

**ANALYSIS OF MARKETING MIX OF DAFFODIL INTERNATIONAL
PROFESSIONAL TRAINING INSTITUTE (DIPTI)**

BY

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This Report Presented in Partial Fulfillment of the Requirements for the
Degree of Master of Science in Management Information Systems

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DAFFODIL INTERNATIONAL UNIVERSITY

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APPROVAL

This Project/internship titled **Analysis Of Marketing Mix Of Daffodil International Professional Training Institute (Dipti)** submitted by Md. Shahidul Islam, ID No: 193-17-421 to the Department of Computer Science and Engineering, Daffodil International University has been accepted as satisfactory for the partial fulfillment of the requirements for the degree of MS in Management Information System and approved as to its style and contents. The presentation has been held on 20 December 2021.

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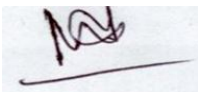


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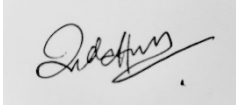


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We hereby declare that, this project has been done by us under the supervision of **Dr. Sheak Rashed Haider Noori, Associate Professor and Associate Head, Department of CSE** Daffodil International University. We also declare that neither this project nor any part of this project has been submitted elsewhere for award of any degree or diploma.

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We would like to thank our entire course mate in Daffodil International University, who took part in this discuss while completing the course work.

Finally, we must acknowledge with due respect the constant support and patients of our parents.

ABSTRACT

In that report I have tried to focus on both my theoretical and practical knowledge, related to marketing. The subject of my project is "Analysis of the marketing mix of Daffodil International Professional Training Institute (DIPTI)". I have tried to identify the marketing mix of this company and find out how it is working on the progress of the company.

Training institute serves both the students and training course/program, as well as local restaurants & Bars in Bangladesh. Through the uses of two competitive qualities, advantages, and flexibility we will succeed in developing a business with profitable manners.

The highest-quality education provided is our main mission. We exist to attract and maintain customers. Everything else will be fine when we adhere to this maximum. Our services exceed the expectations of our customers.

We have shown the current market situation and business description as required. I have provided these details on the basis of information gathered from various sources and from my own knowledge.

Then I made some strategic planning, market trends, market summary, market growth, competition analysis, SWOT analysis and our competitive advantage.

I also made a plan to provide pricing & marketing strategy and also a distribution channel. I mentioned local advertising and promotional activities

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Chapter 1

Introduction

1.1 Introduction

One of the key implements is also a concrete marketing strategy for an entrepreneur. Concepts of selling are transmuting day by day & incipient marketing implements are emerging within the market and withal within the business every day [1]. A company's development is sometimes passionate about marketing. So, the consequential issue is to possess a stuffed with life marketing plan for the individual business people. Daffodil International Professional Training Institute (DIPTI) additionally gives accentuation on marketing rather than other activities of a corporation [2]. In my thesis report, my target is to identify all the marketing strategies that are utilized by Daffodil International Professional Training Institute (DIPTI).

1.2 Background of the Report

Day by day markets are transmuting. Strategies of the marketing are additionally transmuting similarly. As a component of an organization/ institution, the marketing section should handle the consequences of the alternate world of labor [3]. This denotes for them to grasp the technology changes, implicative insinuations of globalization, and workforce diversity. Transmuting adeptness requisites, perpetual amelioration initiatives, contingent workforce, decentralized work sites and employee involution are the problems to confront. So, now it's an immensely colossal challenge to the marketing section to keep up the distribution pattern of accommodation quality, accommodation, pricing, manpower, and different activities of promoting [4].

1.3 Objectives of the Report

The proposed study of the objectives of “Daffodil International Professional Training Institute (DIPTI)’s Overall Marketing strategies are as follows-

- To know the overall strategies of marketing of the company.

- To think about the SWOT analysis of Daffodil International Professional Training Institute (DIPTI).
- To know segmentation of the market of the company [5].
- To identify analysis of the competition.
- To know strategic analysis of marketing.
- To think about the sales forecast of the company.
- To know the brand management system of the company.
- To recommend the necessary steps of overcoming problems.

1.4 Methodology of the Report

I have maintained both the primary and secondary data for preparing the report. But most of the data is collected from primary sources and observed various types of activities of Daffodil International Professional Training Institute (DIPTI) [6]. My practical experiences with Daffodil International Professional Training Institute (DIPTI) was a great source of the information collection.

Table 1.1 Methodology Report

<p>a. Information taken from Primary Source-</p>	<p>1. Discussions with face to face. 2. Desk job with day to day.</p>
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	<ol style="list-style-type: none"> 3. The responsible officers to Oral unstructured interview.
<p>b. Information taken from Secondary Source-</p>	<ol style="list-style-type: none"> 1. Website of Daffodil International Professional Training Institute (DIPTI). 2. Official documents prepared.

1.5 Limitations of the Report

I have faced various types of problems during completing the report as bellows-

- Shortage of time.
- Confidential issues/ matters of organization.
- Shortage of information of the organization.
- Colleagues resigned & newcomers have come.
- Restrictions of providing some information from marketing strategies.

Chapter 2

Background Study

2.1. Overview of Daffodil International Professional Training Institute (DIPTI)

The fast-paced nature of today's complicated society, as well as the increasing demand for and challenges posed by current technical facilities, has resulted in an unprecedented demand for specialist managers or executives [7], legal practitioners, and, in general, well-seasoned professionals. However, Bangladesh's current education system is not up to date, technology-driven, or professional-oriented enough to fulfill the modern needs of the global age [8]. As a result, many students who have completed higher education at a variety of colleges and institutes are unable to find work [9]. With this in mind, The Institute works diligently to bridge the gap between the general academic system and classroom experience, as well as the provision of relevant education for society and business's day-to-day demands. Daffodil International professional Training Institute (DIPTI) is a subsidiary of Daffodil_ Computers_ Limited, a stock-based public limited company. The new job experience is in the real world of complete academic theory and practice. DIPTI undoubtedly contributes adequate knowledge to deal with prospective measures and aids in the improvement of employee working conditions, as well as the maintenance and promotion of employee job performance.

This is Bangladesh's first vocational/professional training program. DIPTI offers both skilled and unskilled human resources a wide range of vocational education and self-professional development training. Individuals, practitioners, businessmen, and employees can use these courses to enhance and improve their own talents and professionalism. Professional development programs [10] provide more than just a standard educational experience. DIPTI's courses are all demanding, experiential, bridging, and interactive in nature.

COMPANY SUMMARIES:

Beside the expansion of information technology in global market there has been creating huge job opportunity in 3D Animation & IT sector. To accomplish the current demand of 3D Animation & IT Sector's, in Feb'2004 Daffodil International Professional Training Institute (DIPTI) established with the purpose of bridging the gap between the requirements of the rapidly booming 3D Animation, visual special effects industries as well as IT industries for skilled professionals who achieve industry's needs [11]. To provide skilled professional to the global market, DIPTI offers the subsequent courses under Bangladesh Technical Education Board's (BTEB)

LOCATION:

Admission Office: 64/6, Lake Circus, Panthapath (Russell Square) Dhaka-1205,

2.2 Mission of DIPTI

The fast-paced nature of today's involute society, as well as the increasing demand for and challenge posed by current technical facilities, has created an unprecedented demand for specialist manager or executive, as well as licit practitioners in general [12]. However, Bangladesh's current educational system is neither up to date, technologically advanced, or professionally oriented enough to satisfy the modern demands of the ecumenical age. As a result, many students who have completed higher education at various colleges and institutes struggle to find work. With this in mind, The institute works diligently to bridge the gap between the broader academic system and classroom experience, as well as to provide appropriate inculcation for society's day-to-day needs.

This is Bangladesh's first vocational training program. we offer a variety of vocational edifying and self-professional development training to both skilled and unskilled human resources [13]. Individuals, practitioners, businessmen, and employees can use these courses to improve and grow their own talents and professionalism. Professional development programs provide more than simply classroom instruction. The courses are challenging, experiential, bridging, and interactive. The incipient work experience is the true world of complete academic theory and practice [14]. It unquestionably brings

congruent consciousness to possible methods and avails to amend employee working conditions, as well as to include the maintenance and enhancement of employee job performance.

2.3 Vision

DIPTI will prove as a number training institute of Bangladesh where job-oriented preparing for colossal pool of labor as per advertise request.

2.4. Product and Services

COURSE OBJECTIVES:

- ❖ Make the students in industry-standard
- ❖ To maintain a range of projects to develop style and portfolio.
- ❖ Make the students become a part of the 3D animation, games and film production network in Bangladesh.
- ❖ Enrich knowledge with practical, theoretical, such as art, design and traditional animation in the work field.

WHY DO YOU STUDY AT DIPTI?

- ❖ Get Combined Certificate from University & Industry Alliance, Dhaka University and DIPTI.
- ❖ Full time faculty members.
- ❖ Scholarship for meritorious student.
- ❖ Well-equipped Multimedia Laboratory.
- ❖ Air conditioned Class Room.
- ❖ Class and Exams held based on academic calendar of DIPTI.
- ❖ Central generator facilities.

ENTRY REQUIREMENTS:

Students having minimum 8th class pass for short courses & SSC pass for the diploma courses may apply for admission.

CAREER OUTCOMES:

Students will focus in the period of training for entry into areas of the film, games, design and advertising, broadcast, industries. With a good portfolio, blend of creative talent and the skills introduced on the Diploma of 3D Animation, students should be able to fulfill the requirements of any of the following roles [15]-

- ❖ Both games and film - Character modeler, Maya operator, Illustrator, Material & lighting also Objects modeler.
- ❖ Games - All of the over additionally: Level architect, Cut scene craftsman
- ❖ 3D designer for - Architectural visualization as well as Advertising
Medical visualization, Automotive visualization, Graphic Designer
- ❖ Author of Web games
- ❖ Research’ and Development
- ❖ Developer of Multimedia sector
- ❖ Interactive Designer on this sector

Professional Diploma Courses

Table 2.1 Diploma in Architectural Visualization

Diploma in Architectural Visualization				
Subjects		Duration	Job Field	Course fee
1 st Semester	2 nd Semester	1 Year (650+ hours)	<ul style="list-style-type: none"> ➤ TV Media ➤ Media House ➤ Multimedia Production House ➤ Advertisement Firm ➤ Video Editing House ➤ Real Estate Company 	Admission : 12,800.00 Tuition(13,500X4): 54,000.00 Registration Fee : 00.00 Certificate Fee : 500.00 Transcript Fee : 500.00 Total: 67,800.00
<ul style="list-style-type: none"> ◆ Graphics Design(GD) ◆ Sketch ◆ AutoCAD(2D&3D) ◆ 3D Studio MAX Fundamental ◆ 3D Studio MAX Advance 	<ul style="list-style-type: none"> ◆ Maya ◆ Video Editing(VE) ◆ Cinema 4D ◆ Practical Project 			

Table 2. 2 Diploma in 3D Animation & visual F/x

Diploma in 3D Animation & visual F/x				
Subjects		Duration	Job Field	Course fee
1 st Semester	2 nd Semester	1 Year (650+ hours)	<ul style="list-style-type: none"> ➤ TV Media ➤ Media House ➤ Multimedia Production House ➤ Advertisement Firm ➤ Video Editing House 	Admission : 12,800.00 Tuition(12,000X4): 48,000.00 Registration Fee : 00.00 Certificate Fee : 500.00 Transcript Fee : 500.00 Total: 61,800.00
<ul style="list-style-type: none"> ◆ Graphics Design ◆ 3D Studio MAX-Fundamenta l ◆ 3D Studio MAX-Advance 	<ul style="list-style-type: none"> ◆ Maya ◆ Video Editing ◆ Practical Project 			

Table 2.3 Diploma in Interior Design

Diploma in Interior Design				
Subjects		Duration	Job Field	Course fee
1 st Semester	2 nd Semester	1 Year (650+ hours)	<ul style="list-style-type: none"> ➤ TV Media ➤ Media House ➤ Multimedia Production House ➤ Advertisement Firm ➤ Video Editing House 	Admission : 12,800.00 Tuition(10,500X4): 42,000.00 Registration Fee : 00.00 Certificate Fee : 500.00 Transcript Fee : 500.00 Total: 55,800.00
<ul style="list-style-type: none"> ◆ Design Theory ◆ Material Technology ◆ Interior Design ◆ Basic Design(Composition) ◆ Architectural Graphics ◆ Sketch & Presentation ◆ Computer Fundamental ◆ Photoshop & Illustrator 	<ul style="list-style-type: none"> ◆ Advance Theory of Design ◆ Applied Design ◆ Material Technology ◆ Architectural Graphics ◆ Advance Sketch & Presentation ◆ Model Making ◆ Core Draw-12 			

Table 2.4 Courses with duration and cost

S/L	Course Name	Duration	Course Contents	Course Fee
01	3Ds MAX	48 Hours	Lighting & M0deling Animation & character design Different Effects & Rendering etc	22,500.00
02	Macromedia Flash	48 Hours	Drawing with Vectors Drawing Tools Setting Colors Bitmaps in Flash Masks & Filters etc	8,000.00
03	Interior Design	48 Hours	Interior & Exterior, Decoration	16,500.00
04	Video Editing	48 Hours	Video & Sound Editing Program Management & Animation Making project	10,000.00
05	Computerized Accounting	48 Hours	Concept , Journal , Ledger & Trial Balance , Control , Inventory , Budget and Accounting Software	5,000.00
06	Wireless Networking	48 Hours	802.11 WLAN implementation, RF fundamental, RF math, Antennas, Site Servicing, WLAN Security, Wi-MAX Fundamentals	10,000.00
07	Laptop Servicing	48 Hours	Installation, Formation , BIOS Setting, Diagram, Problem & Solution and many more	8,000.00
08	Auto CAD	48 Hours	Fundamentals of CAD, 2D & 3D drawings & editing, Layer Usage & CAD Objects	11,000.00
09	Advance Lighting & Rendering in 3ds Max	96 Hours	Advance Light Setup, Radio city 2D, Mental Ray, Photometric Light, V-Ray	30,000.00
Professional Certificate & Short Courses: Management				

Table 2.5 Costing Table

SL	Name of program	Prerequisite	Duration	Fee	Awarding Body
1	HRM	Graduates can apply	32 Hours	5800.00	DIPTI
2	SCM	Graduates can apply	32 Hours	5800.00	DIPTI
3	TQM	Graduates can apply	32 Hours	5800.00	DIPTI
4	Leadership Growing	Graduates can apply	32 Hours	5800.00	DIPTI
5	Entrepreneurship	Graduates can apply	32 Hours	5800.00	DIPTI
6	Customer Service	Graduates can apply	32 Hours	5800.00	DIPTI
7	Marketing & Sales	Graduates can apply	32 Hours	5800.00	DIPTI
8	Sales Management	Graduates can apply	32 Hours	5800.00	DIPTI
9	Project Management	Graduates can apply	32 Hours	5800.00	DIPTI
10	Disaster Management	Graduates can apply	32 Hours	5800.00	DIPTI
11	Warehouse Management	Graduates can apply	32 Hours	5800.00	DIPTI
12	Presentation Skill Deve.	Graduates can apply	32 Hours	5800.00	DIPTI
13	Inventory Management	Graduates can apply	32 Hours	5800.00	DIPTI
16	Cartoon Character	Graduates can apply	32 Hours	15000.00	DIPTI
Professional Certificate & Short Courses: IT/Technical					
1	Basic Computer Application	HSC or Equivalent	2.5 Months	TK. 6,800	DIPTI
2	Maya	HSC or Equivalent	43 Months	Tk-22,500	DIPTI
3	Mobile Engineering	SSC or Equivalent	3 Months	Tk-8,000	DIPTI
4	PHP, MySQL	HSC or Equivalent	3 Months	Tk-15,000	DIPTI
5	SPSS	HSC or Equivalent	3 Months	Tk-20,000	DIPTI
6	Monitor & Printer Servicing	HSC or Equivalent	2 Months	Tk-7,000	DIPTI
7	Hardware & Troubleshooting	HSC or Equivalent	3 Months	TK-10,000	DIPTI

8	Networking	HSC or Equivalent	3/4 Months	TK. 10,000	DIPTI
9	Multimedia	HSC or Equivalent	6 Months	TK. 40,000	DIPTI
10	Web Designing	HSC or Equivalent	4/5 Months	TK. 10,000	DIPTI
11	Web Development	HSC or Equivalent	4/5 Months	TK. 15,000	DIPTI

Bangladesh Technical Education Board's (BTEB) Course: -

Table 2.6 Bangladesh Technical Education Board's (BTEB) Course

Course name	Accreditation No. and date
1. Graphics Design and Multimedia Programming	(81)- 01/01/2009
2. Mobile Phone Servicing	(35)- 01/01/2009
3. Hardware And Networking	(77)- 01/01/2009
4. Computer Office Application	(76)- 01/01/2009
5. Auto CAD	(34)- 01/07/2009
6. Interior Decoration (Gypsum Decoration)	(69)- 01/07/2009
7. Apparel Merchandising	(61)- 06/02/2014
8. Database Programming	(79)- 06/02/2014
9. Computer Programming	(78)- 06/02/2014

Certified & Supported by:

Daffodil & BTEB

2.5. Organizational Hierarchy

DIPTI Organogram

The DIPTI will have the following major departments to provide an international standard quality & standard in providing the qualifications:

- Product Development Department (R&D)
- Policy & Quality Assurance Department
- Business Development & Marketing Department
- Human Resource Department
- Finance and Admin Department
- Examination Control Department

2.6. Overall Marketing Analysis

There is a huge demand for IT & Animation professional diploma & short courses. But in the present situation marketing is now critical to its continued success and future profitability. Daffodil International Professional Training Institute (DIPTI) offers high quality education training in Bangladesh. The basic market need is high quality education training with flexibility.

2.6.1. Market Summary

As we already mentioned, market research will give us insights about competitors strategies, it finds gaps in offering that can turn into product's strengths and weaknesses. We may also find other business opportunities such as dynamic or potential partnerships with brands that gives complementary training. We possess good

information on the market demand and know a great dealings about the general attributes of most prized and loyal trainees. [16]

2.6.2. Market Demographics

The profile for our client comprises of the taking after geographic, statistic, behavior & psychographics factors.

Demographics (Individual):

- Singles and families.
- Children's.
- Debilitated people.
- Ages 15-50, this fragment makes up 54% of the showcase concurring to the Chamber of Commerce.
- Have to attended school, college or graduate level.
- Are cognizant about their profession.
- Aged 14-50.

2.6.3. Behavioral Factors

- Are willing to pay a premium for higher quality training,
- There is value attributed to the more attractive training.
- Enjoy high-profession education without the mess of making it themselves.

2.6.4. Psychographics

- Direct association with preparing, looking for data almost career benefits.

- Well taught, dedicated and dynamic females with a crave to deliver a sound way of life for themselves and their family.
- Time destitute individuals, battling to oversee theirs and their families dynamic lives who look for a basic arrangement to giving quality instruction as an interchange to brief course.
- Females who take both an enthusiastic and sound approach to preparing their families' courses.
- Prone to direct levels of passionate connection with course.
- Eager to look out the preeminent reliably quality preparing.

2.6.5. Market Needs

01. DIPTI's on-the-job preparing will provide you a broader understanding and mindfulness of current issues confronting improvement hone, as well as transferable abilities to apply to your claim proficient circumstance.

02. Viable activity plans or venture diagrams are created by all members on how to make a positive technique for applying their encounters in proficient improvement programs to their claim circumstances.

03. DIPTI staff from around the world have a wide run of commonsense involvement at domestic and overseas to contribute to the course both formally and casually. Numerous staff and extend experts work in double parts, and this special combination of scholarly ponder and down to earth encounter makes a difference to characterize the substance and structure of DIPTI.

04. Everybody who partakes in a proficient advancement program can upgrade their career prospects and encounter building an viable group for your organization.

05. DIPTI features a master central office dedicated to working in work situated preparing to form your involvement as simple as conceivable. The office is accessible to handle all questions extending from plans to anything else, and can offer assistance with any unexpected troubles.

06. Once you consider at DIPTI, you've got the opportunity to take an interest in other departmental exercises such as course arrangement, which may center on current investigate or may be facilitated by a visitor speaker.

07. You'll take portion in this preparing program from any establishment center close you. DIPTI will stabilize its establishment centers at critical departmental base camp.

08. On the off chance that the time of the program clashes together with your work plan otherwise you require particular preparing in a pro field, you'll be able do so on a legally binding premise through your closest DIPTI center.

09. We supply for uncommon bunches from banks, companies, NGOs, government workplaces and other organizations. We have a extraordinary gather rate for a least of four or more.

10. DIPTI Instruction incorporates a unit called Jobsbd.com to coordinate bosses and newly qualified work seekers. Through this cell we are going attempt to make business openings for the youth. It too serves as a career counseling benefit. We prioritize our understudies when work openings are made at Daffodil Group.

2.6.7. Market Trends

The showcase for preparing has detonated inside the final few a long time.

Clarifications for this drift are-

- Students want to enroll themselves at Govt. training.
- New technologies are come.
- Online training.
- Corporate training.

2.6.8. Market Growth

Proficient Preparing, Administration Improvement and Corporate Representative Preparing Incomes Advertise Measure Figures Benchmarks Investigation industry's monetary comes about, proportions, measurements, measurements, noteworthy financials and estimate development rates in one bundle Comparisons and benchmarks of all monetary articulation things for the driving companies inside the Proficient Preparing,

Administration Improvement and Corporate Worker Preparing Incomes Advertise Estimate Figures Benchmarks Investigation industry, both current year and verifiable comparisons. It incorporates in-depth money related investigation and comparisons of the best companies in this commerce segment. Authentic budgetary investigation and information for key commerce insights, counting income, endeavor and deals per worker, has been slacking behind for a few a long time. Current and anticipated income, development rate (CAGR) and figure for the following few a long time.

Segmentation of Market:

We have fragmented our client into three bunches.

- Trainees (Individual)
- NGO's
- Public & Private Company
- Govt. Agencies

Targeted Market:

- Male & female those who are active
- Students of School, College, Universities
- Job Holder

Chapter 3

Strategic Plan

3.1 Strategic Plan for the Next Five Years

Background/Short Summary

Vision (Five Years Plan)

Mission (To achieve the vision)

Justification (Is it Justified)

Guiding Principles:

Values:

Goals (We can have several Goals with specific objectives and strategic actions)

Organizational KPI

SWOT Analysis

3.2 Background/Short Summary

DIPTI works tirelessly to bridge the hole between common scholarly classroom encounter and the arrangement of instruction required for the day-to-day needs of commerce and society. DIPTT is an activity of Daffodil' Computers Constrained (a open restricted company by offers) which can be the primary proficient instruction supplier in Bangladesh. DIPTI gives a really wide run of work arranged and proficient improvement preparing for both talented and untalented sorts for a human asset. These courses allow professionals, people, businesses and representatives the opportunity to revive to grow and progress their aptitudes / polished skill. Proficient advancement programs offer more than fair a conventional learning involvement. All courses conducted by DIPTI will be experiential, challenging, intuitively and bridging scholarly hypothesis and the genuine world of genuine life that will grant unused work involvement. DIPTI must bring appropriate knowledge to deal with potential measures and help improve employee work conditions and include employee performance, performance maintenance and promotion. DIPTI is affiliated to the Bangladesh Board of Technical Education (BTEB) and has partnerships

with various educational institutions, universities and the ICT industry in the country and abroad.

3.3 Vision (Five Years Plan)

1. DPTI's vision is to be the number one choice for job-oriented preparing for our colossal labor as per the showcase request.
2. DIPTI will try to get some foreign institution affiliation.
3. DIPTI will introduce some professional Diploma in IT, Animation & Management for 1/2-Year.
4. Our commitment to providing world-class professional training to individuals and organizations is to break the cycle of our Compass facility dependence and increase productivity in the workplace.
5. DIPTI will give agency-specific preparing, career improvement programs, and customized counseling arrangements to enhance learning and optimize person, gather, and organizational execution

3.4 Mission (To achieve the vision)

1. Helping employees to identify and achieve their development, growth and career goals as well organization goal to be the number one choice for job-oriented training.
2. DIPTI is keeping communication with some foreign institutions to get accreditation and affiliation.
3. A high advance team is working with Mr. Arif Ahmed, Department of Multimedia & Creative Technology (MCT), DIU to introduce some 1/2 Year Diploma on Animation & Creative Technology.
4. DIPTI advances through the development of human capital from unskilled manpower.
5. Implementing Google for Education (G Suite) to promote blending learning.
6. Embracing the most elevated benchmarks of quality and benefit pointed at developing proficient skills.
7. Maintain a customer-centric organization with a strong partnership culture.

8. Hiring certified, experienced and bilingual coaches and specialists and measuring them against strict criteria of competencies and behaviors, as well as approving their mental capacity.
9. Reacting to any preparing prerequisites with speed and productivity by keeping up quality pool of assets, and specifically enlisting staff with the most excellent capabilities, encounter and interaction with learners and the showcase needs.
10. Adopting cutting edge preparing strategy which emphasize trainees' dynamic interest and making them portion of the preparing process.
11. Growing a adjusted portfolio of trade.

3.5 Justification (Is it Justified):

The require for an organization to alter persistently, which is emphasizing by DIPTI exceptionally well since 2004, DIPTI is persistently creating and making values in proficient preparing areas by giving preparing to incompetent and semi-skilled labor moreover corporate clients of domestic and overseas. And continuously cheerful to work in this challenging field. So, DIPTI accepts, must accomplish the mission by taking after the missions and ideally get back from Daffodil Family to win these accomplishments. DIPTI is emphatically accepts these are advocated and achievable for supporting the preparing field.

3.6 Guiding Principles:

1. Be Proud Member of Daffodil Family.
2. Branding DIPTI as well as Daffodil Family.
3. Think globally. Act locally. To contribute to society.
4. Helping business do business better.
5. Creating a employee satisfaction base work environment.
6. Collaboration with others.
7. Win-Win situation for business.
8. Expending employees and students' creativity.

Values:

1. Innovation - invention into a service that creates value or from which students/trainees will get benefit.
2. Integrity - We treat our students/trainees and staff morally, decently, and truly.
3. Teamwork - We celebrate and capitalize on the qualities and commitments of others.
4. Service - We provide best training to students/trainees with satisfaction.
5. Imagination - Modern thoughts fortify revelation and cultivate advancement, driving to more compelling learning.
6. Learning - We develop deep rooted learning.
7. Excellence - We encapsulate the most elevated level of excellence.
8. Accountability - We take responsibility for our actions and empower others to do so as well.
9. Respect - Our learning environment embraces and fosters diversity among students/trainees and ideas.
10. Commitment - Commitment to supportability and to acting in an ecologically inviting way. A commitment to advancement and greatness. A commitment to doing great for the total. A commitment to building solid proficient manpower.

3.7 Goals (We can have several Goals with specific objectives and strategic actions):**3.7.1 Organizational KPI:**

1. Increased Operating Margins.
2. Developed new infrastructure.
3. Quicker Execution of Daffodil Family Strategy.
4. Reduced Employee Turnover.
5. Set a standard for all.

6. Innovation Spending.
7. Blending Education System.
8. Combination of Digital Marketing with Traditional Marketing.

3.8 SWOT Analysis:

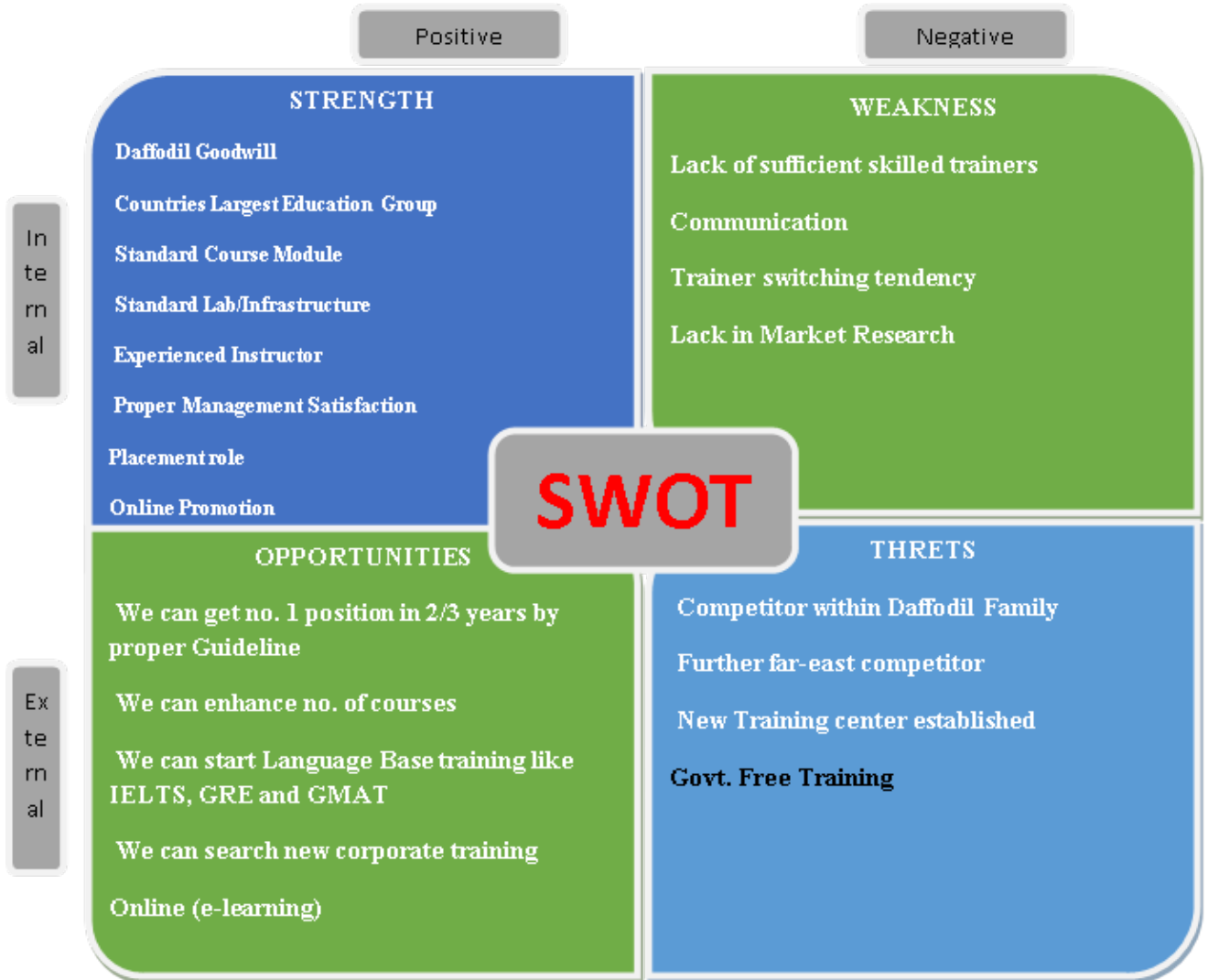


Figure 3. 1 SWOT Analysis

Chapter 4

Conclusion

Lastly, I actually have attempted to recognition on each my theoretical and sensible knowledge, associated with advertising. The issue of my challenge is "Analysis of the advertising blend of Daffodil International Professional Training Institute (DIPTI)". I actually have attempted to become aware of the advertising blend of this organization and discover how it's far operating at the development of the organization.

We have proven the present day marketplace state of affairs and commercial enterprise description as required. I even have furnished those info on the idea of facts accrued from diverse reasserts and from my very own knowledge.

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Appendix A

Table A 1. 1 Courses Table

S/L	Course Name	Duration	Course Contents	Course Fee
01	3Ds MAX	6 Months	Lighting & M0deling Animation & character design Different Effects & Rendering etc	22,500.00
02	Macromedia Flash	3 Months	Drawing with Vectors Drawing Tools Setting Colors Bitmaps in Flash Masks & Filters etc	8,000.00
03	Interior Design	3 Months	Interior & Exterior, Decoration	16,500.00
04	Video Editing	3 Months	Video & Sound Editing Program Management & Animation Making project	10,000.00
05	Computerized Accounting	1.5 Months	Concept , Journal , Ledger & Trial Balance , Control , Inventory , Budget and Accounting Software	5,000.00
06	Wireless Networking	3 Months	802.11 WLAN implementation, RF fundamental, RF math, Antennas, Site Servicing, WLAN Security, Wi-MAX Fundamentals	10,000.00
07	Laptop Servicing	3 Months	Installation, Formation , BIOS Setting, Diagram, Problem & Solution and many more	8,000.00
08	Auto CAD	3 Months	Fundamentals of CAD, 2D & 3D drawings & editing, Layer Usage & CAD Objects	11,000.00
09	Advance Lighting & Rendering in 3ds Max	6 Months	Advance Light Setup, Radio city 2D, Mental Ray, Photometric Light, V-Ray	30,000.00
Professional Certificate & Short Courses: Management				

Table A 1. 2 Costing Table

SL	Name of program	Prerequisite	Duration	Fee	Awarding Body
Professional Certificate & Short Courses: IT/Technical					
1	Basic Computer Application	HSC or Equivalent	2.5 Months	TK. 6,800	DIPTI
2	Maya	HSC or Equivalent	43 Months	Tk- 22,500	DIPTI
3	Mobile Engineering	SSC or Equivalent	3 Months	Tk-8,000	DIPTI
4	PHP, MySQL	HSC or Equivalent	3 Months	Tk- 15,000	DIPTI
5	SPSS	HSC or Equivalent	3 Months	Tk- 20,000	DIPTI
6	Monitor & Printer Servicing	HSC or Equivalent	2 Months	Tk-7,000	DIPTI
7	Hardware & Troubleshooting	HSC or Equivalent	2/3 Months	TK. 10,000	DIPTI
8	Networking	HSC or Equivalent	3/4 Months	TK. 10,000	DIPTI
9	Multimedia	HSC or Equivalent	6 Months	TK. 40,000	DIPTI
10	Web Designing	HSC or Equivalent	4/5 Months	TK. 10,000	DIPTI
11	Web Development	HSC or Equivalent	4/5 Months	TK. 15,000	DIPTI

Bangladesh Technical Education Board's (BTEB) Course: -

Table A 1. 3 Bangladesh Technical Education Board's (BTEB) Course

Course name	Accreditation No. and date
1. Graphics Design and Multimedia Programming	(81)- 01/01/2009
2. Mobile Phone Servicing	(35)- 01/01/2009
3. Hardware And Networking	(77)- 01/01/2009
4. Computer Office Application	(76)- 01/01/2009
5. Auto CAD	(34)- 01/07/2009
6. Interior Decoration (Gypsum Decoration)	(69)- 01/07/2009
7. Apparel Merchandising	(61)- 06/02/2014
8. Database Programming	(79)- 06/02/2014
9. Computer Programming	(78)- 06/02/2014

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3	dipti.com.bd Internet Source	1 %
4	Submitted to BPP College of Professional Studies Limited Student Paper	1 %
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