



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

**Internship Report On**  
**AN EVALUATION OF MARKETING ACTIVITIES OF**  
**ITCONCEPTBD LIMITED.**

**Submitted to:**  
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**Date of Submission**

**15 December 2022**

## Letter of Transmittal

To

Mr. Mohammad Shibli Shahriar

Associate Professor

Daffodil International University

Dhaka, Bangladesh

**Subject: Submission of the internship report on “An Evaluation of Marketing Activities of ITConceptbd Limited. “**

Dear Sir,

I am happy to submit a detailed internship report after a successful four-month internship compilation at ITConceptbd Ltd titled “An Evaluation of Marketing Activities of ITconceptbd Ltd”.

I have tried my best to achieve the objective of the report and hope that my effort will be successful. The specific knowledge and experience I gained throughout my four months internship period and report preparation will be extremely beneficial for my future professional life, I believe.

It is my pleasure to worked under your mentorship and carry out the internship report. I will be grateful if you kindly approve of this effort.



Sincerely,

A.S.M. Farhan

ID: 211-14-3311

MBA Program , Batch 58<sup>th</sup>

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## **Student's Declaration**

I, A.S.M. Farhan truly state that the report of Internship report titled 'An Evaluation of Marketing Activities of ITconceptbd Ltd' is prepared by me after completion of four months internship at ITconceptbd Ltd. This report previously not published in any other university/college or organization for an academic certificate degree.

Also, I would like to make sure that no portion of this report copied from any work done previously and This report is made only for academic purpose only.

## Certificate of Supervisor

This is to certify that the internship report on “An Evaluation of Marketing Activities of ITconceptbd Ltd” prepared by A.S.M. Farhan, ID 211-14-3311, a student of MBA Program, Major in Marketing, Daffodil International University is recommended for submission and presentation.

Farhan worked with ITconceptbd Ltd as an Intern. He has completed the Internship report under my supervision as a partial requirement for obtaining MBA degree.

Farhan bears a good moral character and a very pleasing personality. It has indeed been a great pleasure working with him. I wish him all success in life.



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

## Acknowledgment

First of all, I am very much grateful to Almighty Allah who provides me with the power and blessing to complete this report within a short period successfully.

I would like to show my gratitude to my honorable supervisor Mr. Mohammad Shibli Shahriar, Associate Professor, Department of Business Administration, Daffodil International University from the core of my heart for his kind support, guidance, constructive supervision, Instructions and advice and for motivating me to do this report.

I'm also thankful to the management of ITconceptbd Ltd for giving me the opportunity to accomplish my internship in their Company. I thank ITconceptbd Ltd authority for guiding me with their expertise, knowledge and giving me the chance of having a practical experience through this internship program.

I am grateful to Managing Director of ITconceptbd Ltd MD. Sahadat Hossain who provided me required information, documents, necessary assistance, valuable suggestion through his long working experiences and intellectual effort to prepare my internship report.

Lastly, I would thank all my colleagues at ITconceptbd Ltd, who have made the environment an excellent place to work in with friendly touch. The four months of my stay felt like a blink of eyes because I was so comfortable with the office environment. Also, learned so much in such a short period of time.

## Executive Summary

It is mandatory to do an internship in the end of all the courses for a MBA students to complete the post graduate program. It is important to go through all fields of information, both theoretical and practical to fulfill that requirement.

First of all, This report gives a detailed introduction of ITconceptbd Ltd. It's mission , Vision and goals to become the ultimate IT company in Bangladesh. In this report it was mentioned the kind of services the company has been offer to their clients. This internship report contains all the information about my work experience with ITconceptbd Ltd. The study's goal is to better understand of the company's Marketing activities. To identify the marketing activities of ITconceptbd Ltd a survey was conducted among the marketing team of this company.

The study found that ITconceptbd Ltd is a collaboration of a group of visionary young entrepreneurs, who wants to deliver best output at the lowest competitive industry price. ITconceptbd provide services through its diversified segments of IT products like Web designing, Web Hosting, Software solution and many more IT support for Business and individual.

The findings prove that the huge majority of the clients are happy with existing service quality of ITconceptbd Ltd.

## Table of Contents

### Contents

Letter of Transmittal.....	i
Student’s Declaration.....	ii
Certificate of Supervisor.....	iii
Acknowledgment.....	iv
Executive Summary.....	v
Table of Contents.....	vi
Chapter 1.....	0
1.1 Introduction.....	1
1.2 Background of the Study.....	1
1.3 Objectives of the Study.....	1
1.4 Scope of the Study.....	2
1.5 Methodology.....	2
Primary Data:.....	2
Secondary Data:.....	2
1.6 Limitations of the Study.....	2
Chapter 2.....	3
2.1 Journey of ITconceptbd Limited.....	4
2.2 Mission Statement of ITconceptbd Ltd.....	4
2.3 Vision Statement of ITconceptbd Ltd.....	4
2.4 Core Value of ITconceptbd Limited.....	4
2.5 Services and Product of ITConceptbd Limited.....	5
Services:.....	5
Products:.....	6
Chapter 3.....	7
3.1 Responsibilities as an Internee.....	8
3.2 Functions of Marketing Department.....	8
3.3 Sample of works:.....	9
Chapter 4.....	13
4.1 Marketing Strategies of ITConceptbd Limited.....	14
Chapter 5.....	15
5.1 Marketing Analysis of ITConceptbd Limited.....	16
5.2 Marketing Mix of ITConceptbd Ltd.....	16

5.2.1 Product: .....	17
5.2.2 Price:.....	17
5.2.3 Place: .....	18
5.2.4 Promotion: .....	18
Chapter 6.....	19
5.1 Segmentation, Targeting and Positioning (STP) .....	20
5.2 Market Segmentation: .....	20
6.2.1 Segmentation Strategy:.....	20
6.2.1.1 E-Commerce Clients: .....	21
6.2.1.2 Education Industry: .....	21
6.2.1.3 Third-Party Clients: .....	21
6.2.1.4 Personal Clients:.....	21
6.3 Market Targeting.....	21
6.4 Market Positioning.....	22
Chapter 7 .....	23
7.0 Competitive Analysis of ITConceptbd Ltd.....	24
7.0.1 Direct Competitor:.....	24
7.0.2 Indirect Competitor:.....	24
7.1 SWOT Analysis .....	25
7.1.1 Strengths .....	25
7.1.2 Weakness .....	25
7.1.3 Opportunity.....	26
7.1.4 Threats.....	26
7.2 Market growth at the time of COVID 19.....	26
Chapter 8.....	27
8.0 Findings and Recommendation.....	28
8.1 Findings .....	28
8.1.1 Positive Aspects .....	28
8.1.2 Negative Aspects.....	28
8.2 Recommendation .....	29
Chapter 9.....	30
9.0 Conclusion and Reference .....	31
9.1 Conclusion.....	31
9.2 Reference.....	31



# **Chapter 1**

## **Introduction**

## 1.1 Introduction

Information Technology (IT) gives fast, easy access to information which is essential for the development of a nation. Large IT companies are opening around the world, and nations are building up IT platforms, developing and promoting their IT industries. Considerable achievements in the IT sector have already been made over several years towards building a 'Digital Bangladesh' and more initiatives are coming. However, to fully capitalize on the opportunities offered by the worldwide IT expansion, Bangladesh already got attention of foreign investors competing with other technologically advanced/well-invested Asian countries. ITConceptbd is one of those companies who are working in developing the IT industry of Bangladesh.

## 1.2 Background of the Study

As a prerequisite for the MBA Program from Daffodil International University (DIU), it is required to complete an internship related to the major subject & prepare a report. As a student of MBA, I had to do an internship of four months at ITconceptbd Ltd. I am glad to have a chance as an internee in ITconceptbd Ltd. I was worked with their digital marketing team and gathered lots of knowledge regarding digital marketing. My core responsibility was to support digital marketing team and manages client's social media accounts. The internship durability was four months.

## 1.3 Objectives of the Study

### **Broad Objective:**

The main objective of this study is to analyze the overall Marketing activities and process of ITconceptbd Ltd.

### **Specific Objectives are:**

- a. . To identify Target market of of ITconceptbd Ltd .
- b. To identify Marketing Mix of ITconceptbd Ltd
- c. To analyze Marketing activities of ITconceptbd Ltd.
- d. To evaluate Marketing activities of ITconceptbd Ltd.
- e. To identify some problems and give some suggestions to overcome the problems.

## 1.4 Scope of the Study

The area of this study report covered the whole Marketing activities of ITconceptbd Ltd. It's totally based on in person visit, working with the marketing team of the office and reviewing the services they provide. This study report is grounded on Primary & secondary data.

## 1.5 Methodology

Both Primary and secondary sorts of information are used in the process of making this report.

### Primary Data:

Company data were collected through physical visits, an online survey and meeting with the staffs.

### Secondary Data:

To prepare the report most I had to go through their website to collect information and data from the clients review of services.

Analyzing ITconceptbd Ltd's different Marketing channel also helped me to get bored knowledge about their marketing activities. Some sources are:

#### Sources

- Articles
- Website
- Social Media
- Marketing Books

## 1.6 Limitations of the Study

Marketing activities of a company is also considered as the business secret. Therefore, some of the information company like to keep hidden and doesn't want to share in public.

As a result, Due to limited resources, some of the data in this report does not accurately represent the Marketing strategies of ITconceptbd Ltd.

# **Chapter 2**

## **Organizational Overview**

## **2.1 Journey of ITconceptbd Limited**

Digital Bangladesh was one of the nation's dreams, It was the governments vision to create Digital Bangladesh within 2021. ITconceptbd was launched in 2015 in solidarity with the vision 2021 by government of Bangladesh. In the beginning it was started as an IT tanning institute to provide soft skills related to IT among the youths. After a year of launching it closed their tanning center and converted full business to a IT service provider. Itconceptbd hardly trying to provide best service with low competitive price in the IT industry. ITconceptbd Ltd has an experienced group of people working in different department. They are using all the newest and updated version module to build world class quality Website, Web Development , E-commerce and several business software. They are now one of the leading IT service provider company in the country. They are working with country's renowned companies and the clients list are increasing day by day.

## **2.2 Mission Statement of ITconceptbd Ltd.**

- Ensure quality services to the clients.
- Focused on fully customer satisfaction.
- Develop technical and professional skills of their people.
- Higher use of technology to maintain customers security.

## **2.3 Vision Statement of ITconceptbd Ltd.**

Their vision is to develop the IT industry of our country by innovation, latest technology and deliver quality solutions to build an IT developed country.

## **2.4 Core Value of ITconceptbd Limited**

- Customer Satisfaction is the key to business success.
- They understand customer needs very well. So, they able to provide satisfactory level services to the customer.
- Zero tolerance in securing customer data.
- After sales services.

## 2.5 Services and Product of ITConceptbd Limited

### Services:

As ITConceptbd Ltd is an IT company they mostly provide IT related services. The services they provide are:



**Website Design**



**E-Commerce Solution**



**Graphic Design**



**Digital Marketing**



**Domain and Hosting**



**Network Solution**



**Website Security**

**Products:**



**Accounting Software**



**HR and Payroll Software**



**Inventory Software**



**ERP Software**



**School/College Management Software**



**Online Exam Management Software**



**POS Software**

# **Chapter 3**

## **Internship Experience**



### **3.1 Responsibilities as an Internee**

I was worked as Marketing Intern with the Marketing Team led by MD Safayet Hossain ( Head of Marketing. I was responsible for maintenance of customer relationship, approach customers to buy product, manages several client's social media, Writing copy for clients as per their requirements and manages some digital marketing tools. Which really help me to learn more about real business operations and more about digital marketing staffs.

### **3.2 Functions of Marketing Department**

Here in below are the functions that I worked in

- Research Planning and Development
- Content Writing for social media
- Generate idea for promotional Activity
- Writing Letters/Proposals
- Social Media Management
- Contact with clients
- Data Analysis of social media and website
- Customer Relationship
- Upload Website contents.

### 3.3 Sample of works:

#### 1. Copywriting:

শুধু মাত্র ক্রয় এবং সেল এন্ট্রি দিয়েই পেতে চান মোবাইল অথবা কম্পিউটার এর মাধ্যমে সম্পূর্ণ ব্যবসায়ের হিসাব ??

বারকোড এবং স্ক্যানার ছাড়াই সব কিছু করা সম্ভব, চাইলে ব্যবহার করতে পারেন।

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ধন্যবাদ।

সফটওয়্যার এর বৈশিষ্ট্য :

- ১) ক্যাশিয়ার একাউন্ট (সেল এবং সেল রিটার্ন করতে পারবে)
  - ২) ম্যানেজার একাউন্ট (সাপ্লাইয়ার এবং কাস্টমারের নাম এন্ট্রি, প্রোডাক্টস এন্ট্রি প্রতিদিনের খরচ এন্ট্রি এবং রিপোর্ট দেখা)
  - ৩) মালিকের একাউন্ট (সব একসেস থাকবে)
  - ৪) ক্রয় হিসাব (নগদ ক্রয়, বাকিতে ক্রয়, ক্রয় রিটার্ন)
  - ৫) মজুদ হিসাব (প্রোডাক্টস ভিত্তিক স্টক দেখতে পারবেন)
  - ৬) বিক্রয়ের হিসাব (ক্যাশ, বাকি, পার্শিয়াল, ব্যাংক)
  - ৭) লাভ ক্ষতি হিসাব (প্রোডাক্টস অনুযায়ী লাভ দেখতে পারবেন)
- ☺️ খরচের হিসাব

সফটওয়্যার এর ডেমো দেখতে এবং বিস্তারিত জানতে কল অথবা ইনবক্স করুন  
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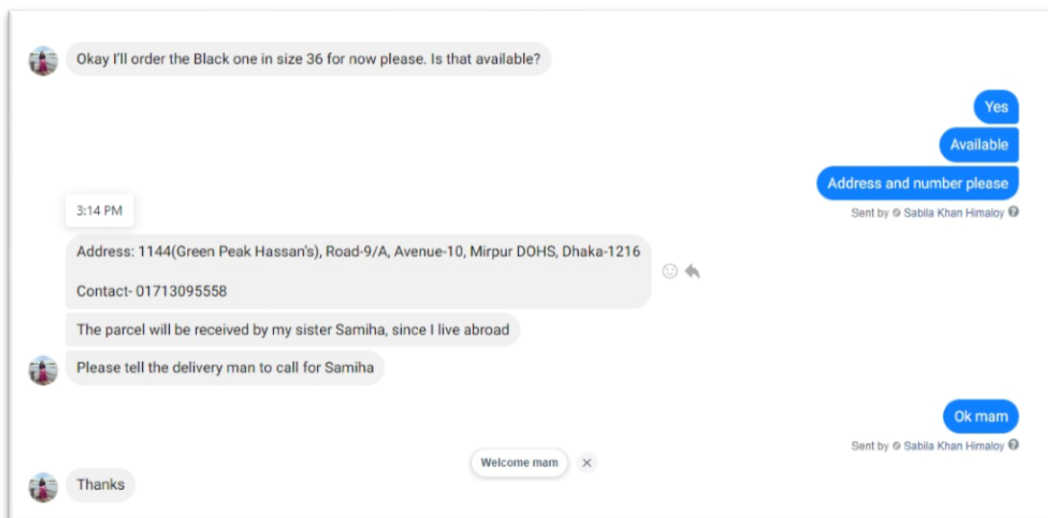
সব ধরনের ব্যবসার  
হিসাব নিকাশ সফটওয়্যার (POS)

মাত্র ৫০০/= টাকায়  
(শর্ত প্রযোজ্য)

Phone: 01675-985990

## 2. Managing social media

Response to the customers in social media:

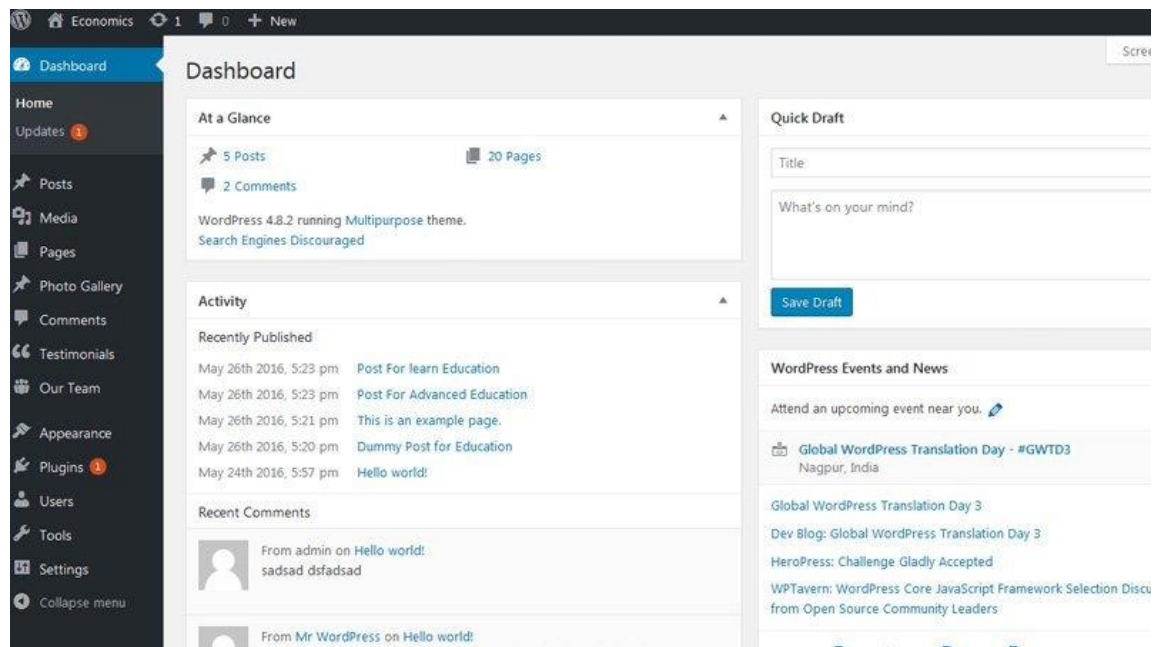


### 3. Graphic Design:

I have a moderate level of graphics designing skills and at ITConceptbd I have designed several social media post for them and their clients as well.



### 4. Website Maintenance



## 5. Digital Marketing

Post and engagement in social media platforms-

Search and filter This month: Dec 1, 2022 – Dec 14, 2022

**Campaigns** 1 selected Ad sets for 1 Campaign Ads for 1 Campaign

[+ Create](#) [Duplicate](#) [Edit](#) [A/B Test](#) [Rules](#) View Setup Columns: Performance Breakdown Reports

Off / On	Campaign	Bid strategy	Budget	Attribution setting	Results	Reach	Impressions	Cost per result	Amount spent	Ends
<input type="checkbox"/>	Post: "পাকিস্তানি মুসতানি জুফনারি গুলো available আছে..."	Highest volume	\$15.00 Lifetime	7-day clic...	39 Messaging Conver...	3,010	3,884	\$0.10 Per Messaging Con...	\$3.86	Dec 18, 2022
<input type="checkbox"/>	Post: "মার্কেট চ্যালেঞ্জ প্রাইস আমাদের থেকে কম কেউ দি..."	Highest volume	\$15.00 Lifetime	7-day clic...	112 Messaging Conver...	16,514	19,434	\$0.06 Per Messaging Con...	\$6.57	Dec 20, 2022
<input type="checkbox"/>	Post: "Offer Offer!!!!!!"	Completed	\$15.00 Lifetime	7-day clic...	63 Messaging Conver...	26,080	33,471	\$0.24 Per Messaging Con...	\$15.00	Dec 14, 2022
<input checked="" type="checkbox"/>	[08/12/2022] Promoting Sabita Khan Himaloy	Completed	\$1.00 Daily	7-day clic...	419 Page Likes	4,980	6,833	\$0.01 Per Page Like	\$4.92	Dec 13, 2022
<input type="checkbox"/>	Post: "Offer Offer!!"	Completed	\$10.00 Lifetime	7-day clic...	56 Messaging Conver...	17,116	21,279	\$0.18 Per Messaging Con...	\$10.00	Dec 10, 2022
<input type="checkbox"/>	Post: "Unisex light weight trench coat"	Highest volume	\$10.00 Lifetime	7-day clic...	65 Messaging Conver...	6,014	9,072	\$0.11 Per Messaging Con...	\$7.11	Dec 16, 2022 ⚠ 1 day left
<input type="checkbox"/>	Post: "Unisex light weight trench coat"	Highest volume	\$12.00 Lifetime	7-day clic...	90 Messaging Conver...	9,109	13,956	\$0.11 Per Messaging Con...	\$9.98	Dec 11, 2022
<input type="checkbox"/>	Post: "❄️ Winter is Back ❄️"	Highest volume	\$15.00 Lifetime	7-day clic...	40 Messaging Conver...	47,135	50,395	\$0.19 Per Messaging Con...	\$7.78	Dec 7, 2022
<input type="checkbox"/>	Post: "Details are given below."	Highest volume	\$10.00 Lifetime	7-day clic...	— Messaging Conver...	—	—	— Per Messaging Con...	\$0.00	Sep 29, 2022
<input type="checkbox"/>	Post: "Details are given below."	Highest volume	\$10.00 Lifetime	7-day clic...	— Messaging Conver...	—	—	— Per Messaging Con...	\$0.00	Sep 29, 2022
<input type="checkbox"/>	Post: "Details are given below."	Highest volume	\$10.00 Lifetime	7-day clic...	— Messaging Conver...	—	—	— Per Messaging Con...	\$0.00	Sep 27, 2022
<input type="checkbox"/>	Post: "Size (bust) : 34,36,38,40,42,44,46 available. "	Highest volume	\$8.00 Lifetime	7-day clic...	— Messaging Conver...	—	—	— Per Messaging Con...	\$0.00	Aug 9, 2022
<b>Results from 110 campaigns</b>					7-day clic...	<b>135,418</b> People	<b>176,968</b> Total	—	—	—

[Activate Windows](#)  
[Go to Settings to activate Windows.](#)

# Chapter 4

## Marketing Strategies

## 4.1 Marketing Strategies of ITConceptbd Limited

Effective marketing starts with effective strategy. A good marketing strategy helps business to achieve business goals. ITConceptbd Limited has a marketing strategy that includes the components listed below:

- Encourage exist clients to take others services and products from ITConceptbd Ltd.
- ITConceptbd Ltd continuously develop their services and product with on demand technologies to fulfil customers need.
- Doing Market Research on IT industry to find potential Customers and develop products.
- To reach potential customer, ITConceptbd Ltd use Digital Marketing tools like Facebook Marketing, Email Marketing, Call to action strategies.
- Provide offers to their customer in special days: National days and 11:11 sales offers every year in November.
- Offer free services to the customers who took more than two paid services from ITConceptbd Ltd.
- Maintain good relationship with the previous and current customers.
- Focusing on after sales services.
- 24/7 emergency support to their customers
- Using different advertising channel like newspaper, banners and event sponsor.
- Ensure to maintain customer data at any cost. Which is the most important thing for a customer.

# **Chapter 5**

## **Marketing Analysis**



## 5.1 Marketing Analysis of ITConceptbd Limited

To evaluate the market of the ITConceptbd Limited, it is also required to evaluate their sales strategy, promotional activities and so on. Most importantly, here Marketing mix, Competitor Analysis, SOWT will also help the organization to evaluate their market conditions. Below these are discussed.

## 5.2 Marketing Mix of ITConceptbd Ltd



The marketing mix refers to the set of actions, or tactics, that a company uses to promote its brand or product in the market. The 4Ps make up a typical marketing mix - Price, Product, Promotion and Place. However, nowadays, the marketing mix increasingly includes several other Ps like Packaging, Positioning, People and even Politics as vital mix elements.

- Product
- Price
- Place
- Promotion

### 5.2.1 Product:

Product is the goods-and-services of the company offers to their customers. It actually the item that satisfy the customer's needs or wants. Products may be tangible (goods) or intangible (services, ideas or experiences). For ITConceptbd all the products are Intangible (services, software, website etc)

### 5.2.2 Price:

Price is the amount of money a customer spent to get the services or product.

Itconceptbd has a variety of products in different price range. Their price depend on the service and category of the product. For Example: A personal website is cheaper than a business website. Again, E-commerce website costs more than a static website. The strategy ITConceptbd took in their price to giving high quality service in low price than other competitor available.

#### 5.2.2.1 Pricing Sample:

<b>Beginner</b> BDT:10,000TK	<b>Professional</b> BDT:20,000TK	<b>Business</b> BDT:30,000TK	<b>Ultimate</b> BDT:40,000TK
Free .com/.net/.org domain	Free .com/.net/.org domain	Free .com/.net/.org domain	Free .com/.net/.org domain
Free 200MB Hosting	Free 500MB Hosting	Free 1GB Hosting	Free 2GB Hosting
Total Page :5	Number of Page : 10	Number of Page : 20	Number of Page : 30
Dynamic/Static Website	Static/Dynamic Website	Static/Dynamic Website	Static/Dynamic Website
Responsive Design	Responsive Design	Responsive Design	Responsive Design
Number of Slider & gallery : 1	Number of Slider & gallery : 2	Number of Slider & gallery : 4	Number of Slider & gallery : 6
Renew Fee(Yearly):2000Tk	Renew Fee(Yearly):2500Tk	Renew Fee(Yearly):3500Tk	Renew Fee(Yearly):4500Tk

Itconceptbd also take some sales strategy too by Building a good relation with clients and Networking through different channels.

### **5.2.3 Place:**

Place includes company activities that make up the product available to target consumers. ITConceptbd situated on House 22, Road 01, Sector 09, Uttara , Dhaka-1203. This is quite a good place for their regular clients they also can reach through social media: Facebook, Instagram, E-mail and the website of ITConceptbd Ltd.

### **5.2.4 Promotion:**

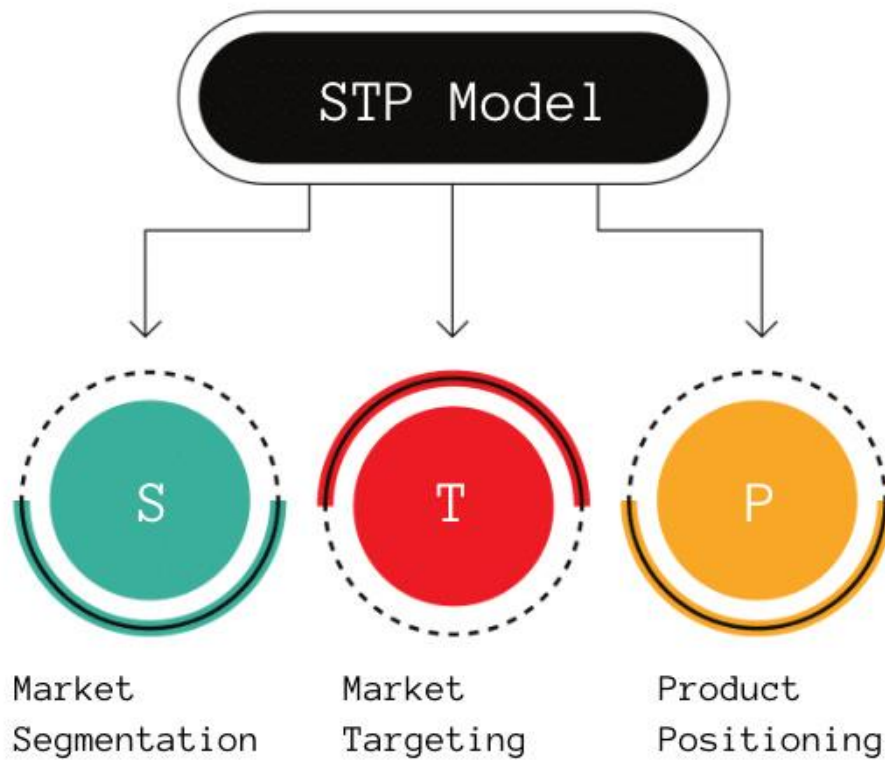
Promotion is one of the keys to business success. Every business takes different types of strategies to reach their target customers. ITConceptbd Ltd runs several promotional activities around the year based on customers' needs and wants. ITconceptbd Ltd doesn't do any mass promotional activities as their customers are in a special segment. The channel they uses for promotional activities are given below:

- Online Advertisement
- Social media Promotional Activities
- E-mail Marketing
- Sales offer in special occasion's
- Sponsorship of events
- Direct communication to the clients

# **Chapter 6**

## **Segmentation, Targeting and Positioning (STP)**

## 5.1 Segmentation, Targeting and Positioning (STP)



### 5.2 Market Segmentation:

Segmentation is the way a business separates its target customers into different groups. The STP model is useful when creating marketing communications plans since it helps marketers to prioritize propositions and then develop and deliver personalized and relevant messages to engage with different audiences.

#### 6.2.1 Segmentation Strategy:

ITConceptbd classified their strategy into four major segments:

- E-Commerce Clients
- Education Industry
- Third-party Clients
- Personal Clients

### **6.2.1.1 E-Commerce Clients:**

This part of segment contains several national and international clients working on E-Commerce. ITConceptbd has a well experienced team working on E-Commerce website development. Most of the clients of this company are for E-Commerce support. So, this segment is the first priority for ITConceptbd Ltd.

### **6.2.1.2 Education Industry:**

During COVID19 situation, Most of the educational institute had to shift their teaching system through online classes. ITConceptbd developed a software to evaluate students online and there are many clients who use this software to evaluate students. Also, ITConceptbd took responsibility to maintain and build several educational websites for School/colleges.

### **6.2.1.3 Third-Party Clients:**

In this segment, ITConceptbd does not work with the clients directly. They work through others company to give services to the clients. It's basically B2B business.

### **6.2.1.4 Personal Clients:**

Personal clients are basically an individual. There are many clients who took services for ITConceptbd for their personal need. For Example: Portfolio Website.

## **6.3 Market Targeting**

Target marketing is a marketing technique that divides a market into segments and then focuses the marketing efforts on one or a few key segments made up of people whose wants and aspirations match with product or service offerings the best. Market targeting involves evaluating each market section appeal and choosing at least one segment to enter.

ITConceptbd's main focus on E-commerce business as there is lots of opportunity to get a permanent clients and E-commerce generate the highest revenue for the company.

## 6.4 Market Positioning

It's the last elements of STP process. In marketing, positioning is a tactical process that involves giving the brand or product an identity in the eyes of the target audience. The process indicates how can a business differentiate their product/ service from their competitors and then determine which market niche to fill.

ITconceptbd Ltd are trying to be differentiated by customer's category, like as:

- E-commerce customer
- Corporate customer
- Government Customer
- Individual Customer

# **Chapter 7**

## **Competitive Analysis**



## 7.0 Competitive Analysis of ITConceptbd Ltd

An evaluation of the advantages and disadvantages of present and future rivals is known as competitive analysis in marketing.



Competitor can be separated into two basic categories:

### 7.0.1 Direct Competitor:

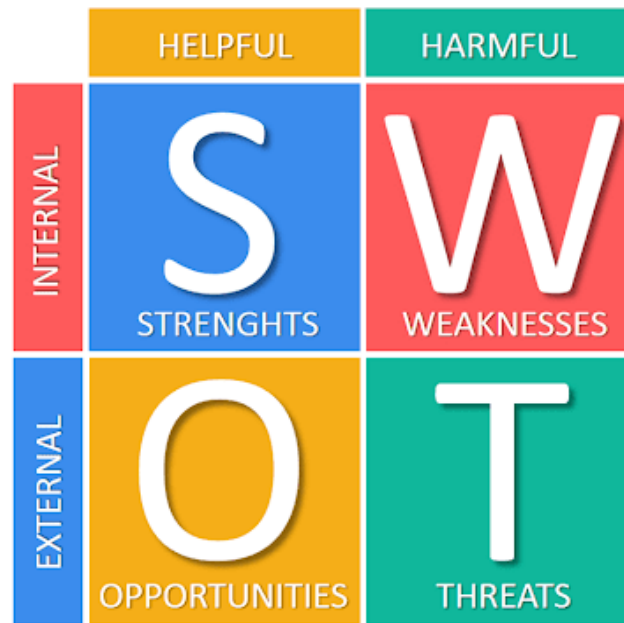
Direct Competitors are those companies or brands offering a comparable good or same service as ITConceptbd Ltd

### 7.0.2 Indirect Competitor:

Indirect competitors serves the same customer needs as another company but offers different products or services.

Competitive Analysis Example	
	
Not Much Popular	Renowned IT Company in Bangladesh
Understand customers' needs and provide quality services	Understand customers' needs and provide quality services
Experienced web developer team	Strong web developer team
Lake of experienced Software developer	Strong Software developer
Price is low	Price is high

## 7.1 SWOT Analysis



### 7.1.1 Strengths

- Experienced web developer team.
- Able to give fast service as customer need.
- High motivational level
- Offer bundle packages for customer. For example: By one service get another service free.
- A good number of permanent clients.
- Strong bonding between employees.
- Goodwill is also a strength for ITConceptbd Ltd as they have a Good relationship with exist customers.

### 7.1.2 Weakness

- Lack of funds: As ITConceptbd still in a developing stage. So, they had to face fund shortage in different situation.
- Lack of experienced Software developer.
- New Product Development: The Company has limited product.

### 7.1.3 Opportunity

- **Good image in market:** As the company provides quality services within low price. So, it's a opportunity for ITConceptbd Ltd to get good reputation in this industry.
- ITconceptbd Ltd can make their Software development team stronger by hiring experienced developer. Which will help the company to grow more.
- The company can add more related business.

### 7.1.4 Threats

- **Strong Competitor:** Currently there are lots of competitor of ITConceptbd Ltd. Which are the biggest threats as they affecting to achieve company's goal.
- **New companies:** IT is the most fast growing industry in the world as well as in our country. As a result, Lots of new companies are added now a days and the competition increased.
- **Inflation:** Inflation are the problem for all sector of business, if inflation rate will increase, spellbound are facing some problem.
- **Bad Internet connectivity:** Most of the work of ITConceptbd Ltd depends on a good internet connection. If internet stops working properly than the company has to suffer in their regular work.

## 7.2 Market growth at the time of COVID 19

While every company is affected by the Covid-19 situation, one industry is growing rapidly, and that is the IT industry. Profits of ITconceptbd Ltd doubled during Covid-19. Website usage and online activities have increased over time. At that time, most of the customers were from educational institutions.

# **Chapter 8**

## **Findings and Recommendation**

## 8.0 Findings and Recommendation

### 8.1 Findings

#### 8.1.1 Positive Aspects

- **Experienced Web developer team:** This is the strongest part of ITConceptbd Ltd that solution.
- **Affordable Price:** The service charge is affordable compare than the other company.
- **Maintain Good Quality:** Though they charge less but they always try to provide quality services.
- **Customer relationship:** They maintain a good customer relationship with their customers.
- **After Sales Service:** This is one of the most necessary things that companies missed. ITConceptbd Ltd provides satisfactory level after sales services.
- they have an amazing web developer team which is able to provide any source of web

#### 8.1.2 Negative Aspects

- **Lack of data about customers need and demands:** ITConceptbd Ltd has less customer's data. Which is not enough to find the actual customer's demand.
- **Lack of knowledge about competitors:** The Company has less knowledge about their competitors.
- **Communication gap in B2B Businesses:** I found there is a communication gap in B2B businesses. So. Most of the time ITConceptbd Ltd failed to meet the customers need.
- **Weak Software department:** The developer team of ITConceptbd isn't strong enough to compete the market.
- **Small Office space:** The office space is small which is not comfortable for the employees.

## 8.2 Recommendation

In my Intern period I have worked with the marketing team of ITConceptbd Ltd. For this reason It was easy for me to observe the full business operation of the company. Here is some suggestion by me which can really help the company to improve I believe:

- ITConceptbd Ltd need to do proper market research. Which helps them to reach the actual customers and to understand customers' mind.
- Need to make their website more user-friendly to the customers.
- Update the price list given into website regularly.
- Hire experienced Software developers to make the team more strong
- Take customers feedback and review them to find the gap
- Focus on B2B business to make it smoother and more profitable
- Rent a larger space for the office to make comfortable environment for the employees.
- Arrange training for the current employees to introducing new technologies

# **Chapter 9**

## **Conclusion and Reference**

## 9.0 Conclusion and Reference

### 9.1 Conclusion

I have absolute confidence that "ITConceptbd Ltd" is an excellent company based on my working experience. They are successfully growing their businesses because ITConceptbd does not compromise on quality, dedication, or discipline. After my investigation I can state that, ITConceptbd Ltd services are satisfactory to clients yet they require all the more ceaselessly support to address the difficulties of growing new services to coordinate the explicit necessities of clients. Getting me involved in such a company is now a matter of satisfaction to me because I have had a substantial experience of Digital marketing activities. I found that practical experience is much wide than experiencing the books. I have learnt numerous things which are extremely fundamental for my career and education.

### 9.2 Reference

- <https://itconceptbd.com/>
- <https://www.facebook.com/itconceptbd>
- <https://www.thedailystar.net/op-ed/bangladeshs-it-industry-1324174>
- <https://economictimes.indiatimes.com/definition/marketing-mix>
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- <https://www.mageplaza.com/blog/positioning-in-marketing.html>
- Philip Kotler & Kevin Keller, Marketing Management, 14th Edition