

MYSOFT™

Knowledge, Effort, Quality



Internship Report

On

**A Comprehensive Study on Effective Brand Promotion and Strategic Marketing process of
MYSOFT LIMITED**

BUS 400

Submitted To:

Md. Shamim Ahmed

Lecturer

BRAC Business School

BRAC University

Submitted By:

Shaikat Majumder

ID- 13304115

BRAC Business School

BRAC University

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Md. Shamim Ahmed

Lecturer

BRAC Business School

BRAC University

Subject: **Submission of internship report.**

Dear Sir,

I would like to thank you for the co-operation and support that you have provided me during my internship period. Without your guidance and support, this report is completely impossible for me to finish in time. I also wanted to give my heartiest thank for the help provided by my supervisor Mr. Farhan Sadik, Head of HR & Admin, for providing me utmost supervision and support to prepare the report.

The topic of my report is “A Comprehensive Study on Brand Promotion and Strategic Marketing Process of MYSOFT Limited”. It was a great pleasure for me to work on the above-mentioned subject.

I tried my best to put meticulous effort for the preparation of this report. Any shortcomings or flaw may arise as I am very much novice in this aspect. I will wholeheartedly welcome any clarification and suggestion about any view and conception disseminated in my report.

Thank you

Sincerely yours,

Shaikat Majumder

ID- 13304115

BRAC Business School

Acknowledgement

All praises to almighty GOD who has created me and has given me opportunities and strength to work with people. This internship report might never have been completed without the necessary practical knowledge, assistance of many books, articles, websites, and primary data. It enhanced my knowledge on marketing process of a company. Thanks to all those person, who have assisted me, providing me co-operation, books and articles. I am grateful to my supervisor, Md. Shamim Ahmed, Lecturer, BRAC Business School.

I am thankful to Mr. Muhammad Shumon Khan, Director and my supervisor Mr. Farhan Sadik, Head of HR & Admin of MYSOFT Limited, for helping me to write my report and share all the necessary information that I needed to complete this report and to accepting me in a supportive manner.

I also demonstrate my most extreme appreciation to every one of the authorities of MYSOFT Limited who gave me good advice, suggestions, inspiration and support. The speed and support of the officers truly helped me in getting the vital data in time. The wonderful working environment and group commitment of this organization has enabled me to deal with many things. I have learned many things from the people of this organization, as it was the very first corporate engagement of mine.

Executive Summary

MYSOFT Limited is one of the moving forward particular organization of Bangladesh which gives Secure, Scalable, On-Demand provision framework Furthermore information right results with those trademark from claiming “KNOWLEDGE, EFFORT, QUALITY” on assistance its customers should move forward their benefits of the business execution. The company began its journey in the year of 2008 an afterwards some year passed the company don't need to look back. LABAID, ALLOK Healthcare, CMH, AD-DIN is the valued clients of this firm. The company moving forward with their wide range of products likes, HIS, LIS, RIS, Dental system, Billing system, Integrated Accounting and others kinds of software. The company mainly used Oracle, Database 10g, Oracle Developer Suite 10g, Oracle Forms & Reports 6i, HTML, PHP, MySQL, Java, C#.Net, Crystal Report to develop their software.

MySoft has gained a notable recognition in Bangladesh. We have developed a wide range of software applications namely as Hospital Information System, Clinical Laboratory Information System, Radiology Information System, Endoscopy Image Processing and Reporting System, Picture Archiving and Communication System, Bidirectional Host Communication System, Clinical ERP, etc. The company succeeded on building trust among more than 100 clients such as LABAID Cardiac Hospital, LABAID Diagnostic, LABAID Specialized Hospital, Monowara Hospital, Armed Forces Institute of Pathology (AFIP), Apollo Hospital, Bangladesh Medical Association, Comfort Diagnostic Center, BSMMU, hospital of Border Guard of Bangladesh (BGB), Ibn Sina Diagnostic Center, Islami Bank Central Hospital, Modern Diagnostic Centre Ltd., Shrawardi Medical College & Hospital, Sir Salimullah Medical College & Hospital, etc. I tried to bring out my report with all the information I can gather about MYSOFT Limited.

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Chapter 1: Company Overview

1.1 MYSOFT Limited History and Background

MYSOFT Ltd. is a one of the leading IT company of Bangladesh which provides Secure, Scalable, On-Demand Application System and Data Access Solutions with the slogan of “KNOWLEDGE, EFFORT, QUALITY” to help its clients to improve their business performance. It is also an IT Enabled Service (ITES) provider in the domain of Business Solution as well as e-Commerce Portal business. As a provider of outstanding technology solution and management consultancy through Information Technology, MYSOFT bridges the gap between performance and corporate vision around the world. From its inception in Bangladesh on 2008, MYSOFT has achieved very positive response from market in providing business solution to major corporate houses and manufacturing industries, offering services through Medical ERP solution, web portal and Machine Integrated Solution and guiding market place getting more return on IT investment through its consultancy services.

MYSOFT is attaining a very positive response from the market with its strong product lines. Due to its customer centric approach and strong after sales services delivering business value, within a very brief period, MYSOFT achieved many valued clients (more than 70) in public sector, private sector along with international organizations. MYSOFT has gained a notable recognition in Bangladesh and abroad in its service domain in the last few years. MySoft has gained a notable recognition in Bangladesh. We have developed a wide range of software applications namely as Hospital Information System, Clinical Laboratory Information System, Radiology Information System, Endoscopy Image Processing and Reporting System, Picture Archiving and Communication System, Bidirectional Host Communication System, Clinical ERP, etc. MySoft Limited succeeded on building trust among more than 100 clients such as LABAID Cardiac Hospital, LABAID Diagnostic, LABAID Specialized Hospital, Monowara Hospital, Armed Forces Institute of Pathology (AFIP), Apollo Hospital, Bangladesh Medical Association, Comfort Diagnostic Center, BSMMU, hospital of Border Guard of Bangladesh (BGB), Ibn Sina Diagnostic Center, Islami Bank Central Hospital, Modern Diagnostic Centre Ltd., Shrawardi Medical College & Hospital, Sir Salimullah Medical College & Hospital, etc.

1.2 MYSOFT Limited at a Glance

Name of the Firm	MYSOFT Limited
Mission	To make technology an asset for business houses
Vision	To become one of the best customer centric IT Company in home and abroad
Corporate Guiding Principles	Makes IT work for you and your business by reducing Total Cost of Ownership to make ROI significantly Higher.
Business Philosophy	Provide you solutions according to your requirements if valid and/or guide you to implement industry-standard practices if your business processes need change.
Business Domain	Service, Software Development and IT Enabled Services Provider
Global Incorporation	Since 2008
Local Incorporation	Since 2008
Business Operations	Office is based in Dhaka, Bangladesh
Manpower	27 professionals including 3 Oracle Certified DBAs, 3 MCPs (Microsoft Certified Professional), 8 OCPs (Oracle Certified Professional), 4 SCJPs (Sun Certified Java Professional), 1 CCNA (CISCO Certified Network Associate), 2 Web Developers, 1 Java Programmer, 3 Functional Consultants, 1 CTO, 1 System Architect, 4 partners and 1 Office Attendant
Client	More than 70 clients in 15 districts nationwide
Office Space	1800 square feet

1.3 MYSOFT Limited Vision

To become one of the best customer centric IT Company in home and abroad.

1.4 MYSOFT Limited Mission

To make technology an asset for business houses.

1.5 MYSOFT Values

➤ Consumers

The company always tries to deliver the best quality of product with the best services. The main aim is to ensure the best quality of office system that will make the work done more easily with the best quality product and services.

➤ Employees

To respect each other as individuals and encourage cross functional team work while providing opportunities for career development. The main strength of this company is the environment and the work collaboration among the employees.

➤ Shareholders

To provide a reasonable return to shareholders while safeguarding their investment.

➤ Suppliers

To develop suppliers to be partners in progress and share our growth with them.

➤ Competitors

To respect competitors and try to adapt their positions and try to be the number one in the market.

➤ **Community**

To conduct business by conforming to the ethics of our country and share the social responsibility of the less fortunate, that there should be done all the work following the ethics.

1.6 MYSOFT Limited Objectives

- To be the market leader.
- To provide clients with the best quality of products and services.
- To provide clients with the product of updated version.
- To provide and ensure the shareholders on business growth and make them to invest more.
- To grow the revenue and profit in the regular basis.
- To the service provider in 24/7.

1.7 Board Composition

The Board comprises of four members, a good blend of executives and non-executives and independent Directors having diverse and professional skills and experiences. The non executives and independent Directors are from varied businesses and other background and their experience enables them to execute independent judgments on the Board where their views carry substantial weight in the decision making. They contribute to the Company's strategy and policy formulation in addition to maintaining its performance as well as its executive management.

1.8 Responsibilities of the Board

The Board is collectively responsible to the Company's shareholders as laid down in its Articles of Association and the relevant laws and Regulations. The Board directions are taken at its meetings held as per the Articles of Association. The Company Secretary calls the meetings of the Board and Board Committees, prepares the agenda in consultation with the Chairman of the Board of Directors, the Chairman of various Committees and the Managing Director. The

Agenda for the meetings of the Board and its Committees, together with the appropriate supporting documents, are circulated well in advance of the Meetings. All Board members are entitled to raise other issues. The Company Secretary is basically accountable to the Board for ensuring that the Board procedures are followed and that applicable rules and regulations are complied with Directors and Key Person.

1.9 Management Committee



Major (Rtd) Md. Asadul Haque (CHAIRMAN)



Md. Manjurul Haque (Managing Director)



Muhammad Shumon Khan (Director)



Sere Buland Khan (CTO)

1.10 Products and Services



Healthcare Application

- Hospital Information System
- Laboratory Information System
- Radiology Information System
- Dental System
- Endoscopic Image Processing and Reporting System
- Picture Archiving and Communication System
- Electronic Medical Record System
- Electronic Processing System

Enterprise Resource Planning

- Clinical ERP
- Manufacturing ERP

Back Office Application

- Accounting Information System
- Inventory Management System
- Human Resource Management System
- Attendance System
- Payroll System
- Office Management System

DB Tools

- Oracle Online Database Auto Backup
- Oracle Offline Database Auto Backup
- Database Audit Log System
- Database Health Checkup System
- Data Encryption-Decryption

	Code Wrapper
Bulk SMS	Bulk SMS Marketing Bulk SMS Management
Interfacing	Clinical Analyzers Biometric Attendance Devices
Call Center	BD TRAVEL INFO Customer Support BANGLADESH HEALTHCARE Customer Support
Web Portal	www.bdtravelinfo.com (Complete Travel information) www.electromedcare.com (Medical Equipment Information) www.bangladeshhealthcare.com (Complete Health Information Repository of Bangladesh)
Data Migration	Mapping & Migration of Data from existing any database to new repository.
Data Warehousing	SOR Mapping, Warehousing of Data & Reporting
Oracle E-Business Suite	Implementation, Customization & Training of Oracle E- Business Suite 11g and 12g.

1.11 Technology Used

Core Database: Oracle Database 10g,

Core Application: Oracle Developer Suite 10g, Oracle Forms & Reports 6i

Web Parts: HTML, PHP, MySQL,

Analyzer Integration: Java,

Non-Lab Reporting: C#.Net, Crystal Report

1.12 MYSOFT Limited Valuable Clients



1.13 Dealer

MYSOFT Limited offer the best quality of integrated hospital software around the country and it is the leading software company in the country as it has the most valuable clients. The company always believes in the quality and the performance rather than the maximizations of clients, it's always believe on the no error sentence. The company named Bio-Trade International Limited and OMC Limited which provide laboratory and hospital machinery system around the country and these two are the leading company of this sector and MYSOFT Limited provide all kind of software for them. There are on average 500 laboratories and hospitalized machinery is sold every year.

1.14 Sales Network

MYSOFT Limited provided integrated hospital software all over the country but the company has only three distribution point in Dhaka, Sylhet and Chittagong, but the engineer of the company physically went to the hospital and diagnostic center to setup the software into the PC. The main sales network of the company is in Dhaka and Chittagong, all the valued client are in these two cities. Though the company is trying to build their office in other cities and they are already prepared a plan for that. The head office of the company is situated in Dhaka located in the Kawran Bazar area and another branch office of the company is situated in Mehedibagh area in Chittagong. These are the two main sales network of the company.

1.15 Corporate Social Responsibilities

MYSOFT Limited is known brand in the integrated hospital software sector and it has won many national awards for its success. MYSOSFT always try to contribute in the social sector. The company every year participates in the national trees roping event and donate huge amount of money for the development. The company also works for the many NGO of street children's development and also donates money to the different mosque around the country. The company has a reputation of being the best software company, which involved in CSR activities.

Chapter 2: Introduction

2.1 Background of the Report

An internship is an opportunity offered by an employer to potential employees, called interns, to work at a firm for a fixed, limited period of time. Interns are usually undergraduates or students, and most internships last for any length of time between one week and 12 months. Internships are usually part-time if offered during a university semester and full-time if offered during the summer, winter or holidays, when they typically last 4-12 weeks. These programs are usually full-time and take place irrespective of term time or holiday time.

In these phase, students get the taste of all their theoretical knowledge in a professional and practical manner. They get the opportunity to make a bridge between theoretical and practical learning and thus prepare themselves for professional challenges.

I have studied major in Marketing and minor in E-Business in my undergraduate career and I gained many knowledgeable things from all of mine precious faculties and that help me to do my work successfully in the company as an intern. Hence, I have chosen MYSOFT Limited, one of the leading software company in the sector of providing integrated hospital software. It's a different company from my background of study but I am blessed to be here because I learned some different marketing here as I representing a software company to the market. It's a different experience for me to know something new and it is always fun to know something new. As it's a IT based company and I have done my minor in E-Business, for that reason it's really helped me out to physically experience about the digital marketing. The 360 degree view of the MYSOFT Limited operation management process really helped me a lot to prepare this report and to complete my internship.

2.2 Objective of the Study

The internship report serves various purposes, it's helped a student to developed themselves in the written, communication and interpersonal skills. Serve as an archival record of the internship experience. Have the student to reflect on the initial goals of the internship and how they were or were not achieved during the internship.

- Preparing as detailed information as possible, process of effective brand promotion and marketing strategy of MYSOFT Limited.
- To utilize the experience that gathering during the internship period.
- To observe the process of marketing strategy in the company.
- To identify the challenges of brand promotion and market strategy facing by the company.
- To understand the market and to adapt the situation of the market segment.
- To determine the consumers need and to learn to be the successful career in marketing.

2.3 Methodology

The data is collected both from the primary and secondary sources to prepare this report.

➤ **Primary Sources**

The primary data has been collected from the understanding of the process of the marketing strategy and brand promotion process of the company and also collected from the discussion with the marketing director, admin and officials of HR department.

➤ **Secondary Sources**

The secondary data is collected from the official websites of the MYSOFT Limited, also from the company profile of the company, and from the internet. These data is used for to describing the company and its business polices and criteria in Bangladesh.

2.4 Limitations of the Report

There are always some limitations in every short of work and doing an intern report is a hard task to do, as there are limit of gathering the information from the company. Internship report is a kind of research paper that contains huge amount of time and effort. But the time that was provided to us was not enough for us. As I am working in their marketing department, in the position of vendor acquisition and also doing the promotional activities for the company, Moreover, I visit market more than 4 days a week and that brings lot of pressure towards me that I can't manage any time for doing this report properly. For these reasons I really being busy all the time and only manage free time in the night, which really hampered my preparation of doing this intern report. It's also hard to get deep information from them; I need to promise to not leak the important information to anyone. That is why I cannot put the real data number on the graph or chart. Because that was my company privacy like basic price, number of stocks per month, or how much the operation cost. Other problem that I felt was the time to do this research was so limited, I believed that I could get more information and recommendation for MYSOFT Limited if I have more time. Moreover, it's always hard to manage the free time of my supervisors of this company, as he is really busy with his work, though he is really helpful but always can't help me out. Another limitation is not being able to discuss all the facts and figures due to confidentiality issues. As I am doing my intern and I was not that experience, that lacks me down to gather the information. The most difficult problem that I found during doing this research was difficult to get information from managers while doing questionnaire. It may because the employee there is really busy with customer on the calls and other activities such as controlling their subordinates or junior. The duration of my intern period is only three months and the main problem is that, I was not able to find the intern to any company in the beginning of the intern period, as I joined MYSOFT Limited from the 1st of March, and that give me little short of time to complete this report. So, there are maybe some errors or mistakes in the report. Though I tried to give my best to complete this intern report. However, with this intensity, I finish my entire project with satisfy.

Chapter 3: Literature Review

Business organizations are constantly seeking ways to enhance their performances in order to compete actively and aggressively in the market. Profit-seeking organizations have long recognized the importance of creating value in the products and services they offer to the customers, all in the common objective to deliver commercial goods efficiently in order to keep the current customer-base satisfied. Aside from inculcating loyalty among the members of the clients and customers of business organization, companies are likewise aware of the need to widen and extend the reach of the company's products and services to new markets in order to increase its share on clients and customers. Strategies, plans and techniques in the areas of operations, communication and marketing, sales, supply chain, logistics, research and development, performance measurements as well as social and corporate obligations and responsibility are continuously improved all for the benefit of the target market. Once companies become successful in these organizational and managerial areas, sustained economic development is envisioned. This literature review aims to present a critique of existing, published literatures that analyze the relationship between marketing strategies and the firm's performance. Historically, marketing strategy formulation is viewed as an antecedent to performance outcomes (Lages 2000). It is the modus operandi that allows an organization to concentrate its limited resources on the best available opportunities to increase sales and achieve a sustainable competitive advantage (Michael Baker 2008).

Marketing strategy has been a salient focus of academic inquiry since the 1980s, according to (Mavondo 2000). There are numerous definitions of marketing strategy in the literature and such definitions reflect different perspectives (Li et al 2000). A traditional definition of marketing strategy is a plan for pursuing the firm's objectives or how the company is going to obtain its marketing goals with a specific market segment (Orville and Walker 2008; Theodosio, Leonidus, 2003; Kotler, Armstrong, 2009) while Brodrechtova (2008) explains that marketing strategy is a roadmap of how a firm assigns its resource and relates to its environment and achieves corporate objective in order to generate economic value and keep the firm ahead of its competitors.

In laymen terms it is to determine the nature, strength, direction, and interaction between the marketing mix-elements and the environmental factors in a particular situation (Li et al 2000).

According to Levie (2006), the aim of the development of an organization's marketing strategy development is to establish, build, defend and maintain its competitive advantage. A thorough analysis of the newest scientific articles on strategic management and organizational behavior indicates that 71% of them analyze company performance as a dependent variable, 12% of them analyze it as an independent variable while 11% of the studies analyze performance as a dependent as well as an independent variable (March and Sutton 1997).

Mazzarol (2000) observed that at the commencement of the new millennium, small businesses are being heralded as the engine of economic growth, the incubator of innovation, and the solution to decades of persistent unemployment the fulfillment of the enormous potential of the sector has been consistent theme since the commencement of industrial revolution In both developing and developed countries, promoting small and medium-sized enterprises (SMEs) is one of the most viable strategies for achieving national development goals such as economic development, strengthening the industrial base and local production structure (Hallberg, 2000). Most of the academic literature and empirical studies relating to organizational behavior in SMEs are based upon data gathered in developed countries. Previous research outcomes ought to be cross-validated and put into another perspective when studying SMEs in a developing country (Liargovas, 1998). There appears to be little doubt that small businesses do make a large net contribution to the creation of new jobs compared with large businesses (Birch 1979). Marketing is a contentious issue among both academics and practitioners when it comes to SME's (Gilmore et al., 2001; Siu and Liu, 2005; Chilya et al., 2009). Marketing theory development incomes has been somewhat limited and often relies on the application of classical marketing models to smaller businesses (Chaston and Mangles, 2002). Empirical support for the relationship between the marketing strategy and financial performance of business has been provided by a number of studies. The majorities of these studies has been based on the Profit Impact of Marketing Strategy and have focused on company performance in USA (Faria and Wellington, 2005; Kyle, 2004).

Chapter 4: Effective Brand Promotion and Strategic Marketing

Process of the Company

MYSOFT Limited is an organization that done their brand promotion and implement the market strategy in various ways, and this is the process that make them successful in the market and adapt the most of the market share in the software sector. The company has the successful plan of the marketing their product in the market, they have plan proved plan for the brand promotion and market strategy and that helped them to gain growth of the company.

Marketing is the bridge between the product and the customer. A marketer uses the four P's- product, price, place, and promotion to communicate with the consumer. Promotion is a combination of all forms of communication to the customer, including advertising and public relations. The marketer must choose which is the best form of promotion for the target audience, so he or she will develop a marketing plan.

Strategic marketing planning is the process that the operational and managerial staff of a company goes through to create and implement effective marketing strategies. Strategic marketing planning takes several aspects of company marketing and promotion into consideration.

4.1 Brand Promotion Process of the Company

Promotion is when a business decides which forms of communication it wants to use in their marketing plan. Research is done that details market research, segmentation, and budget. Large companies might choose to do a national campaign, especially if the brand is already familiar to the consumer. Smaller businesses, with fewer resources, might use direct selling until they have a larger budget for advertising.

For promoting the brand MYSOFT follow five criteria-

➤ Segmentation

The best way to promote the brand is to segment the market to meet the customer needs and to increase positive response. During the promotion period the MYSOFT marketing team first decide which segments to target and why. Market research plays an important role here to know what and from where the company will start promoting the brand. Once the company targets

their audience they further segmented the market to gather the further information. The company mostly used research methods are-

- Sales analyzing
- Questionnaires
- Online statistics, including social media
- Focus group
- Hiring market research firm
- Interviews of the customers

➤ **Targeting**

After segment the market the best way to communicate with the segment is targeting. The company will want to ensure the best possible customer response. The marketing plans need to be detailed to target those audiences and to define the marketing objects. The company does advertising in this time to communicate with the target audiences. The company advertises with different methods-

- Outdoor ads
- Magazines
- Television ads
- Radio
- Phone calls
- Website ads

The company also done some sales promotion to attract the customer towards them-

- Coupons
- Discounts
- Free services
- Loyalty incentives
- Promotional price

These all activities are important to promote the product or brand in the right way and the company always give extra effort with their promotional activities.

➤ **Positioning**

In this stage the company defines an image towards the customer for the company that the customers more know about the company. Developing a brand positioning is always a key and the company took this is an opportunity and implement this successfully. In this stage the company tries to meet or exceed all expectations and look good in the eyes of the customer. Positioning also helped the company to know about its competitors and give the company the opportunity to set themselves in a good position regarding the similar products of the competitors.

➤ **Branding**

Branding is a central theme in promotions, and key to positioning a product. Branding is a part of all aspects of a product -- from its packaging to its website. The more consistent the branding, the more likely the customer will remember the brand. Having a successful brand means a customer will pay more than for brands it doesn't know or trust. This trust is referred to as "brand equity" and is incredibly valuable to the marketer. It is also essential the brand take into account all unique selling points (USPs), as these are the easily recognized parts of a message.

➤ **Develop the Message**

After all the four criteria done the company need to message the customers. What does he want to say to influence his potential customers? MYSOFT objectives aligned with the marketing strategy, and will fit into one of the following categories-

- **Inform** – Increase awareness of the product and brand, and try to gain an advantage.
- **Persuade** – Attempt to gain an immediate response to drive sales.
- **Remind** – To maintain an interest in the product or brand.

The companies best results come from clear and distinctive promotions, so it is important the marketing works together to formulate a clear message for the targeted audience. The best message won't work if it doesn't get to the proper audience.

4.2 Strategic Marketing process of the Company

A business must have a marketing plan in order to produce, communicate and sell products and services. MYSOFT has the effective marketing plan that makes them success in the market. They always do research on the target audience and look what criteria the customer or clients is looking for. Dependent on the survey the marketing plan is written and the budget was set by the admin panel for the promotional activities.

MYSOFT follow the business strategies listed below to achieve the target market-

- Increase sales
- Bring new customers
- Get existing customer to buy more
- Introduce a new product or service
- Increase market share
- Establishing the brand
- Improve customer loyalty
- Launch an advertising campaign
- Make customer feel more valued
- Offer existing customer exclusive offer

A successful plan for every department of an organization, done the half of the work of running the business properly. In every sector of the business there need a plan to run the business. And in the marketing department, MYSOFT developed their strategic marketing plan by the following process-

➤ **Identify the Business Goal**

It is always important to know your business goal. MYSOFT limited main goal is to be the number one software company in the market and they already achieve that. They are the number one software company, which provide integrated hospital software around the country. Every year the company set some goal for the future and the company tries implement that step by step. Marketing department plays an important role here. The higher officials set the goal for the company and the entire department try to achieve that, and at the end of the year company evaluate the performance of the department and made the report and submitted to the all

department. The main target of this company is to identify the business goal in a systematic way and try to achieve those goals.

➤ **State the Marketing Goals**

After identify the all goals of the business, it's time to state the marketing goals. A business development is highly dependent on the marketing department. Company sales highly dependent on this department. The company after state the goal for marketing the next steps is to achieve these goals. The company growth is highly dependent on these goals. The company impalement various steps to achieved those goals. Every year, the company invest huge amount of money for marketing the product. The main goals of this company is to be popular among the country and for that reasons the company survey every month in different places, and from the outcome the company tries to improved themselves as a better company.

➤ **Research the Market**

The next step company follow is, they research the market to know about the customer feeling towards them and also want to know what customer want new in the product line. For these reasons, the company heir some research team from abroad or within the country to find out those criteria. A successful research will make the company profitable and for this reason the company always give extra effort to know about the market properly and the company also tries to know about the competitors and the similar products of the market from this research.

➤ **Profile the Potential Clients**

MYSOFT Limited always tries to be connected with their valuable clients. The company has a reputation of giving the services instantly live in the PC or physically. They also done meeting with their customer and try to know if there are any problem in the system and also try to know if they are wanted something new module in the system. Every year company arranges a meeting ceremony with their valuable clients and tries to be connected with them personally.

➤ **Profile the Competitors**

It's always important know about you competitor in the market and what are they doing exceptional to adapt the market. MYSOFT Limited always keeps an eagle eye to their competitors and also the activities of their competitors. And always try to do better than their competitors. The company is always try to be one step further from their competitors and thus makes them successful in the market.

➤ **Develop Strategies to Support the Targeted Goals**

After knowing the goals of the company its always important to implemented the goals and achieve the values from those. MYSOFT Limited always tries to develop different-different strategies to follow the targeted goals. And the company always tries to not disclose their strategy, as it is the key to their success. These strategies are the main aspects of their success in the market.

➤ **Using 7 P's of Marketing**

Simply put the Marketing Mix is a tool used by businesses and Marketers to help determine a product or brands offering. MYSOFT Limited successfully used every aspect of the marketing mix to develop their marketing strategy. The 7 P's of marketing, place, promotion, price, process, product, people and physical evidence are successfully used by the company to develop the strategy. The company always tries to take the best out of this marketing mix.



Chapter 5: Job Responsibilities as an Intern at MYSOFT Limited

I have experienced of 1.5 months to work with MYSOFT Limited, as I joined there from the 1st of March. This internship program is a part of my academic purpose. So, I gave my full effort to learn something from this internship program. As I done my major in Marketing and minor in E-Business, for that reason, I joined here under the marketing department as a vendor acquisition as an intern. Where I leant a lot of new things and experienced a lot, that will help me to cope up in the future and I can used my this experience to gained more knowledge and can make my future better.

5.1 Description of the Job

I passed my last 1.5 months at MYSOFT Limited in the position of Vendor Acquisition under the marketing department as an intern. During this period I learned some new things and experienced a lot. At the first day, my supervisors take me to the front and welcome me to the office with everyone. At the first day, there was not too many work for me, just simply I evaluate some normal paper of the office. After my training in the first day with some basic tools, my supervisor assigns me with the various types of work. I was assigned to do various work of the marketing department, they are given below-

➤ Hospital details collection

First I was assigned to do, work in the Excel. As I done my minor in E-Business it is comparatively not a big task to me. First to week I was working on the excel to collect the data of the hospitals around the country and listed them below in a excel sheet. After collecting the address, contact number and others information, I need to call those hospital by a phone to ensure and verified the location of the hospital. After verified the targeted number of hospital in a day, I need to submit a report to my supervisor about the verified hospitals.

➤ **Market Research**

After the collection of data, I was assigned to do a research paper, which is a proposal to a client to buy our product. My supervisor told me to include the entire necessary module, which was not included in the paper.

➤ **Market Visits**

After 2 weeks, than started my main job to visit the market. As I joined here in a position of vendor acquisition. My supervisor handover me all the excel sheet, which was prepared by me and my co-worker. At first they gave me training of that how will I react into the market and they also let me know fully about the company, so that I can represent my company to the market with the full swing. At first they ensure me that, they will provide all the expense of the market visit and they also provide food. After the 3 weeks, I need to visit the market 5 days a week and submit the report on Saturday. I need to visits all the hospital, which I listed at the beginning and try to impress them to buy or use our software. The company gave me a target every day to visit 7 hospitals a day. It's a difficult task to do, because in the hospital everybody was so busy all the day and it is really hard to talk with the higher officials. For this reason I have to wait in some hospital to talk with the higher officials. My company gave me the company profile and brushier with me, so that I can provide the hospital officials to have an idea about our company. After submit the report every week, I need to visits those visited hospitals, depending on their interest on buying our product. If the client are interested with the company profile, than I need to inform my supervisor and he gave me a proposal according to the criteria and I need to submit that to the interested client. After that the lead is came through me and the companies higher officials set a meeting with the client and try to find out some outcome. At the end of the day I need to prepare an Excel sheet for the visited hospital and interested clients and their outcome, and I also need to update the file regular basis. I already manage to give 6 lead to the company during this short time of period. This is a different experience for me to talk with the higher officials of different organization and that help me to develop my communication skills and confidence a lot.

➤ Making Proposal Letter for the Clients

Before sending the proposal there should be a formal letter for the proposal. I need to format this letter and need to attach with the main proposal report. After that the proposal needed to be hand to hand. If the lead is coming through me, than I need to go for handover the proposal to the client.

Chapter 6: Conclusion and Recommendation

6.1 Conclusion

MYSOFT Limited is one the leading IT based company in Bangladesh and it is popular to all as it is the provider of the software in all known hospitals like LABAID, AD-DIN Hospital, ALLOK Healthcare, CMH (Project Running) and others. It is the company that provides software to the hospital, diagnostic and pharmacy. It is one of the successful software company in Bangladesh. With uncompromised focus on service excellence and the countrywide existence, MYSOFT established itself as successful company over the years. Its wide range of products and other services separate it from the other company in the market.

While doing my internship in MYSOFT, soon I realize I have make the right choice, because it's a company of different industry and the marketing of this company will be much different than the normal one. So, it's bringing me a whole set of new experience. In the future it will help me to control myself in the different situation. In a short time, I learned to know about the real life market place, and how to communicate with the higher officials people and how to convince them to buy a product. Moreover, I also learn how to do a research paper in the official way. Learned the conditions of the market quickly and learned to adapt the situation instantly.

MYSOFT Limited becoming a leading IT based company day by day. Beginning with the small house company, now it's the software provider of giants hospitals like LABAID, CMH, AD-DIN and others. Day by day the company growing its share in the market and the investors are more interested to invest in this company. Software is process of digitalization and everyone is seeking to this nowadays. Every sector wants to be digitalized and MYSOFT grab that opportunity to

become the successful software company in Bangladesh. The company is appropriate for Bangladesh because of the socio economic condition of the country. Because of its effective market position and current operation management the company the company moving forward successfully.

6.2 Recommendation

MYSOFT Limited proved to be one of the successful companies in the software industry. Its effective brand promotion process and strategic marketing process makes the company more strong in the industry. Although, the company has the great planed for the operations, but there are some points that need to be consider. I will recommend some points, with my short experience and I think it will help the company in the near future.

- The company needs to increase the usage of the social media.
- The company needs to post everyday in the social media and need to introduce the company properly in the social sites.
- For the job circular, the company needs to use social media more. This will help the company to evaluate more CV and can find the best out of them.
- The company needs to launch the E-Commerce site, where the buyer can buy the software easily from the online.
- Using digital media for train the employees.
- Need to digitalized the office more
- Need to have a common room or a café inside the office, where the employees can enjoy in the free time.
- Need to provide transport system to the marketing people, as they need to move from here to there.
- CSR activities need to be done more, as it is the method to known in the market.
- There should be a plan for the intern student, as the company recently started to take interns. The company needs to focus more on the interns.

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