, online and as well as offline too.

Chapter-4: Conclusion

4.1 Conclusion

For making a proper and successful marketing department for an organization there has been needed a proper marketing strategy. To make effective marketing strategy there has been needed to study more regarding this thought marketing is always considered as creativity. So after studying and completing this report I have found and thought that Ambala IT also should do study more regarding this marketing strategy and obviously according to the trend at online and as well as offline.

Appendices

- In fact, in this study to make this report there has been no appendices is included.

References

To make report of this study I have used the website of Ambala IT & Ambala Foundation which address is:

- www.ambalait.com
- www.ambalafoundation.org