



**An Analysis of the Marketing Activities of Nongmin Consultancy
Services Ltd**

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Letter of Transmittal

07 February 2021

Professor Dr. Mohammed Masum Iqbal
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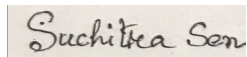
Subject: Submission of Internship report.

Dear Sir,

With the utmost respect and admiration, I am pleased to send an internship report on " An Analysis of Marketing Activities of Nongmin Consultancy Services Limited " . Working at Nongmin Consultancy Services Ltd (NCS) and writing this internship study has been a pleasurable and enlightening experience for me as part of the academic program for completing the MBA. Conducting this sort of research in the future has certainly been a valuable source of information for me. Following the completion of the report, I made every effort to prepare a detailed internship report.

A respectful appeal to you, therefore, to approve the report for assessment of your justice.

Sincerely,



Suchitra sen

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Supervisor's Certificate

This is to certify that the internship report entitled An Analysis of the Marketing Activities of Nongmin Consultancy Services Limited prepared by Ms. Suchitra Sen as a requirement of the Master of Business Administration (MBA) under the Department of Business Administration and the Faculty of Business Entrepreneurship at Daffodil International University.

The report is recommended for submission.



Professor Dr. Mohammed Masum Iqbal
Department of Business Administration
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Acknowledgement

I would like to thank my supervisor **Professor Dr. Mohammed Masum Iqbal**, Dean of Department of Business Administration, DIU first of all, for providing me with invaluable guidance in preparing this internship paper. Completing the study without his support and assistance was a daunting job.. Many thanks to Company NCS' sales and marketing division. In preparing this report, they provided me with the details required and other necessary assistance. I would like to express to my family and friends my sincere appreciation and gratitude for their sincere support and assistance in the preparation process of their full report. I am indebted to those who were mates of our class. With their presence and advice, they've cooperated. To several of them, I am indebted..

Executive Summary

For the first time, the internship program offers the student the experience of company life. I was employed by the Department of Business Operations as an intern. An Analysis of Marketing Activities of Nongmin Consultancy Services Limited, was the title of my paper. This study is focused on my three-month internship at Nongmin Consultancy Services Ltd. This internship program has given me the opportunity to gain a deeper understanding of Nongmin Consultancy Services Ltd. Nongmin Consulting Services Ltd. is a dynamic organization that offers business and marketing solutions.

Despite rapid market developments and deceptive circumstances, the firm continues to undertake projects to develop it into Bangladesh's largest business company, with an emphasis on business expansion and development in the most promising sectors. With a solid base and highly skilled human capital, Nongmin Consultancy Services Limited continues to make an important contribution through the use of its business potential to the growth of the local corporate culture and the overall development of the country and its economy.

The organization's priorities and objectives have remained the same as it has evolved and developed its business - to provide full satisfaction to the people and to work for the greater good of the people and the country. As their duty and client, Nongmin Consultancy Services Limited treats their customers.

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Chapter One

Introduction

1.1 Introduction

One of the key business instruments for an entrepreneur is a strong marketing strategy. Ideas for marketing are constantly evolving. Fresh marketing devices are continually emerging on the lookout and in company. To a large degree, the improvement of a company depends on marketing. In this way, it is significant for any individual business person to have a solid marketing plan. Rather than any other movement of any association, Nongmin Consultancy Services Limited (NCS) focuses on marketing. I will probably acknowledge all the marketing strategies used by Nongmin Consultancy Services Limited in this article.

1.2 Background of the Study

The world economy is constantly evolving. The advertisement mechanisms are evolving as well. The marketing group, as a division of the company, has to handle the consequences of the evolving work climate. This means understanding the consequences of globalization, shifts in innovation, the variety of labor forces to them. The challenge is evolving capability demands, unexpected workforce non-stop improvement programs, decentralized workplaces and representative inclusion. In this way, preserving the dispersion example of object, labor, bundling, assessment and various marketing exercises is currently a major test for the marketing division.

1.3 Objectives of the Study

The study has been carried out with the following objectives.

1. To identify the target market and marketing strategies of Nongmin Consultancy Services Ltd.
2. To explain the marketing mix of Nongmin Consultancy Services Ltd.
3. To identify the problems related to the marketing activities of Nongmin Consultancy Services Ltd.
5. To make recommendations to solve the problems.

1.4 Scope of the Study

I have addressed the numerous advances of Nongmin Consultancy Services Ltd's marketing exercises in my paper. Before that, to understand its tasks and exercises, a short overview of Nongmin Consultancy Services Ltd (NCS) was given. Thus, the scope of the study includes full details on the Nongmin Consulting Services Ltd. An inspection of this organization may be a way

forward to get a complete situation about the engagement of progression, which is very mysterious to mass individuals.

1.5 Methodology

The primary citation of this research is secondary and comparatively tiny scale primary data.

Secondary Data gathered from different sources like, NCS yearly report, Government reports, Journals, paper distributions and so forth

Primary Data sources is the Business Management System-Portal of NCS and the conversation with the vital people in the Business Development group.

1.6 Limitations of the Study

My own involvement with an office in this schedule, I have dealt for certain issues to finishing the report. Those are as per the following:

- Lack of time.
- Confidential issue of the association.
- Deficiencies in information needed for the study.
- Field practice fluctuates with the standard practice that likewise made issue.
- Lack of professionalism sets the boundary for creating a quality report and in some cases limited by our ability.

Chapter Two

Organizational Overview

2.1 About Nongmin Consultancy Services Ltd

Nongmin Consulting Services Limited is one of the world's leading providers of accounting administration. They are the key paperless accounting administration providers in Bangladesh who are constantly encouraged to meet the sincere prerequisites of customers and leave them an outstanding feedback with a beautiful friendliness and severe environment. They are able to share a considerable portion of their wealth to ensure that this happens. They help organizations deal with their accounting, fee reporting, assessments, funding of committees, organizational structures, and administration of secretariats..

Working Environment: Their office is split into two movements and works for 16 hours per day. They have a well-disposed workplace and an outstanding office within that allows their community to operate without pressure. They have a beautiful entrance, a games zone, a petition zone, a meeting area, a spacious eating corridor and a rest room today that offer their group solace.

Their Cultures: Within the association, they practice an outstanding agreeable community where there is no gender inequality, no conflicts in the workplace. They recruited groups from all religions and encouraged singular religions to rehearse.

On occupation Training Facilities: They also organize community training to develop the group's English, accounting programming, administration, and relational skills.

Specialties

Offering a very reasonable fee for a larger project Each has an experienced and dedicated team assigned to each client who has 18 hours / day available to support our clients We provide value added services for our existing clients Ensuring uninterrupted support even after initial contract

time has closed making great connections of time, relationships, trust and reliability. Confirm the quality of the output through the Quality section.

2.2 Mission

Preparing and transforming individuals into competent HR to meet the challenges of the future.

2.3 Vision

Nongmin Consultancy Services Ltd will emerge as a developer of exposure for all previous obstacles.

2.4 Services

Accounting

Financial Advisory

Payroll Management.

2.5 Partners

NCS has joined forces with domestic and worldwide accounting administrations providers to offer one stop feedback for all clients. NCS's partners are:

Viettonkin Consultaning

OPKO FINANCE

AUDIT EXPRESS

Bhutan Accounting Solution

Hussain Business Consultants Ltd

2.6 Corporate Information

Address: House # 5/4, 3rd & 4th Floor, Block A, Lalmatia, Dhaka 1207

Contact: +8801775485772

Email: info@hirencs.com

Website: www.hirencs.com

Chapter Three

Marketing Activities (Theoretical Framework)

3.1 Marketing

Marketing is the way toward making, imparting, disseminating, and trading exercises, organization sets, and offers that have a value to a more extensively for client, customer, accomplice, and community.

Marketing alludes to the exercises of a business identified with the buy and offer of an item or service. This includes finding what clients need and deciding whether it is conceivable to deliver it at the correct price. The organization at that point makes and sells it.

3.2 Marketing Mix

Four PS (product, price, promotion and place) are four contemplations known as showcasing blend. Consumers need to pay consideration regarding these four things to expand the opportunity to perceive and purchase a product.

Products: The things or services sold should address the issues or wants of the consumer.

Price: A thing ought to be sold at the correct price for client expectations; Not excessively little or to an extreme.

Promotion: The public should be educated about the product and its highlights to see how it addresses their issues or aspirations.

Place: Where the product can be purchased is important for optimizing deals.

3.3 Marketing Planning

Marketing planning comprises of marketing aspirations as well as advancements identified with the changing marketing environment. Marketing planning is the premise of all marketing procedures just as choices. Concerns that incorporate product offerings, conveyance channels, marketing interchanges, and evaluating are normally summed up in the marketing plan.

Key Elements of Marketing Planning

- Knowing the product and defining target market.
- Conducting SWOT and PESTND Analyses.
- Analyzing the competition, and understanding differentiated points of value.
- Setting marketing goals and metrics.
- Budgeting.

Significance of Marketing Planning

A dream without a legitimate methodology stays a deception. The penury of a marketing plan makes it extremely hard for any association to have a deliberate way to deal with advance itself among its expected clients.

- Reevaluates old thoughts and suppositions.
- Limits the risk.
- Boosts in inheritance.
- Boosts to acquire a competitive edge.

3.4 Target Market

Marketing goal is a method that splits an immense market into more modest portions to concentrate on a specific gathering of consumers within that crowd. It identifies a section of customers based solely on their fascinating characteristics and spotlights on serving them.

Instead of trying to enter an entire market, a brand uses target marketing to bring its resources into engagement.

Market Segmentation consist four conjugation:

- Demographic: Income, Age, Ethnicity
- Psychographic: Interest, Personality, Lifestyle
- Behavioral: Status, Habits
- Geographic: City, Climate

Defining Target Market

Defining target market consists:

- Targeting Customer
- Evaluating Competition
- Analyzing Products and Services
- Specifying Demographic Target
- Specifying psychographics Target
- Decision Making
- Adequate Resources

3.5 Marketing Strategies

A marketing procedure contains the organization's offer, key brand informing, information on track client socioeconomics, and other undeniable components.

Business to business strategies:

Content Marketing- Content marketing underlines instruction over offering to impact purchasing conduct.

Inbound Marketing- It use the qualities of most of the other methodologies to pull in, draw in, and charm clients.

Social Media Marketing- Web-based media marketing centers around giving clients content they discover important and need to share across their networks, bringing about expanded visibility and traffic.

SEO- Search engine optimization is especially significant on the grounds that web crawlers are the essential way clients explore the Internet.

Search Engine Marketing- Search Engine Marketing is an instrument that organizations use to develop their site traffic through paid internet promoting.

Account Based Marketing- It is a procedure that centers around a focused on arrangement of records utilizing exceptionally customized crusades.

Industry Event- Significant communications and relationship-building and opportunities for organizations of each size to get to a similar crowd and data.

Business to Consumer Strategies:

Social Network and Viral Marketing- Web-based media marketing centers around giving clients content they discover important and need to share across their social networks, bringing about expanded reach.

Paid Media Advertising- Paid media is an instrument that organizations use to develop their site traffic through paid promoting.

Internet Marketing- Web marketing, or internet promoting, consolidates web and email to publicize and drive web based business deals.

Direct Selling- By exhibiting and selling goods away from retail environments, sales agents establish face-to-face relationships with customers, usually in the home of a customer.

Conversational Marketing- Ongoing contact with possibilities and clients by means of a live conversation gets the perfect data at the perfect time, causes them to self-support and get questions addressed right away.

3.6 Marketing Budget

An estimate of expected costs to sell the goods or services is a marketing budget. Both marketing expenses, such as marketing communications, wages for marketing managers, office space costs, etc., will be taken into account in a standard marketing budget. Most of the budget, however, is concerned with marketing communications, such as public relations, blogs, advertising, etc. Here they are both considered. Depending on the advertisement and the media to be used, the expenditures of a marketing budget would be allocated. For the cost estimates to be as accurate as possible, some prior analysis would be required. This is called research into ads or marketing communications.

Chapter Four

Marketing Activities of NCS

4.1 Marketing Strategies

Generally, service design, growth and management are considered a strategic challenge. Product and service planning is about finding potential product candidates, collecting consumer criteria that decide business case and viability, considering the product life cycle and thorough planning of the product. Input information from internal (Relationship Managers, Branch Managers &

Customers) as well as external resources is obtained by NCS under the planning department (Market Analysis, Competitors). The planning department then refines the product concepts and then designs new packages that take into account the above criteria, consumer expectations and market competition.

Pricing Strategy

Price is the amount of money paid on the amounts of a commodity traded for profit by the customer for a good or service. The major factor influencing buyer behavior has been price. NCS charges for its various services and goods in the form of a free fee and also a fair competitive fee, taking into account internal and external factors. NCS has set its prices to its market competitor volume, which is dynamic link.

Distribution Strategy

Being a service provider with accounting solutions. Via its various activities, the business involved in direct marketing directly targets customer.

Client Visit

In this type of visits, one to one conversation on any issue is obviously possible with clients on the invitation of clients for service such as auditing the marketing staff of NCS visit to the clients.

4.2 Market Segmentation

Market segmentation allows the organization to devoting resources and messaging to diverse customers effectively. Here's how NCS works here.

- Economy: Corporation, Socio Economic.
- Occupation: Corporate, Business.

Target Market

Target marketing splits the business into segments, then concentrates marketing endeavors on one or more core segments of consumers whose interests and preferences are closely aligned with the product or service offerings. It is pivotal to the advancement and excellence of a company.

With a broad range of services from multinational business incorporation, accounting, auditing, HR consulting, financial advice and direct investment approach consulting, NCS has incorporated, assisted, and succeeded in loads of consulting projects. Every company targets all types customers in the world of consulting services. NCS is also concerned about meeting the urgent demands of consumers with the tools available to match requirements and eliminate any gaps.

NCS provides facilities at the **client's location**. Rather than appearing in a general **newspaper post**, they first dictate the target market for their services. Then, using a **direct mail** campaign or a Facebook ad targeted at consumers, address the intended market thus boosting the profitability in marketing and getting in more clients.

Positioning

Positioning is the method of establishing a brand image in the industry. Place of the business produced by service quality. NCS offers quick and effective alternatives for entrepreneurs to lead the market.

4.3 Market Competitor Analysis

Information on marketing strategies for competitors is a great way to identify their strategies and weaknesses. Those that can be used by a business for marketing strategy. Companies have to worry about certain factors:

- Identifying existing rivals.
- Analysis of political, economic, social and technological factors.
- Determining clients.
- Key factors of success.

NCS's biggest challengers are:

- EK Management Consulting Ltd.
- ACNABIN Chartered Accountants.
- Monower Associates.
- Technohaven Company Ltd.

4.4 NCS's Marketing Mix

Marketing 4Ps is a template for improving the modules of company's "marketing mix"-the way a new product or service can be introduced to the market in the company. It helps to evaluate marketing options such as price, product, promotion, and place as a consequence of offering a company meets a specific need or demand for clients.

Product

Every service that a company provides to consumers is referred to as a product, and the product must satisfy the needs of the current consumer. A product may often become so convincing that consumers assume they need it, resulting in a new demand. Part of how much speculators can

charge for a commodity, where they can position it, and how they should be promoted in the market is determined by the type of product.

NCS is a corporation delivering services. Service is an intrinsic commodity consisting of activities and advantages provided. NCS provides options for accounting services.

- NCS's product/service meets the needs of its customers.
- NCS's product/service offerings are designed to fulfill the needs of their customers.

Price

Clients pay a price for a product or service, and service providers connect the price to the product's actual and interpreted worth, as well as production costs and competitor prices. Business executives lift the price to give the impression that the product is a high-end operation. They also sometimes reduce the price so that more people can try the product.

In today, 's industry consulting service providers face intense price or fee rivalry. The main distinction of NCS has always been the price or fee. The primary goal of NCS is to value the needs of clients at all expense.

- The buyer's perceived value of the goods or service.
- Price points for the product/service that have been established.

Place

Firms strive to make their goods available to consumers at all times so that they are more likely to acquire them.

In the provision and promotion of service, place occupies a very important role NCS competitors are attempting to break into places where others have not achieved. To accelerate its operations, NCS has given preference. Over 500 consulting initiatives were successful for NCS.

- Target customers' passions

Promotion

Public relations and advertising tactics are examples of promotion. The aim of marketing the service is to get consumers to pay a set price for it and comply with its specifications.

NCS is a true believer in integrated marketing communications, which requires a well-balanced combination of promotional resources. To connect and value to consumers, NCS uses a range of marketing activities and platforms. This channel of contact involves:

- Advertising

- Public Relations
- Direct Marketing

4.5 Advertising Strategies

There are three principal aspects of advertising mechanisms audit for free, advertising messages and advertising media. For promotional messages and advertising media, NCS has the following strategies:

Audit for Free

In certain cases, NCS conducts a free audit for its most valued clients to construct a long sustainable partnership.

Advertising Message

The very first material of the imagination of the NCS advertisement message and NCS transmits its message as a text message and as an email to its customers in its flowering level.

Advertising Media

NCS uses a repetitive technique for its promotions in order to maximize their scope and frequency. And the promotion is always more appealing and engaging in the minds of clients because of the realistic, multitasking creativity and eye-catching theme. The following media forms are used by NCS to advertise:

The Print Media

NCS attempts to print advertising in leading magazines as well as in a few newspapers.

The Online Media

NCS promotes itself on various social media platforms so that people are aware of its activities and operations.

Chapter Five
Problems, Recommendations, Conclusion

5.1 Problems

There have been a multitude of positives as well as quite few negatives figured. The outcomes are outlined below:

- Paucity of promotional events by Nongmin Consultancy Services Limited due to low budget allocation is one of the productive marketing failures.
- Ineffective website and social media profile for acquiring adequate product awareness. Augmenting the effectiveness of the brand's website and pages NCS must tailor the communication of brand website and pages to the target audience. Social media platforms have a mechanism that allows them to tailor their promotion to a certain degree and limit the number of people who see it.
- Running with efficiency in all operations but lacking adequate marketing officials.
- NCS does not furnish any form of direct marketing training or seminars for employees in order to better engage clients and improve marketing and services.

5.2 Recommendations

I've outlined those few aspects where acceleration is possible for NCS. These are revealed below:

- The promotional event budget allocation is deficient and should be accelerated to a reasonable level.
- Ensure that effective websites and social media accounts are in place to help consumers learn more about the product and how it operates. Placing the right entity would lower the cost of an impression per contact. The money expended on public relations would be put to good use.
- Accounting Solution Service is a rapidly growing industry in Bangladesh. Like several other businesses have operating facilities, it is one of the upcoming booming industries in the near future. More hires for the section of marketing.
- To establish full consumer penetration for both prevailing and prospective customers NCS's direct marketing training must be adhered more consistently and delicately.

5.3 Conclusion

Pricing tactics are inevitable in daily lives. Throughout the traineeship, It is clear that marketing is a fascinating specialism. We need to grasp marketing seeing as market personnel are critical to an organization 's sustainability Because of the number of people met and tasks done, the marketing job is extremely fascinating. Marketing professionals perform a broad variety of tasks, including informing consumers and staff about goods and services. Building long-term relationships with consumers is the most exciting, satisfying, and demanding aspect of sales.

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