



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

## **REPORT ON**

# **“An Analysis of Marketing Activities of Skill.jobs”**

### **SUBMITTED TO:**

Mohammad Shibli Shahriar  
Associate Professor  
Department of Business Administration  
Faculty of Business and Entrepreneurship  
Daffodil International University

### **SUBMITTED BY:**

Anwar Hussain  
ID: 123-11-2782  
BBA 33<sup>th</sup> Batch  
Major in HRM

**Submission Date: 13/10/2021**

## Letter of Transmittal

**Date:** 13/10/2021.

**Mohammad Shibli Shahriar**

Associate Professor

Department of Business Administration

Faculty of Business and Entrepreneurship

Daffodil International University.

**Subject: Submission of Internship Report.**

Dear Sir,

I am very happy to inform you that I have prepared my internship report on this subject “**An Analysis of Marketing Activities of Skill.jobs**” Which you gave me. I have completed this report through my Three months of practical education and experience at **Skill.jobs** under your supervision. This report has been prepared as a partial requirement for the BBA Internship Program.

I have tried my best to make Skill.jobs scenario precise and understandable.

I am very grateful for your kind support and supervision in preparing to complete this report. And hopefully this report will reflect the company’s activities.

I would like to request you to accept my internship report for further evaluation. If there is any confusion, I would be happy to clarify and explain any part of this report.

Sincerely yours



.....

**Anwar Hussain**

ID: 123-11-2782

Batch: 33<sup>th</sup>

Department of Business Administration.

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Daffodil International University.

## Student Declaration

My name is **Anwar Hussain**. Here, I am announcing that my internship report paper “**An Analysis of Marketing Activities of Skill.jobs**” has been prepared by me and I have prepared this report paper after completing my Three months internship period from **Skill.jobs**. I am also announcing that this report paper has been prepared through my three months of practical education and experience. And I make sure that this report paper is only prepared for the need to complete my academic internship program, not for any other purpose. On the other hand, the opposite company or business cannot be used in this report paper.

**Thank You.**

Sincerely yours

A handwritten signature in black ink that reads "Anwar".

.....  
**Anwar Hussain**

ID: 123-11-2782

Batch: 33<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 “**An Analysis of Marketing Activities of Skill.jobs**” has been submitted for the award of degree of the Bachelor of Business Administration (BBA), Major in HRM from Daffodil International University carried out by **Anwar Hussain ID: 123-11-2782**, Batch- 33<sup>th</sup> as a practical fulfillment for the requirement of Bachelor of Business Administration (BBA) degree under my supervision. To the best of their 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.

A handwritten signature in black ink, appearing to read "Shibli".

.....

Signature of the Supervisor.

**Mohammad Shibli Shahriar**

Associate Professor.

Department of Business Administration.

Faculty of Business and Entrepreneurship.

Daffodil International University.

### **Acknowledgment:**

In the beginning, I would like to thank 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 “Mrs. Mithila”, 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. Nirob, Mr. Nazmus Sakib, Mrs. Tamanna Mou” and all of my senior colleagues & teammates.

And also give special thanks to my honorable respected Academic Supervisor “Mr. Mohammad Shibli Shahriar” Associate Professor, Department of Business Administration, Faculty of Business and Entrepreneurship, 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.

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## Executive Summary

September 27, 2017: According to a new World Bank report, Bangladesh's Economic growth remains resilient despite volatile export growth of shrinking remittances. On average, Bangladesh's 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 reasons such as the growth of population, limitations of job posts, the lack of education, unplanned industrialization, etc. But one of the major problems is lots of gaps in skilled people. So that Skill.jobs is actively bridging the gap between skill and jobs.

This report presents my three months internship working experience and learning as an employee in skill.jobs. I have completed my three 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 people by providing some valuable training programs for becoming a skilled worker. Skill.jobs are also working with international companies and provide some skillful professional employees.

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

Skill.jobs also have 18 years' experience 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 recommendations against the problems that could help skill.jobs to achieve their goals and satisfied their customers.



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## Chapter: 01

### Introduction

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## **Introduction:**

Bangladesh has one of the highest population densities in the world, and about 34% of the total 158.5 million people in Bangladesh are young and according to the ILO report 2017, about 11.37% of the youth in our country are unemployed. So in this situation, some researchers believe that this situation is happening for various reasons. The biggest problem is that the candidates are not skilled and do not have enough quality to perform in the job market. For their low efficiency and low performance, companies are facing losses. So, for this reason, companies or firms need skilled and productive manpower for their agencies or organizations. Nowadays we see that online job portals are trying and doing some contribution solutions to help the employee and the employer by providing clear information to the employer. So let's see how online job portals work.

In this case, the company or organization needs some skilled and experienced manpower to serve its organization and on the other hand, employees are looking for jobs. So online job portals are a website designed to allow employers to post job requirements for hiring, and online job portals offer job reviews, career and job search advice, and job offers. On the other hand, job seekers can review the job post and apply or submit their resume.

There are about 25 online job portals in Bangladesh and Skill.jobs is one of them. Skill.jobs is one of the most popular online job portals in Bangladesh for their services. Skill.jobs is a job portal where they are working nationally and internationally. They have been working in the online job portal industry for almost 20+ years. They have about 15+ partners nationally and 3 international partners. Now they are actively trying to fill the skills and job gaps. Skill.jobs have a training department that trains candidates and employees and makes them proficient. They are also providing their practical training face to face and online. They have a full-time support system for their customers and a development team to upgrade their services to provide the best service to their clients. They have about 3 training partners to support their training services and they have some features that make people's lives easier: 1) Career Doctor 2) Training 3) E-learning 4) Employment Skills Development 5) E-recruitment.

### **Origin of the Study:**

As a student at Daffodil International University, students studying every business have to do an internship program to learn organizational knowledge and experience before graduating. For this internship program you must have at least three or four months of corporate experience to complete the degree. Types of academic education are not only theoretical and it is not enough for graduate students to ensure their quality. That is why students must know organizational culture and activities. For this need, I went and joined Skill.jobs as a member of their business team. This is an online job portal and online business platform that I am looking for. There I worked as an intern for about three months to contribute to their business.

### **Scope of the study:**

This report is based on the activities of Bangladeshi online job portal and how it is built. Jobs is participating in the online job market. In this report, I have discussed all the Skill.jobs business overview. And I've covered unique skills. Job Services and Features. Skills. Jobs is an online job portal and working with students and organizations. In my three months of experience, I have seen some problems and made some recommendations to overcome their problems.

### **Significance of the study:**

This report will contain both practical and academic values. Also, this report will help you get a clear view of the skills Job business policy. And I believe that through this report the Skill.jobs will get some benefited to develop their current operational activities. Competitive analysis will help them review the business they are practicing. This report is the total result of my three-month practical internship program conducted efficiently.

## **Objectives of the report:**

### **A. General Objectives:**

The general purpose of preparing this report is to meet the requirements of Bachelor of Business Administration (BBA) degree. And on the other hand Skill.jobs and get real knowledge about how they are conducting their effective activities in the online job market.

### **B. Specific Objectives:**

1. Learn the competitive analysis of Skill.jobs
2. To analyze the marketing strategy of Skill.jobs
3. SWOT analysis of Skill.jobs.

## **Report Methodology:**

### **Research Design:**

My report research is descriptive research. Descriptive research is designed by two methods 1) survey method and 2) observation method. This report has been prepared through observation method.

### **Observational Method:**

The second type of observational method is descriptive research method. Observations in this report involve the recording of information on human behavioral patterns, motives, and interest in events. So, in this report, I have used five types of observation methods of administration.

1. Personal monitoring, Skill.jobs to calculate site traffic and record traffic flow.
2. Mechanical monitoring, to record new traffic entries, how long they browse or stay, how much the customer is involved with the Skill Jobs website.
3. To analyze data collected from audit, personal and mechanical observations.
4. Content analysis, Skill.jobs to learn the connection between content and customers.
5. Trace analysis, get past behavior of their customers.

## **Data Collection Methodology:**

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

The data collection methods are given below:

1. Primary Data.
2. Secondary Data.

### **Primary Data:**

Preliminary information is also called raw data which is collected directly from the first hand source.

And my initial information is collected from below:

- ✓ Practically office desk work.
- ✓ Directly involved in the activities of the business team.
- ✓ Some organized online campaigns and were involved in recruitment campaigns.
- ✓ Face-to-face conversations with Skill.jobs clients and executives.
- ✓ Overseeing all activities during my internship.

### **Secondary Data:**

Secondary data is a type of information that is previously collected. Let me see my report secondary data from below:

- ✓ Information from Skill Jobs website: [www.skill.jobs](http://www.skill.jobs)
- ✓ Office documents, monthly and annual reports.
- ✓ Magazines and a variety of articles.
- ✓ Their social media pages: such as Facebook page, Instagram, YouTube channel, LinkedIn.
- ✓ Skill Jobs Forum Posting Site: [www.forum.skill.jobs](http://www.forum.skill.jobs).
- ✓ Skill.jobs's a variety of online articles, blogs and posts.
- ✓ They gave me the guideline book before joining 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 piece of pure information. Limitations are given below:

- ✓ Information is not available on either of their websites.
- ✓ Creating an internship report for the first time so that some information may not be clear.
- ✓ There are some limitations to describing their business policy in order to maintain confidentiality.
- ✓ Due to my work pressure I could not get accurate internal information.
- ✓ The time to prepare this report paper was also limited.

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## Chapter: 02

### History of the Company

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## **Background:**

In the beginning the name of Skill.jobs was JobsBD.com. At that time JobsBD.com was one of the leading job portals in the country which was established on July 09, 2000. JobsBD.com was improving the job search experience of job seekers and enabling employers with the latest recruitment solutions where they are always confident in the combination of new technologies and ideas. JobsBD.com formed a partnership with JobStreet.com in 2006 to bring its services to Bangladesh and share its expertise on the World Wide Web. JobStreet.com is a regional leader in online recruitment with strong presence in Malaysia, Singapore, Philippines, India, Japan, Hong Kong, Indonesia and Thailand. Jobsbd.com has enriched its relationship with JobStreet.com in a variety of ways, including streamlined business processes, advanced technology and fully expanded exposure to Bangladeshi job seekers in the international market. JobsBD.com worked as a strategic partner with JobStreet.com. But now they are helping Bangladeshi corporates find suitable candidates from the Asia Pan Pacific region through JobsBD.com through Skill.jobs. The company was committed to achieving their new mission statement and Skill.jobs by creating opportunities by attracting local and foreign employers to post their latest ads with the site. During the economic downturn which will be an open door for Bangladeshi job seekers to find more and more jobs. JobsBD.com is also committed to bringing the latest services to employers and helping them find the right candidates in the shortest possible time and within the financial bond.



### **Name Changing:**

After changing the name of JobsBD.com, the logo was also changed to Skill.jobs. At the time, JobsBD worked to bring humanity and opportunities to the job market to improve lives, businesses and communities worldwide. Their values include innovative solutions, customer value and customer choice, humanity, passion, transparency in everything and technology and conduct adequate research in the job professional world. And they have actively worked with their four features such as Recruitment Service, Professional Training and Development, Jobseekers Connect and Customized Solutions. At that time they mainly actively and vigorously focused on recruitment services and professional training and development so that the employer could recruit committed and right candidates and the job seekers could find their suitable destination. They have worked with a variety of corporate people for their development and have worked with numerous academic institutions to help them build the careers they desire.

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## Chapter: 03

### Company Overview

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### **Company Profile:**

Skill.jobs are one of the unique and leading trusted online job portal sites in Bangladesh. Currently, Skill.jobs focus on the skills matrix through their 20+ experiences in the global job market, the needs, and expectations of modern organizations, technological advances, creating and supporting interested entrepreneurs, and the global job market. Initially, Skill.jobs were called JobsBD.com, the first online job portal in Bangladesh. Therefore, it is starting their journey a new under the name Skill.jobs, from April 2018.

Skill.jobs are now actively working and contributing to becoming skilled and experienced to bridge the gap between skills and work. Now there is a big dilemma in the business world and graduates are looking for job opportunities and companies are looking for the right people in the right place because they can meet their needs in the right way. But in this case, the candidates are suffering from a lack of proper skills and companies are looking for the right candidates who have the quality to handle the responsibilities. And Skill.jobs is working subtly to work in the job market through their valuable training and support.

Skill.jobs have a variety of professional development training and services. Skill.jobs are creating a wealth of skilled and experienced resources according to their needs and wants. They are supporting new graduates through training and lots of inspirational seminars or workshops. On the other hand, corporate people are getting help through their personal development courses and helping corporates with talent hunting or recruitment services according to their needs.

Currently, Skill.jobs are working with various reputed companies nationally and internationally. Candidates can work on global platforms through Skill.jobs.

### **Skill Jobs Slogan:**

Be efficient, and get recruited!!

## **Company Vision:**

Skill.jobs seek to be the leading trusted contact point for all types of recruitment solutions and skilled developers.

## **Company Mission:**

Help connect with skilled manpower, find the best employers, help start your own company, build your skills through technology, networks, and global partners.

## **Skill Jobs values:**

- ✓ We are bridging with skills and jobs.
- ✓ We provide value to customers and customers.
- ✓ We have worked skillfully to acquire skills.
- ✓ We work with mankind and passion.
- ✓ We include technological advances and conduct adequate research in the job and professional worlds.

## **Why Skill Jobs?**

The best hiring depends not only on databases and technology but also on connecting with people, adapting efficiently, and adapting to the culture every time. The best recruits must have an institutional understanding of empathy, sector experience, and their role in the recruitment process.

That's why Skill.jobs have designed an integrated approach that makes your life easier:

- ✓ Efficient focused solutions
- ✓ Customized complete solution
- ✓ Global and international coverage
- ✓ World class service quality
- ✓ Helping them find more than just the best quality candidates
- ✓ To facilitate the process so that you can save time and money using the best technology
- ✓ To help you make better decisions to improve your return on investment.

Basically, we want you to be efficient and 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:

- ✓ General work (unlimited)
- ✓ Featured work
- ✓ CV Search

### 2. Silver Plus:

- ✓ General job
- ✓ Featured work
- ✓ CV Search
- ✓ Professional area
- ✓ Free stalls at job fairs

### 3. Gold:

- ✓ Featured work
- ✓ CV Search
- ✓ Professional area
- ✓ Front-page ads (one month)
- ✓ Training (1 nominated candidate)
- ✓ Free stalls at job fairs

### 4. Platinum:

- ✓ General Job
- ✓ Featured work
- ✓ CV Search
- ✓ Professional area
- ✓ First page ad (one month)
- ✓ Training (1 nominated candidate)
- ✓ Free stalls at job fairs
- ✓ Career festival
- ✓ Discount rates for career festivals.

Skill.jobs provide the most qualified candidates to help you get the best recruitment.

**Broad Candidate Reach:** Attract the most candidates, because your job ad is advertised across the Skill.jobs network, 1000 newspapers, partner sites, and their apps.

**Distributed by Eligible Candidates:** Receive Eligible CVs in two ways. Get 20 CVs with job matching or easy source candidates with their advanced matching technology.

**Easy Candidate Communication:** Automatically send emails to eligible target candidates clients in Skill.jobs database.

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

Training is a formal and well-planned process that brings manpower to the desired standards of skills and conditions. It helps a group of selected individuals to learn the skills needed to perform any task to maximize individual or group effort or performance for a goal or goal. Training is a means of ensuring that certain tasks are performed in a predetermined manner. It is now the demand and requirement of any industry for growth and productivity. It is a part and parcel of all brand companies.

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

They believe that it is very important for a trainer to determine the method first and then go for training. They focused on the following:

- ✓ Question-based participatory learning.
- ✓ Qualification-based education.
- ✓ Results-based method.

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

- ✓ Introductory topic.
- ✓ The worst practices in the industry (global and local).
- ✓ Best practices in the industry (global and local).
- ✓ Focus on needs and skills.
- ✓ Align goals and missions.
- ✓ Customized practice in line with vision.

### **Training Methodology:**

- ✓ Focus on performing rather than knowing.
- ✓ Emphasis is placed on hand training.
- ✓ Person-centered training method to make each person competitive.
- ✓ Training is monitored and feedback is given on an individual basis.
- ✓ Demonstration using various modules, multi-media, audio visual and instruments intensively.
- ✓ Intelligence sessions among participants.
- ✓ Hand out for participants.
- ✓ PowerPoint slides for participants.
- ✓ Interactive discussion and competency-based exercises.
- ✓ Icebreakers, games, and case studies.

### **Training Category:**

- ✓ Certification course (maximum 36 hours) during sorting.
- ✓ Professional based certification course (3 months or 4 months).
- ✓ Long-term course (minimum 6 months or maximum 1 year).
- ✓ Day-to-day or day-to-day program.
- ✓ Off-session training for the organization.
- ✓ Customized training for the organization.
- ✓ Workshop program.
- ✓ Seminars.

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

#### **1. Leadership and management:**

- ✓ Supervise skill development.
- ✓ Inspires yourself and others.
- ✓ Setting strategic goals
- ✓ Outdoor Team Building Retreat.
- ✓ E Coaching for leadership.
- ✓ Development of leadership skills.
- ✓ Change management.
- ✓ Development of management skills.

**2. Productivity:**

- ✓ Time management.
- ✓ Stress management.

**3. Communication skills:**

- ✓ Business English and communication.
- ✓ Communication in the workplace.
- ✓ Presentation skills.

**4. Human Skill Development:**

- ✓ Interpersonal skills
- ✓ Conflict management
- ✓ Cross-culture communication skills

**5. Sales and customer service:**

- ✓ Cosmetics and etiquette for professionals
- ✓ Salesmanship
- ✓ Customer service excellence
- ✓ Win-win negotiation skills

**6. Other issues:**

- ✓ Creative problem solving
- ✓ Corporate social responsibility
- ✓ Training of trainers.

**Professional training course:**

To develop their skills, Skill.jobs is also offering some professional training courses for 3 months or 4 months. See the training list below:

- ✓ Advanced Microsoft Excel training.
- ✓ Freelancing with digital marketing.
- ✓ Web design and development including freelancing.
- ✓ Real-life software development course.
- ✓ Programming with C ++ and Java SE.
- ✓ Real-life application development with Python.
- ✓ Android Applications and Development.



## **Training Partners:**

Skill.jobs have three training partners:

- ✓ HRDI
- ✓ Arif Academy of Visual Arts (AAVA 3D) and
- ✓ Career Development Center (CDC).

## **Departments of Skill Jobs:**

At Skill.jobs, they have several departments to manage their activities so that they can function properly and each department is working under the supervision of the chairman and director of Skill.jobs.

The skills section is given below:

- ✓ Department of Business and Development.
- ✓ Department of Training and Development.
- ✓ HR Department.
- ✓ Department of Finance and Accounts.
- ✓ IT and software department.

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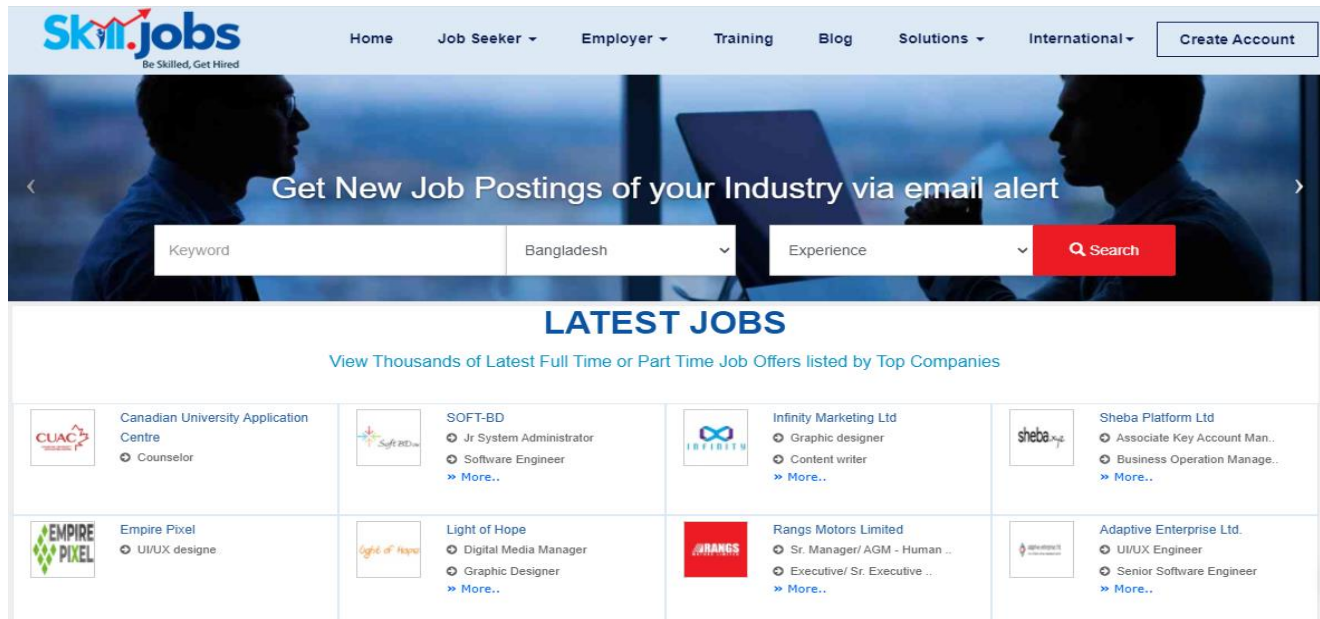
## Chapter: 04

# Marketing Activities of Skill.jobs

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Initially, Skill.jobs is a leading job portal in our country. They are strongly present in the job market of Bangladesh. So let's discuss various issues of Skill.jobs.

## Website Overview:



**Skill.jobs:** This is a dynamic website and user-friendly and designed as simple as possible so that the user can use it so easily. The Skill.jobs website is very open and they are designed based on the customer's brief because they can easily find out through their website and find the information that the customer is looking for. This site also displays its products and services and features by category. Through the site, customers can easily get connected for support, get their online gifts, and their features. This site has a login system for job seekers and employers. So that job seekers and employers can update their information and get better service and stay connected to their activities.

## Business Competitors:

Nowadays we see that most reputed companies or organizations are posting their jobs on their official website. They are choosing their official web page due to cost and time constraints. But many companies or organizations are posting their job postings on online job portals to find the right person for the right place. In this case, Skill.jobs are doing the same business and allowing the company to advertise their job posts. So it depends on the job post-service they have the same competitors in the online job market.

We know that they are doing two types of business lines:

1. Job advertising and
2. Training services.

Let's take a look at the list of their top competitors:

### 1) Job Advertisement Competitor:

- ✓ [www.chakri.com](http://www.chakri.com)
- ✓ [www.nrbjobs.com](http://www.nrbjobs.com)
- ✓ [www.alljobsbd.com](http://www.alljobsbd.com)
- ✓ [www.bdjobstoday.com](http://www.bdjobstoday.com)
- ✓ [www.bdjobs.com](http://www.bdjobs.com)

### 2) Training Service:

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

## Analyzing Marketing information:

### Customer Relationship Management:

Skill Jobs always strives to maintain a good relationship with highly valued customers. For this reason, they collect information from order website visits, payment interactions, salesforce agreements.

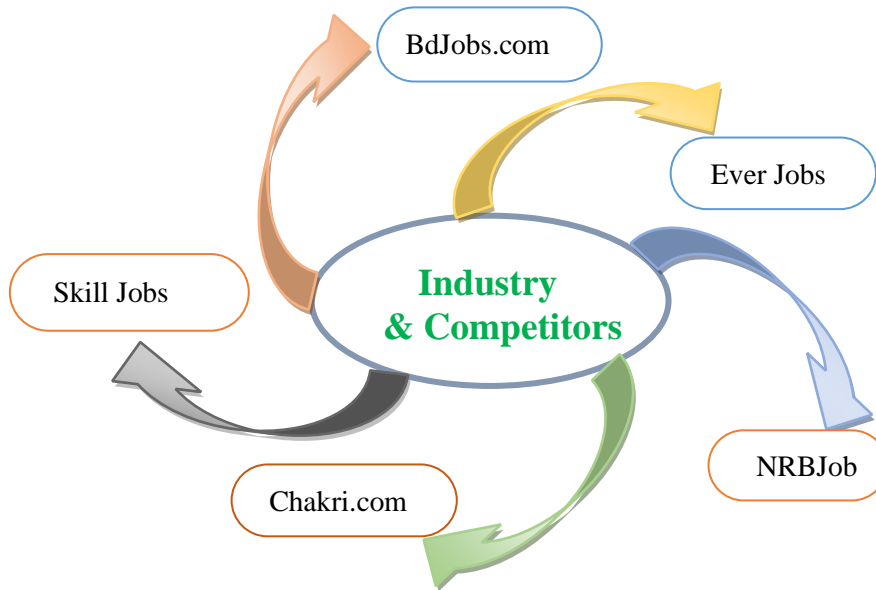
### Target market:

Skill Jobs targets all types of companies and job seekers.

**Rival analysis:**

Skill Jobs identifies the following competitors who are competing extensively. Bdjobs.com, Skill Jobs, Chakri.com, Evaluate company objectives, strategies, simplicity, weaknesses of the same level and try to capture strategies and philosophy and try to overcome weaknesses as much as possible.

**Competitors Analysis:**



**Target Group of Audience & Customers:**

They focus on advertising job seekers and job posts in companies or organizations. And groups of clients who are seeking professional training to develop their interpersonal skills through soft skills or practical technical skills.

But Skill.jobs has two different goals and they are 1) focused on the group of students and 2) experienced and inexperienced people.

**Market Positioning:**

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

So let's look at their market position below:

**Customer Perspectives:** Skilled jobs create a bridge between skilled candidates and employers.

**Business Perspectives:** Emphasis will be placed on bringing them in line with the strategic activities of the target group.

### **Product and Services:**

#### **Skill.jobs Products and Services:**

1. **Career Doctor:** A career doctor is a platform where it is helping the candidate to give some proper guidelines for job preparation. On this site, they can re-examine their resume, then learn how to write the cover, interview etiquette, job guidelines, and resources for career assessment exams, career tips, and career training.
2. **E-learning:** E-learning is a platform that helps candidates or users learn from the Internet. It is an open platform where they can learn something online using e-learning services. To use this service the user just needs to log in to the register then he can find lots of e-books, career-related learning kids that can help them.
3. **Employment Skills Development:** This feature is primarily designed to make students employable in the job market. The point is that many students are getting their degree but they do not know how to use it in their real life. This feature is not only to get them a job but also to give them jobs and encourage them to be entrepreneurs. Because the Employment Program believes that not everyone can be an entrepreneur they can be an entrepreneur.
4. **E-Recruitment:** This program is a service where they are conducting recruitment sessions through the internet. This program allows you to submit your resume online and get hired and interviewed on internet media.
5. **Training:** This is a professional training platform where you can get training in online or spot training. Skill.jobs are offering lots of training programs, workshops, seminars, and IT-based training. They have about 10-12 professional training programs on a long-term and short-term basis.

## **Skill.jobs Marketing Strategy:**

Skill.jobs advertising strategy selects the most effective advertising medium to create effective messages and deliver the message to a larger target audience.

### **1) Public Relation Strategy:**

Skill.jobs public relations strategy includes product promotion to target buyers, such as creating a website, lobbying relationships. Lobbying strategies to maintain relationships with legislators such as government officials and agencies to get business-relevant benefits.

### **2) Direct marketing strategy:**

Skill.jobs direct marketing strategy consists of direct mail to the target customer so that offer announcements are sent. For this purpose, the company uses Internet email, fax mail, etc.

### **3) Email a friend:**

If you want to tell a friend about a job or our site using our referral service, Skill Jobs will ask you for your friend's name and email address. A one-time email inviting your friend to visit the site will be sent to them automatically. Skill Jobs stores this information for the sole purpose of sending this one-time email and tracking the success of our referral programmers. Your friend can contact us at [request@skill.jobs](mailto:request@skill.jobs) to request that we remove this information from our database.

### **4) Resume Reference:**

If you want to add a resume to your resume, Skill Jobs will ask you for their name, telephone number, email, and location title. This information will be attached as part of your job application and employers can contact them to get a reference to your application.

### **5) Skill.jobs Newsletter:**

When you subscribe to a Skill Jobs newsletter, we will request your email address. Skill Jobs uses your email address to send the newsletter (s) you request. You can subscribe and unsubscribe from the newsletter by following the specific instructions in each newsletter.

## SOWT Analysis:



### Strengths:

- ✓ Skill Jobs has 20+ years of strong experience in the market.
- ✓ Advanced technical skills and knowledge.
- ✓ Huge talent database.
- ✓ Lots of dedicated and talented human resources.
- ✓ A strong relationship is directly involved with various academic institutions and corporations.

### Weakness:

- ✓ Skill.jobs is a new name and clients or clients have never heard of it before so they need more time to popularize it.
- ✓ The training department is relatively weak.
- ✓ Skilled work still requires manpower and has limited internal people to control or monitor the overall organizational activities.



### **Opportunities:**

- ✓ Many candidates do not have technical knowledge.
- ✓ A large gap between skills and jobs.
- ✓ A large number of workers do not have proper skills.
- ✓ Every organization is looking for the right person for the right place.
- ✓ Organizations still need training about the market demand.
- ✓ Bangladesh is going through a digital technological revolution so everyone needs technical skills and knowledge.
- ✓ Newcomer entrepreneurs need the right guild line and customized solutions.

### **Threats:**

- ✓ There are 20+ competitive online job portals in Bangladesh.
- ✓ BDjobs.com and Chakri.com are the most sought after and popular sites in the job market.
- ✓ Many well-known training centers are actively working in our country.
- ✓ A large number of graduates and organizations are not active in technology and do not have technical knowledge.
- ✓ Most graduates live in rural areas and are not able to afford our training services.

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## Chapter: 05

### Findings & Recommendations

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## **Problem Finding:**

During my three-month internship program and through my observations I have seen and found some problems with the Skill.jobs Company. The list of problems is given below:

- ✓ The name of Skill.jobs is new so the customers could not recognize the name.
- ✓ Although Skill.jobs is an online job portal but they are focusing less on the training department than the job department.
- ✓ Their marketing activities are not strong and are doing less advertising. So that the customer cannot recognize them.
- ✓ In the training department they still missed the real quality of what was promised to the customers.
- ✓ There is a need to focus on digital marketing activities and invest in digital marketing platforms because most internet users still miss their online advertising.

## **Recommendations:**

- ✓ Skill.jobs need to focus on their marketing activities to increase customer attention.
- ✓ They need to maintain the quality of training because the trainees are satisfied with their training services.
- ✓ Their market share should be increased by reducing their sales.
- ✓ Skill.jobs need to campaign online to increase their online subscribers.
- ✓ Skill.jobs Customers should join or join many job fairs that can get attention and describe their offers.

Here are some suggestions from me for skill jobs. I think if Skill Jobs can improve the problems I get from my three months of experience then they can achieve their expected goals and fulfill their mission.

## **Conclusion:**

It is important to know the difference between academic theoretical learning and practical corporate culture or activities to enhance the student experience. So I joined Skill.jobs as an intern in a three-month internship program and I learned a lot of practical knowledge. This experience will help me develop my career and my potential in the practical field.

Skilled jobs are doing so well in solving the problem of unemployment and creating efficient resources for our country. Not just our country, they are working with international companies to resolve their recruitment hurdles. They are helping newly graduated candidates achieve their personal career goals and contributing to solving the unemployment problem in our country.

Finally, through my report paper, you can find out what the current state of the job market is and how online job portals are working or actively contributing to building a bridge with jobs and skills. My report further describes how Skill.jobs are creating job opportunities.

## **Reference:**

- ✓ Jobsbd.com Annual report.
- ✓ <https://skill.jobs/>
- ✓ <https://skill.jobs/about-us>
- ✓ <https://skill.jobs/products-services>
- ✓ [www.google.com](http://www.google.com)
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**Thank You.**

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