



Internship Report On
“Sales and Marketing Strategies of Skill Jobs”

This report is submitted in partial fulfillment of the requirements for degree of BA (Hons) in English.

Submitted to

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Letter of Transmittal

November 30 ,2022
Mr. Md. Ariful Islam Laskar
Assistant Professor
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Subject: Submission of the Internship report on “Sales & Marketing Strategies of Skill Jobs”

Dear Sir,

This report from my internship, titled "Sales and Marketing Techniques of Business Solutions," is what I'm submitting. In this study, I've tried to look at the sales and marketing tactics of a brand-new Skill Jobs service called "Graphics Design With Freelancing." I sincerely hope that this report meets your expectations. I should mention that my internship at Skill Jobs was an extremely beneficial learning opportunity for me.

I sincerely appreciate your help and cooperation.

A handwritten signature in black ink, appearing to be 'A. Islam', is written over a horizontal line. Below the signature, the date '03.12.22' is written in black ink.

Mr. Md. Ariful Islam Laskar
Assistant Professor
Daffodil International University

Acknowledgement

First of all, I would like to thank **Mr. Ariful Islam Laskar** my supervisor, for providing me with invaluable guidance in preparation of this internship report. Without his help and support, I could never have finished this report.

I am very much thankful to the Sales and Marketing Department of Skill Jobs. They provided me with much needed information and other required assistance in order to prepare this report.

As I completed the original story, I would also like to thank and acknowledge my friends and family for their continued support and assistance. I want to thank our colleagues especially for everything. They gave freely of their knowledge and counsel. I want to express my gratitude to every single one of you.

Executive Summary

Learners are first introduced to corporate life through a programme like an internship. I was hired as an intern in the sales and marketing division. My report's subject was "Sales and Marketing Methods of Skill Jobs."

I used my four months of work experience from Skill Jobs to produce this report. I was able to gain the knowledge of actual circumstances thanks to this internship program. Skill Jobs seems to be a dynamic provider of business and marketing solutions. It is a sister company of the Daffodil Family. The Daffodil Group has advanced because of its lofty goals, wise use of its human resources, and meticulous planning. Due to its extensive selection of training programs with guaranteed standards, high-quality services, and most efficient management methods, the company is now a market leader in the sectors in which it operates.

This study will look at how the group is continually working on projects to expand and become Bangladesh's biggest conglomerate, with fast changing business trends and unfortunate situations, with a primary focus on job placement and development in the most promising sectors.

By relying on its solid foundation and highly skilled human resources, The Daffodil Group continues to utilize its commercial potentials, contribute to the growth of the community corporate culture, and make a significant contribution to the development of the country and its economy.

Nevertheless, the company's aims are still the same: to happy and healthy customer satisfaction and to support the welfare of children and the country. However, the Daffodil Group all handle their clients and responsibility with care.

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Chapter 1: Introduction

Expertise Employment was developed with a focus on our past 20+ experiences at the Global Work Showcase, notably the most recent trends in the workplace, the aptitude framework, technological advancement, requests, and needs of contemporary businesses. The company started with Jobsbd.com, the first job posting ever seen in Bangladesh, and later changed its name to Expertise Jobs mostly to clarify its purpose and to concentrate more on its benefit methods. The idea was to make our position more unique and special while we work! Expert jobs launched at the same time in Bangladesh and Malaysia, and soon they will launch in Australia, the UK, and the United Arab Emirates.

Analytical Occupations will serve as a hub to help job seekers develop their skills, find opportunities, and voice out for them in the HR industry in order to prepare them for the vital enterprises. Instead of supplying a massive database of job seekers, Capability Employments will make the HRD mission incredibly simple and simple by making a real difference to find the right individual with the necessary skills. We refer to Expertise Employments as a service provider that serves as a conduit between hiring managers and qualified candidates. Ability professions will maintain a check of trends and provide understudies, recent graduates, and job seekers of all levels with both hands-on preparation and online education to form them equipped for future occupations and callings. Additionally, aptitude jobs will provide individuals from many corporations and organizations with crucial training.

1.1.Origin of the Report

For BA students, the Daffodil Universal College internship might be required for their undergraduate education. The main purpose of my internship is to complete the requirements (Internship) for my BA program. The understudy is also exposed to the working world. The hardest part of my job as an associate was converting all the theoretical concepts I have acquired in my BA curriculum into real-world situations.

- 1.The internship and the consideration have the following goals:
2. Include participation from the corporate world
3. To contrast the real world situation with the knowledge gained from Daffodil Universal University
- 4.To offer relevant field experiences that allow for practical computer work.

5. Introduce you to prospective future employment opportunities

6. To meet the requirements for the BA program.

This report, which serves as a requirement for completing the BA program at Daffodil International College, is the outcome of a four-month internship program completed at Trade Relationships Constrained. I should therefore produce this report based on the "Sales and Marketing Procedures of Aptitude Jobs." Additionally, information here on company's previous administrations and the organization are included in this report. My course instructors, Mr. Md Ariful Islam Laskar, condemned me to being included in this consideration as the understudy of the English Division. As I have just finished my internship with Expert Jobs, when my supervisor was Muhammad Arif Hossain, Supervisor - Commerce Improvement, Aptitude Jobs, my course professors have advised me to have a thorough understanding of the "Sales & marketing Methods of Expert Jobs."

1.2. Purpose of the Report

There are two approaches to looking at the report's objective:

* General Purpose

* Primary Objective

Larger Goal:

This internship report has been written primarily to satisfy the Staff of Daffodil Universal College's requirement for the Bachelor of Arts (B.A.) in Expressions.

Specific Objective:

The following elements of this study are more clearly included:

to review and concentrate on the Marketing and Sales Plans for Skill Jobs to compile a list of skill occupations.

connecting with potential customers through websites and business groups Through key marketing initiatives, business connection and relationship building

- To focus on the various services, work environment and facilities provided by Skill Jobs.
- To focus on the importance, benefits, reasons of Marketing Strategies of Skill Jobs

1.3. Report's Purpose

The study's emphasis is on sales and marketing tactics for skilled occupations. The report includes details on the various services, an overview, and the primary departments and departments under Skill Jobs. The main focus is on the analysis of the marketing and sales tactics. The study solely applies to that industry, however, as I only have had the opportunity to work in the Marketing and Sales Division.

1.4. Methodology

Starting with the selected topic and ending with the writing of the final report, the internship has been executed in a planned manner. The overall approach and methodology used in the study are further discussed.

1.4.1. Selection of the topic

The report's focus is on skill jobs' sales and marketing strategies. Together with both of my supervisors from my university and from Skill Jobs, the theme was thoroughly discussed in order to create a well-structured internship report.

1.4.2. Sources of Data:

1.Primary Sources: The cornerstone of the primary data was the realistic deskwork I had already been completing through my four-month internship program.

2.Secondary Sources:

My supervisor has presented me with a number of documents, along with information from other senior employees. Public sources include things like webpages, textbooks, essays, papers, and other sources.

1.5. LIMITATION

The report was created using input and data from the Sales and Marketing Division as well as lessons learned during the course of the internship's four arduous months. Regarding information, the Sales and Marketing Division is an extremely secretive division. Actually, the data is extremely private and personal. Only a very small number of other divisions and personnel within Skill Jobs itself have access to the data concerning this division. The public cannot be made aware of the facts. Even though the study would be very helpful to Skill Jobs, the information was too private to be made public. The time limit was an additional issue. Even though it was a 4-month program, there are so many things this division does that it would take much longer than that to fully understand everything it does. This amount of time is insufficient for a thorough and understandable examination. Despite numerous limitations, I made an effort to provide the report to the best of my ability.

Chapter :2. Overview of the Company

By expanding and growing job seekers' abilities, bringing opportunities to them, and advocating for them in the HR field, Skill Jobs will serve as a hub to prepare job seekers for appropriate industries. As opposed to sending a large database of applicants, Skill Jobs will make HRD's job much easier and simpler by assisting them in finding the ideal individual with the necessary abilities.

We identify Skill Jobs as a service provider who builds a connection between qualified job seekers and companies. In order to prepare students, recent graduates, and job seekers of all levels for future careers and professions, skill jobs will keep watch of trends and offer both hands-on training and online training. The employment of skilled workers will also give employees of various corporations and organizations the appropriate training.



Value :

- A comprehensive career strategy
- Instead of using a large database,
- use Smart Assessment and Smart HR Search
- A facility for skill-based and expertise-based job placement;
- A well-equipped classroom and lab.A feature for online forums where professionals can comment.
- All in a good and convenient location.
- High caliber industry expert pool for lecturers that are knowledgeable in the subject matter



Chapter 3: Services

Recruitment Solution :

- Online job posting;
- National and international placement;
- Electronic recruitment;
- Internship;
- Career counseling;
- A professional e-profile with a video resume.

Exclusiveness of Skill Jobs Training :

1. Real-world/on-the-job training programs
2. Individual Skill Evaluation and Solution
3. Support for a Lifetime Career
4. HRDI-recognized university certificate
5. Individualized career guidance
6. Classroom & Digital Lab
7. Local and international instructors

Professional Education :

1. Professional Education
2. Business Training
3. (GoEdu.ac)
4. Supplier Certificate
5. Corporate Education (Customized)
6. Functional Training
7. Soft Skill Development
8. 360-Degree Employability

Test & Certification :

1. Basic ICT Exam
2. The British Council's Aptis Test
3. The JBMP Test (Japan Business Manner Proficiency)

Digital Marketing :

1. Social media marketing,
2. First SMS Marketing.
3. Email Marketing .

Career programs

1. Forum
2. A blog
3. Skill TV
4. Career Talk
5. Skills Talk
6. Career Advice
7. Workplace News

Events

1. One seminar,
2. Two workshops,
3. and three master classes

3.2 Program and Price :

S/N	Course Name Price
1	Data Science and Machine Learning 7,000.00
2	Full Stack Web Development 6,000.00
3	VAT & TAX Management 5,000.00
4	Practical Accounts & Finance With Telly 4,500.00
5	Analyzing Data with Microsoft Power BI 3,000.00
6	Advance MS Excel & PowerPoint 2,000.00
7	Project Management Program (PMP) 8,000.00
8	Graphics Design With Freelancing 4,000.00
9	SEO & Google Ads Marketing 3,000.00

Sales and Marketing Strategies Solutions

When the needs for elevated goods and services begin to overcome geographic barriers, the best approach for surviving in the modern economy is to "stay competitive." As a result, businesses require successful sales and marketing strategies. The purpose of Skill Jobs is to assist other businesses in developing efficient strategic solutions. The following are the general geographic locations where Skill Jobs operate:



A typical salesman only spends 33% of their day really selling. The sales effectiveness and

efficiency practice offers a proven and tactical program (including process improvements, technology installation, and more) to greatly increase the satisfaction, efficiency, and performance of the sales team.

As a result, Skill Jobs places a high priority on sourcing candidates with a background in sales and marketing, and they provide a wide range of programs to meet new client needs. The areas of attention include:

1. Sales Candidates Must Complete Training (On field)
2. Computer Skills, among others, to meet the demands of the client
3. Marketing services for clients that include reports and sales of products that are based on targets (on discussion with Client)
4. They also collaborate with the client's business as part of an alliance to work as an outsourcing unit regarding marketing and commercial goals in order to secure the success of both businesses.

Market Research & Analysis



A company will find new goods and services that could generate substantial profits by using marketing analysis. Businesses can use marketing analysis to determine whether the goods and services they now offer satisfy the needs and expectations of their customers. Small business

owners can determine whether they need to update their distribution plans, alter the packaging, or even suggest new services by doing research to obtain the answers to specific queries. A proper marketing research strategy is used to select your target market. Additionally, it will indicate when they are most likely to be ready to buy your products or hire your services. According to Skill Jobs, their specializations are industry research and analysis. Due to their connections to business units, they are important for knowing the connection between customer and company outcomes, which enables firms to implement and optimize their customer strategy.

Branding

No matter the size of the business, whether it is Business - to - business or sales, branding is an essential component. Advertising may have an impact on a brand, but the brand is more than just a marketing plan. The brand is just what remains after promotion has covered the area. Whether or not you purchased a business, goods, or service at the moment, it is what you remember most. The brand is what ultimately decides if or not you will remain a loyal consumer. Even while the advertising may convince you to buy a particular Toyota and it may be the first foreign car you have ever acquired, the brand will determine if you will constantly buy Japanese cars for the rest of your life.

Skill Jobs is strong in creating its corporate image in this aggressive market. Jobs involving the development, planning, and management of branding strategies for clients may also involve marketing and other promotional programs.

Advertising Plan

A marketing strategy's foundational element is an advertising plan. Setting more manageable objectives as part of a bigger marketing strategy is beneficial for businesses. For instance, a whole marketing strategy might aim to corner a certain segment of the market in 5 years, whereas an advertising plan might be created for a few months to a year. A business's detailed strategy for reaching out to potential clients through different media is laid out in an advertising plan. This includes establishing advertising objectives, choosing a target market, crafting a message for that market, and outlining a strategy to reach those objectives. Job Skills uses their greatest level of professional skills to carry out this planning program.

Social Media Marketing

The term "social media" itself serves as a catch-all description for online communities that can take many various forms. Enabling instance, Twitter was designed as a social media site for users to interact with one another through succinct updates. Facebook, in contrast, is a fully-fledged social networking site that allows users to publish updates, photographs, participate in events, and carry out a variety of other tasks. Social media makes it possible for individuals and companies to communicate professionally and develop online communities. Customers communicate to firms on all these social media platforms openly. A few rules or limits exist to a expert team's continued use of service.

Web Development

Website development, in general, is the process of creating a website for the Internet (World Wide Web). Web applications can be employed to produce everything from the simplest static single-page of plain text to the most intricate web-based internet apps, virtual corporations, and social networking services. A longer list of tasks that are frequently referred to as web development may include web design, web content development, client interaction, client-side/server-side scripting, web network and server security settings, and e-commerce development. The resources at Skill Jobs are confident in their capacity to handle any web-related activity.

Event Management

Event management is the use of project management in an organization and execution of big events like festivals, conventions, celebrations, official parties, concerts, or conventions. Prior to the event's debut, it is necessary to conduct brand research, choose the event's target audience, develop the concept, plan the logistics, and coordinate the technology elements. The planning process, which is typically referred to as planning an event, includes budgeting, scheduling, site selection, securing right documentation, formally incorporated and parking, hiring speakers or entertainers, setting up decor, arranging event security, catering, and developing emergency plans. With their expertise, Skill Jobs can arrange any kind of event for its customers anywhere in the country.

Student Management System (Smart Edu)

Skill Jobs is able to develop a completely interactive website aimed at students, teachers, and parents using the SmartEdu technology. where the module can track, analyse, and report on students' absences and provide additional comprehensive reports and the presence percentage. The system can immediately send a SMS to the mobile phone of a necessary family informing them of a student's presence or tardiness. Text messages will be utilized in this method to send monthly assessment information, school test results, etc. Every learner could have an Intelligent Identity card produced to use this technique. There'll be a centralized place where all of the

progress reports will be maintained, making it simple to access any information in the future.

3.3 My Contribution :

1. Conduct market research to identify selling possibilities and evaluate customer needs
2. Actively seek out new sales opportunities through outside Visit, Marketing cold calling, networking, and social media
3. Create new business ideas and ensure smooth revenue.
4. Set up meetings with potential clients and listen to their wishes and concerns · Gather proper knowledge of all products and services.
5. Prepare and deliver appropriate presentations on services that fulfill business targets set by management.
6. Ensure the availability of service for sales
7. Negotiate/close deals and handle complaints or objections
8. Collaborate with team members to achieve better results
9. Gather feedback from Students or prospects and share it with internal teams to ensure service.
10. Maintain and develop relationships with existing Students or Clients in person.
11. Gather market and Students information
12. Regularly solving social queries, communicating with them, and Emailing them training layout and other information.
13. Preparing regular class links in the calendar, sharing the student class link, mailing to the admitted student the class link, sharing the class video and class supporting document.
14. Arranging regular basis scheduled classes and making recordings and uploading YouTube and sharing the class record to admitted students.

Chapter 4: Graphics Design With Freelancing

I'll now discuss in greater detail about Skill Jobs' new Graphics Design With Freelancing Training program. Later sections also evaluate and critique the sales and marketing strategies used only by Graphics Design With Freelancing.



4.1 Course Description:

A form of art called graphic design, commonly referred to as communication design, utilizes text, images, or other elements to communicate a message that leaves an immediate and enduring impression on the viewer's mind. A design's objective is to successfully transform a company or society. Following completion of the course, the students will be able to apply their design skills in a variety of fields, including media and web design, packaging, illustration and prepress, magazines, books, posters, billboard advertising, marketing communications design, art and creative direction, corporate identity, corporate communications, information design, editorial design, education, environmental and exhibit design, signage, and related fields.

4.2 Learning Objective :

1. Learn how to use the fundamental production, illustration, and design tools properly.
2. Gain a thorough understanding of illustration, typography, illustration for the web, and computer graphics.
3. Identify the steps involved in graphic design.
4. Utilize graphics to represent concepts.
5. Be familiar with computer graphics terms.
6. The foundations of vector and raster graphics

7. Combine and modify graphic and vector graphics
8. Be learners ready for the need to collaborate with clients, art directors, and budgets in the workplace.
9. Project development and many practical initiatives
10. Basic Help with Freelancing

4.3. SWOT Analysis of Graphics Design :

The S.W.O.T. Analysis identifies the main opportunities, threats, opportunities, and problems I currently face. I'm hoping to be able to reflect on these at the finish of the year and consider how I've grown.

Strengths :

1. Photographic
2. Presenting
3. Education readiness
4. Design fervor
5. Ideas
6. Drawing in Sketchbooks
7. Thinking About Ideas

Weaknesses :

1. Explicit Drawing
2. Programs for computers
3. Graphic Arts Background
4. Relevant Development
5. Describe Designs

Opportunities :

1. Level
2. Active Projects
3. College Life
4. Positioning in the Second Year
5. Add+Vantage Module

Threats:

1. Other learners
2. A fall in faith
3. High Competitors

4.4. Recommendation:

Because Job Portal is a young company, it must focus on corporate culture. Markets ought to hold staff meetings every week so that the employees can get to know one another well and the department head can obtain an overview of how each division is operating. It will foster better teamwork. To find out what their potential customers want, they may frequently conduct sales promotions in workplaces and academics.

4.5. Conclusion:

I'm pleased to have finished my internship with Skill Jobs Marketing dept. My personal experience indicates that the office setting at work is really stimulating. The company is continually eager to put new rules and procedures into place in order to improve. The Market Development Department actively pursues corporate expansion while consistently developing ground-breaking, new ideas. If they maintain this activity, companies will also be able to boost their sales, research unknown regions, and establish a permanent income source.

4.6. References :

1. Visit the following site to know more about Daffodil Group: <https://daffodil.family/>
2. For more details about current activities of Skill Jobs vacancy please visit the Site:<https://skill.jobs/>
3. Know all the facilities and recent update about all Training of Skill Jobs in following site:<https://training.skill.jobs/>

In this project I learned many important things like corporate behavior, improving communication skills, creativity and also self confidence.



Organized JOB Utthosob



Official Environment at Skill Jobs