

An Analysis of Marketing Activities of Daffodil International School

Submitted To:

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Subject: Submission of billet report on Associate in Nursing Analysis of selling Activities of daffodil International school

Dear Sir,

With large pleasure, i'm submitting my billet report on "An Analysis of selling Activities of daffodil International School" that was allotted to ME as a vicinity of my master's degree program. I actually have really enjoyed my 3 months billet program with daffodil International school and extremely appreciate their co-operation during this regard. Despite some limitation, i attempted my bounds to form the report a whole one.

In this circumstance I so pray and hope that you just would be kind enough to simply accept my billet report and oblige thereby.

Sincerely yours,



Md. Lutful Hayat

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i

Declaration

I am Md. Lutful Hayat ID No: 201-14-3132, a student of Masters of business Administration (Major in Marketing) from daffodil International School; herewith I declare that the billet report titled on “An Analysis of selling Activities of daffodil International School”. I conjointly declare that the billet report is ready for tutorial purpose solely and is my original work beneath the intensive direction and steerage of prophet Shibli Shahir, professor of daffodil International school.

Sincerely Yours,



Md. Lutful Hayat

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Certificate of Approval

This is to certify that the billet report on ‘ ‘ Associate in Analysis of selling Activities of daffodil International school ‘ ‘ could be a satisfactory record of billet ready by Md. Lutful Hayat bearing ID No: 201-14-3132, master's degree program. He worked with promoting Activities of daffodil International school as Associate in Inforamation Officer.

I herewith seriously declare that the report titled is ‘ ‘ Associate in Analysis of selling Activities of daffodil International school ‘ ‘ ready and completed by ME and beneath the direction and steerage of prophet Shibli Shahriar, professor, DIS. Md. Lutful Hayat bears the sturdy ethical character and a awfully pleasing temperament. it's been so a good pleasure operating with him. I want him all success in his life.

I herewith warrant that the work I actually have conferred doesn't breach any existing copyright.



Mohammad Shibli Shahriar

Assistant Professor

Department of Business Administration

Daffodil International University

Preface

Masters of Business Administration is one amongst the foremost business orienting subjects of Daffodil International University. as a result of promoting in Bangla Desh considering the actual fact the program of BBA and master's degree of daffodil International University in introducing a field study element beneath this course for the partial fulfillment of master's degree Degree. I feel extremely lucky to induce a modification to try and do. I fill study with promoting Activities of DIU. To err is creature. i'm a person thus some errors is also gift during this report.

I warmly asked everyone to visualize it from a form look.

Acknowledgement

To prepare this billet report numerous resources, data and input was collated and used.

First, i'd wish to convey my sincere appreciation to the almighty Allah for giving ME the strength & the power to end the task with the planned time.

I would wish to categorical my sincere feeling to everybody United Nations agency contributed towards getting ready & creating the study with success, the officer of the daffodil International school (DIS).

I would conjointly wish to categorical my sincere & large feeling to my billet supervisor adult male. prophet Shibli Shahriar, professor, school of Business and Economic, DIU. i'm deeply indebted to his heart-whole steerage to ME throughout the billet amount. His valuable suggestion & guideline helped ME heaps to organize the report during a well organized manner. Thanks for people who have guided US liberally with the proper data for this report.

Executive outline

This report is ready supported sensible expertise throughout the billet program at daffodil International school. The billet program helped ME heaps to induce sensible experiences regarding the promoting, promotional activities of daffodil International school. To implement my theatrical data in sensible and realistic work atmosphere.

Brand and marketing is a vital issue that must be managed. it's the important a part of promoting activities. To run promotion program effectively it's terribly essential to possess a correct set up and implementation procedure, availableness of promotional materials and consists of division coordination.

I attempt to my best to choose the most effective potential data the officers of the organization.

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Chapter 1

Introductory Part

1.1 Objective of the study

The objectives of my study unit of measurement given below:

2.1.1 Broad objective:

The broad objective of the study is to form associate analysis of marketing activities of narcissus International school (DIS)

2.1.2 Specific Objectives:

The specific objectevis of the study are:

- to ascertain the selling mixture of Roman deity.
- to investigate the selling activities of Roman deity.
- To bring down some suggestions supported findings.

1.2 Scope of the report

The study covers the analysis of product Variety, worth variation, regarding location knowledge of narcissus International school, where presenting the mission statement, structure outline, fully totally different department, promoting mix analysis etc.

1.3 Methodology of the Study

Different files of the department and statements prepared by Sales and promoting division of narcissus International school helped American state to prepare this report. information and information were collected from every primary and secondary offer.

1.3.1 Sample Information:

For the organization 0.5, extensive knowledge square measure collected from fully totally different disclosed articles, journals, brochures and websites. All the information incorporated throughout this report square measure collected every from the primary sources and conjointly as from the secondary sources.

1.3.2 Primary offer of Data:

Collecting information directly from the smart field is called primary offer of information. the strategy which can be accustomed collect the primary information is as follows:

- Face to face auditory communication with students, teacher and employee of Roman deity

1.3.3 Secondary Sources of Data:

The secondary information were collected from fully totally different articles disclosed inside the journals and magazines used secondary offer were:

- promoting & sales department of the Roman deity.
- Website

• 1.4 Limitation of the Study

The following limitations unit of measurement briefly discovered below:

- just like the different analysis, this report is tabu to time and resource and alone three month is not enough to cover such wide house of marketing mix conjointly as preparing this report which might takes quite year.
- Lack of adequate knowledge of firm for preparing this report. so this report relies on alone publically on the market knowledge.
- Lack of experience has together acted as constrains for the exploration of the topic. intensive analysis of the whole promoting mix (product, price, place, promotion) construct is not potential because of enlarge and diversification of the topic.
- Lack of accessibility of secondary knowledge and information, as in many cases the updated knowledge or information weren't on the market.

Chapter 2

Analysis Part

Introduction

This Report is concerned with promoting management. It covers in detail regarding the construct of promoting mix with the assistance of narcissus International school that I even have taken as a case study in exploring the suggests that this organization has applied the promoting mix.

In this report the following points unit of measurement attending to be discussed:

1. Sample List of marketing mix being utilized by the organization.
2. confirm if the selling mix utilised by organization is satisfactory.
3. My suggestion to the organization concerning the selling mix.

Marketing mix may well be a serious construct in stylish promoting and involves abundant everything that a promoting company can use to influence shopper perception favorably towards its product or services thus shopper and structure objectives unit of measurement earned , i.e. promoting mix may well be a model of crafting and implementing promoting strategy. throughout this report, i am going to discuss the key promoting mix variables as classified by academician. E. Doctor of the Church McCarthy that are:

1. Product
2. Price
3. Place
4. Promotion
5. People
6. Process
7. Physical Environment



Throughout the report i am going to like better to use my connexion narcissus International school. i am going to sit down with this Organization but it's diversify its market merchandise, the worth vary, places for distribution and so the promotional strategies they have accustomed promote their merchandise. i am going to together attempt to confirm if this promoting mixes utilised by the narcissus International school unit of measurement satisfactory or not. together i am going to offer suggestion to the narcissus International school regarding the selling mix.

2.1.1 Product

The first market mix half is Product. A product are some things which can be offered to a marketplace for attention, acquisition, use or consumption which will satisfy a necessity or want. narcissus International school may well be a tutorial sector that the shoppers unit of measurement the students. so narcissus International school offers two forms of education system Following unit of measurement major product/Courses of narcissus International School:

English Medium and English Version

English Medium: PG to tier. Follow the Cambridge and Edexcel tutorial system at a lower place British Council.

English Version: PG to SSC. at a lower place National course of study.

2.1.2 Price

Pricing selections unit of measurement nearly continuously created in consultation with promoting management. worth is that the alone promoting mix variable which can be altered quickly .Price variables like course worth influence the event of marketing strategy, as worth may well be a serious issue that influences the assessment great obtained by customers. Following unit of measurement the worth of each course for the scholar of Roman deity.

Fees

English Medium

| Age of students | Grades | Admission Fee | Tuition Fees |
|------------------------|---------------|----------------------|---------------------|
| 3+ | PG | 75,000 | 6,500 |
| 4+ | Nursery | 75,000 | 6,500 |
| 5+ | Pre-KG | 75,000 | 6,800 |
| 6+ | KG | 75,000 | 6,800 |
| 7+ | Grade 1 | 85,000 | 7,100 |
| 8+ | Grade 2 | 85,000 | 7,100 |
| 9+ | Grade 3 | 85,000 | 7,400 |
| 10+ | Grade 4 | 85,000 | 7,400 |
| 11+ | Grade 5 | 85,000 | 7,700 |
| 12+ | Grade 6 | 1,00,000 | 7,700 |
| 13+ | Grade 7 | 1,00,000 | 8,000 |
| 14+ | Grade 8 | 1,00,000 | 8,000 |
| 15+ | Grade 9 | 1,00,000 | 8,000 |
| 16+ | O' Level | 1,00,000 | 8,000 |
| 17+ | A' Level | 1,00,000 | 10,000 |


English Version


Daffodil International School
DIS English Version
Students Tuition fee Structures

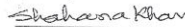
| Fees Structures | | Session charge 2018 (B) | Monthly Tuition Fee 2018 (C) | For New Students (A+C) | For Old Students (B+C) |
|-----------------|----------------------|----------------------------|---------------------------------|---------------------------|------------------------------|
| Grade | Admission Fee (A) | | | | |
| PG | 28,500.00 | 13,000.00 | 3,200.00 | 31,700.00 | 16,200.00 |
| Nursery | 28,500.00 | | 3,300.00 | 31,800.00 | 16,300.00 |
| KG | 28,500.00 | | 3,300.00 | | |
| I | 31,500.00 | | 3,400.00 | 34,900.00 | 16,400.00 |
| II | 31,500.00 | 15,000.00 | 3,400.00 | | |
| III | 34,500.00 | | 3,700.00 | 38,200.00 | 16,700.00 |
| IV | 34,500.00 | | 3,700.00 | | |
| V | 36,500.00 | | 4,000.00 | 40,500.00 | 17,000.00 |
| VI | 36,500.00 | | 4,000.00 | | |
| VII | 36,500.00 | | 4,000.00 | 44,100.00 | 19,000.00 |
| VIII | 40,000.00 | 15,000.00 | 4,100.00 | 44,100.00 | 19,100.00 |
| IX | 40,000.00 | | 4,400.00 | 44,400.00 | 19,400.00 |
| X | 40,000.00 | | 4,400.00 | | |

Notes:

1. Tuition fees must be paid within 10 of Each month during office hour from 8.30am to 1.30pm. If holidays, the next following day will be considered.
2. If any one fails to pay timely the following late fees will be charged:
 - A. 11th day to 20th day late fees will be charged Tk. 100.00
 - B. 21th day to last day in the month late fees will be charged Tk. 200.00
 - C. 2nd months late fees will be charged Tk. 300.00
 - D. 3rd months late fees will be charge Tk. 500.00
 - E. 01th Month for an amount worth one month Tuition fee will be charged . Thereafter, if failed, his/her admission will be cancelled and have to be renewed with new admission.
3. Transport fees: Fees will be charged with minimum Tk. 2500.00 & Registration fees Tk. 2,600.00 (Yearly).
4. Sibling Facility: Younger one will get 30% Admission & tuition fee off only
5. DF members will get 25% off facility for admission, Session and Tuition Fee. The same parents will not avail two waivers at a time.
6. DIS members will get 50% off facility for admission, Session and Tuition Fee.
7. Admission Form is Tk. 500.00
- N/B. Students of PEC, JSC and SSC will have to pay Education Board fees, Coaching fees(if attended) and other some event charges which will be fixed timely as per DIS rules


Abdulich Al Mamun
Coordinator, Finance & Accounts.


Ms. Zakia Sultana
AVP (EV)


Ms. Shahana Khan
Principal, DIS.


Dr Md Mahmudul Hassan
Principal, DIS, Dhaka

2.1.3 Place

Only narcissus International school has their own largest permanent field in Bangla Desh at Dhanmondi. where all the flexibility is given for his or her valuable students. And a great deal of campuses unit of measurement settled at applicable house that helps the scholar to register themselves at their applicable place.

Campus

Dhanmondi Permanent Campus:

House# 11, Road # 14, Dhanmondi, Dhaka-1209, Phone: 58157516, 9143026

Cell: 01713493291, 01713493226,

E-mail: info@dis.edu.bd

Uttara Campus:

House# 3, Shonargaon Janapath, Sector # twelve, Uttara Model town, Uttara, Dhaka-1230,

Phone: 55086608, 8931869,

Cell: 01847027534, 01713493292,

Email:info@dis.edu.bd

English Version Campus:

House# 9, Road# 14, Dhanmondi R/A, Dhaka-1209, Bangladesh

Phone: 029136467, 02 9136468,

Cell: 01847334774, 01713493148,

E-mail:info@dis.edu.bd

- 3.1.4. Promotion

A booming product or service suggests that nothing unless the advantage of such a product or service are often communicated clearly to the target market.

Daffodil International college use mass media like TV, Radio, and sign for communication to gather Students and providing sensible quality of education. They use the online for the promotion of their organization. They perform CSR to for society following area unit the some CSR done by DIS:

2.1.5 People

People represent the business !

- The image they gift are often vital
- First contact usually human – what's the lasting image they supply to the customer?
- Extent of coaching and information of the product/service involved
- Mission statement- however releveant?
- Do employees represent the specified culture of the business?

2.1.6 Process

- How do individuals consume service?
- What processes do they need to travel through to amass the service?
- Where do they realize the provision of the service ?

- o Contact
- o Reminders
- o Registration
- o Subscription
- o Form filling
- o Degree of technology

2.1.7 Physical Environmnet

The atmosphere, mood or physical presentation of the atmosphere

- AC schoolroom
- Clean field
- Stem Lab
- My e-kids

Chapter 3

Organizational Part

Organizational summary

Daffodil International college (DIS) is recognized college in Asian nation. the college has been based by narcissus cluster with the approval of the Ministry of Education. the college nowadays combines spectacular fashionable facilities and a dynamic approach to teaching and analysis with its proud heritage of service and accomplishment.

To be among the best possible in Asian nation that is that the most difficult goal, has been set for the college. This has done therefore as a result of it's solely through operating we are able to succeed the terribly highest level of standards in programme, teaching, schools and alternative activities which will understand the complete potential of the tutorial community that's narcissus International college. The vision reflects the service to the society. The mission is to pursue analysis, learning and teaching of international distinction for the advantage of the state.

Features of the setup vision and mission area unit endeavor for excellence, integrity AND innovation in each side of activity; a powerful cooperative approach; open and effective communications and an comprehensive culture supported dignity, courtesy and respect. Daffodil International School's mission is outlined by its IT-based traditions of service and access. the college is serving the voters of the country through its directions, research, and reaching programs and getting ready Asian nation to reply with success to the challenges of worldwide economy. the college has proved that it provides students broad access to the institution's academic resources. (Possible suggestion: For academic programs in field and on the far side, the college is giving high priority on the utilization of recent and reaching technologies

The School has paid the best priority to resource allocation to graduate and post graduate education and for future development of these areas that represent the standard strengths, quality, reputation, and singularity of the establishment that still effectively answer the requirements of scholars and alternative constituents. according to this commitment, the college is action on prime quality education together with a comprehensive

general education that imparts the broad information, skills, and values that are unit essential to teach and build voters accountable in addition on guarantee specialised career preparation for college kids. In establishing the importance of education that is that the institutional mission, the college is reassuring the escalating strength of its college with the belief that the standard of instruction is directly associated with the standard of the School's college and therefore the commitment of the college to confirm excellence in education.

Organizational data at a Glance:

Official name of the college : Daffodil International college

Year of firm : Ministry of Education, Bangladesh

Campus buildings and locations : 1. Dhanmondi Permanent Campus:

House# 11, Road # 14, Dhanmondi, Dhaka-1209, Phone: 58157516, 9143026

Cell: 01713493291, 01713493226,

E-mail: info@dis.edu.bd

2. Uttara Campus:

House# 3, Shonargaon Janapath, Sector # twelve, Uttara Model city, Uttara, Dhaka-1230,

Phone: 55086608, 8931869,

Cell: 01847027534, 01713493292,

Email:info@dis.edu.bd

3. English Version Campus:

House# 9, Road# 14, Dhanmondi R/A, Dhaka-1209, Bangladesh

Phone: 029136467, 02 9136468,

Cell: 01847334774, 01713493148,

E-mail:info@dis.edu.bd

Faculties : 1. AC schoolroom

2. Stem Lab

3.Mye-kids

4.Well workplace facilities

Library :

- Uttara field library

- Permanent field Library

Central examination Hall

- CambridgeandEdexcel examination hall.

Why Roman deity is that the Best

The queue of achievements of Roman deity could be a important one. the college endeavors for excellence. throughout its eventful journey until date, Roman deity has achieved the subsequent exceptional series of success therefore far:

- Permanent Campus: Academic activities and students enrollment have already been started at the permanent field project. the development are enforced in four phases and it'll have separate educational and body infrastructures,
- Quality Education: Roman deity is specially committed to quality education. Quality is ensured through regular categories, strict examinations and alternative educational and body measures.
- Qualified Academicians: Our college members area unit extremely qualified with good educational backgrounds. several have immense experiences in teaching and analysis.
- ICT Facilities: Roman deity is complete digital college in Asian nation for technology-based education and operation with such facilities as pc labs, education ERP and WLAN on field.
- Virtual college: Roman deity is totally machine-controlled and every one its activities area unit done or recorded within the Virtual School. each student and guardian will see any data concerning payment, admission, results, course giving et al. Student's registration is totally on-line.
- Lab facilities: The laboratories of Roman deity area unit thought of because the country's best. There area unit digital labs all told departments. Departments underneath the college of Science and data Technology have their own specialised laboratories for sensible.

- Admission and Examination: Admission is taken in an exceedingly clear means and therefore the rules of college Grants Commission. Examinations also are conducted in an exceedingly strict fashion.

Examination Guideline

- Library: Orcus library is wealthy with written books and journals. Orcus takes pride for creating a serene place for getting information for college kids, World Health Organization build their tutorial carrier and develop themselves for spreading the sunshine of information. It offers smart facilities of reading. Library
- Discipline: Orcus may be a fully disciplined instructional setting. it's free from Politics, Smoking, Drug, Copying, Eve Teasing and alternative subversive acts and ethics.

Chapter 4

Findings, Recommendation & Conclusion

4.1. Findings

Daffodil International college will create competitive differentiation supply high service quality to students.

1. Service differentiation: Orcus provides one thing different and additional than the contestant colleges do. Orcus is pioneer in implementing learning feedback system, Google category space, IT primarily based college. Orcus is additionally attempting to create entrepreneurs and features a Department.
2. Service quality: Orcus doesn't compromise with quality. Orcus shows intolerance for repeating within the test. The examination management system is extremely strict.
3. Service productivity: The those that deliver service ought to be impelled. lecturers square measure the core folks of a faculty. they must tend correct recognition and financial edges.
4. Service ought to be created as unforgettable experience: Students ought to be given these services per se that they keep in mind them as unforgettable experiences and tell others to be admitted here.
5. Admission take a look at: The admission test for the admission choice at Orcus isn't rigorous in step with the opinion of the scholar.
6. Tuition fees: The tuition fees of various department square measure affordable. the scholars pay in installment.
7. Permanent field: Orcus is attempting to enroll students in permanent campus. however several students don't prefer to go there as a result of it's located in Ashulia.
8. Advertisement: Orcus is giving the advert on social media. the college additionally giving advertisement.
9. Teacher: The teacher of Orcus square measure extremely qualified. several of them joint capital of Bangladesh college and alternative public college which give their quality the had provided service here at Orcus.
10. UGC: Orcus follow all rules and rules underneath the school Act 2010 and set by UGC. Recently it's got certificate kind UGC to hold its operation on permanent field.

Recommendations

1. Product Differentiation: Orcus will recruit smart students. Orcus has got to create the scholars perceive that to organize them for the twenty first century, and to adapt them to the newest ICT friendly education that may develop their information, ability and talents to suit globally.

DIS is distributing LAPTOPS at freed from price as a part of our company social responsibility. With the vision of digital Asian nation in mind, we have a tendency to square measure creating each effort to form every and each student technologically sound and competent so they will out-stand by competency with alternative graduates each across the nation and globally. Our objective isn't commercial in any respect. we've got to form them perceive that.

2. Services Differentiation: Student-contact-people like coordination officers, accounts officers and lecturers ought to render their utmost services towards the scholars. underneath no circumstances will students be treated badly or roughly. it's true that service providing persons should maintain their dignity further.

3. Channel Differentiation: Orcus will reach totally different colleges with gifts, organize programs or competition there and email them concerning our activities and programs. we should always reach out totally different districts extensively apart from capital of Bangladesh and Chandpur. we should always create an inspiration for that.

4. folks Differentiation: Orcus management ought to retain smart lecturers. we have a tendency to lost tons of Assistant Professors in Business Administration department. we've got to recollect cooperation is way more practical than individual efforts. Orcus managem could herald a lot of smart lecturers.

5. Image differentiation: making whole image needs creativeness, many efforts and time. It can not be done nightlong victimization solely a couple of advertisements. The role of all varieties of media (social media, medium, e-marketing, sms marking, web site development) has Brobdingnagian impact during this consider it's referred to as Barak Obama was the primary social media president.

Having separate building just for college has further advantage as alternative universities have already started getting the advantages of it.

6. Orcus has got to establish his whole's worth proposition: the complete mixture of edges upon that Its brand may be differentiated and positioned. Why students ought to study here at Orcus ! If we are able to answer the question the question of this why and if this answer is distinct within the students and people's mind, Orcus whole image can mechanically be established.

5.3 Conclusion

Marketing combine analysis may be a basic step towards effective strategy. wherever alternative analysis square measure a lot of associated with setting and practicability analysis, the four notation of selling together with the merchandise itself, pricing, placement Associate in Nursingd promotion square measure the four wheels of the vehicle on that the trail of an organization's promoting success is truly dependent. narcissus International college acting a decent position in Asian nation by victimization promoting mixes to market them. narcissus International college may be a nice contribute for our country.

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