

# Internship Report on Marketing process of Starpoint Rewards Bangladesh Limited

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To

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BRAC Business School (BBS)

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66 Mohakhali, Dhaka-1212

Subject: To accept the internship report on The Marketing Process of Starpoint Rewards Bangladesh Limited

Madam,

I am delighted to submit my internship report on “The Marketing Process of Starpoint Rewards Bangladesh Limited” as a requirement for my graduation. You are aware that I completed my internship program in Starpoint Rewards Bangladesh Limited from 4<sup>th</sup> February to 4<sup>th</sup> May. I joined Starpoint Privilege, which is the head office of Starpoint Rewards Bangladesh Limited. I truly believe that this report will satisfy your requirements and expectations as I tried my level best to make this report informative, practical, reliable and relevant as possible. To prepare this report I have reviewed some books, journals and download information from internet, take interviews and on the basis of available information I have depicted a set of recommendations which I think will help “asset management team” to improve their competence. I have attained some unique opportunities to go through some fruitful job experiences. Those experiences enabled me to bridge the gap between classroom learning and real life situation to a great extent.

I appreciate your kind advice, cooperation, patience and suggestions regarding this report which will definitely help me to go ahead as a brilliant guideline. I will be available for any further query and clarification regarding this report whenever necessary.

Sincerely Yours,

Md. Iftiar Ahmed

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BRAC Business School

BRAC UNIVERSITY

## **Chapter 1: Introduction**

- **1.1 Origin of the report**

This is an “internship report”, which is prepared after completion internship program. It is done as a requirement of the conclusion of the BBA program. In BRAC University BBA program, a student must have to complete twelve weeks of internship program after completing BBA courses. An internship program stands for providing on the job training to the student. Students are being exposed to the actual job scenario of an organization. Students are assigned to do in different kind of job where they can apply their theoretical knowledge. At the time internship Students are placed in enterprises, organizations, research institutions, as well development projects for the conceptualization of real life job situation. This is a report of Starpoint Privilege and it has been prepared after completion of twelve weeks of organizational attachment. Starpoint Privilege is the first loyalty club in Bangladesh who aims to the elite class of the society. Starpoint Privilege is always ready to develop a long term beneficial, reliable and trustworthy relationship with their client. After completion of my BBA courses I was placed to Starpoint Privilege to complete my internship. During my internship I was under the guidance of my intern ship supervisor Sohana Wadud madam, for the successful fulfillment of my internship program. I am supposed to submit this report including the overview of the organization and the details of the project I was assigned to do during my internship period.

### **1.2- Objectives**

My report includes two types of objectives. These are being described below:

- ❖ **Broad objective**

The primary objective of my report is to identify how the total marketing process of Starpoint Rewards Bangladesh Limited goes on.

### ✧ **Specific objectives**

- Getting introduced with an organization's marketing department.
- Understanding the marketing process for a business organization.
- Being a part of the marketing team.
- Selling the product over telephone.
- Face to face conversation with the clients.
- Matching the sales target on the team.
- Get experience in field level.

### **1.3 - Scope of the report**

In this report I am going to describe the overall marketing process of Starpoint Rewards Bangladesh Limited. As I am personally involved with the task and I have managed some event on that process that's why I have clear idea about how they identify their marketing process.

### **1.4 - Limitation of the Report**

At the time of preparing this report, I have to face some difficulties or some restrictions. I will take these problems, difficulties or restrictions as the limitation of my study. The limitations of my studies are being described below:

- Confidentiality in terms of disclosure of the internal information.
- There were some critical information's cannot easily understood.
- The total project plan was not totally organized.

- **Chapter 2: Company Overview**

## **2.1 - Overview of Starpoint Rewards Bangladesh Limited**

### **History**

Starpoint Privilege, the flagship brand of Starpoint Rewards Bangladesh Ltd is Bangladesh's first, only and biggest loyalty membership club. The club was formed with the view of serving the elite-class society of Bangladesh with one-stop VIP service solutions. It was formed in March 2009; Starpoint Privilege stands tall today proudly as Bangladesh's first and biggest loyalty membership club. Starpoint was formed with the aim of providing one-stop service solutions to the elite-class society of Bangladesh. Starpoint Rewards Bangladesh Ltd, a joint-venture company of Trilogy Entertainment Ltd and Medialink Entertainment and was formed at the start of 2009 with the view of promoting the national tourism and also the national products. Starpoint dreams of a day when all the Bangladeshi people will be proud of their country's wonderful natural assets and also at the same time be more accustomed in using national services rather than foreign services.

Starpoint Privilege, the flagship brand of Starpoint Rewards Bangladesh Ltd is Bangladesh's first, only and biggest loyalty membership club. The club was formed with the view of serving the elite-class society of Bangladesh with one-stop VIP service solutions.

The vision of Starpoint privilege is to promote the national tourism and the quality national products of Bangladesh to the whole world in order to attract an unparalleled amount of foreign revenues and to also make sure that the economy of the country improves with the help of tourism.

Their Mission statement is to create a strong bonding between Bangladeshi companies who work with the national tourism and Bangladeshi companies specializing in world-class national products.

Starpoint reward Bangladesh Ltd was established as a joint-venture company of Trilogy Entertainment Ltd and Medialink Entertainment and was formed at the start of 2009 with the

view of promoting the national tourism and also the national products. Starpoint dreams of a day when all the Bangladeshi people will be proud of their country's wonderful natural assets and also at the same time be more accustomed in using national services rather than foreign services.

Starpoint plans to take part in numerous promotional activities such as newspaper ads, email marketing and exhibitions. Taking part in all these promotional activities will create a wider awareness among Bangladeshis towards the national tourism and national products. Starpoint Rewards Bangladesh Ltd is run by a highly-professional management team with a huge experience in the business and tourism sector. The staff list comprises of all the top-level tele-salespersons of the country.

## **2.2 Vision**

To promote the national tourism and the quality national products of Bangladesh to the whole world in order to attract an unparalleled amount of foreign revenues and to also make sure that the economy of the country improves with the help of tourism.

## **2.3 Mission**

To create a strong bonding between Bangladeshi companies who work with the national tourism and Bangladeshi companies specializing in world-class national products.

## **2.4 Core Values**

- Go the Extra Step by taking actions that build lasting connections and loyalty
- Play as a Team by working globally and across all teams in the company
- Do the Right Thing by using good judgment, respecting our communities, associates, owners, partners and the environment
- Provide the best service to the client

## **2.5 - Company Slogan**

The slogan of the Starpoint Rewards Bangladesh Limited is “Enjoy your travels and savings”. It promises trustworthiness as well as being the “Dependable Friend in Travels” in the time of travel.

## **2.6 - Achievements of Starpoint Rewards Bangladesh Limited**

- Starpoint Privilege has been awarded as the “Innovative Business Structure” in 2009 by Lanka trade fair.
- Starpoint Privilege has been awarded by the Ministry of Travel & Tourism of Bangladesh in 2010.
- Starpoint Privilege has been awarded by the Asian Trade fair arranged on Dhaka Sheraton Hotel in 2010.
- It has received the prestigious award for being the highest in terms of outbound discount call centre organization in the year 2011 of National level in service industry.
- Starpoint Reward Bangladesh Limited is awarded by JCI Dhaka Central on 2012.

## **2.7 - Products and Service offering of Starpoint Rewards Bangladesh Limited**

Starpoint Privilege is mainly an international privilege membership club. They are mainly the country agent of Norway hotel express international and Hotel's pro. By that they offer different service to the customers. Mainly they sell a membership card, by which a client can get huge privilege on different hotels, restaurants, air ticket, hospital service, car rental service, spa, tailor shops, airport lounge etc on both domestically and internationally. Besides that they arrange different tour packages on different countries.

### ▪ **Hotels**

As Starpoint Privilege is the country agent of Norway hotel express international and Hotel's pro, they offers fixed 50% discount on more than 110,000 hotels located on more than 140 countries. Not only that they have affiliation with more than 42 branded chain hotels. They are

1. Radisson Hotels & Resorts
2. Best Western
3. Hyatt Hotels
4. Ramada
5. InterContinental Hotels & Resorts
6. Holiday Inn
7. Holiday Inn Express
8. Crown Plaza
9. Wyndham Hotel Group
10. Pear Tree Inn
11. Quality Inn
12. Red Carpet Inn
13. Red Lion Hotels
14. Roadway Inn
15. Scottish Inns
16. Staybridge Suits



17. Super 8 motel
18. Travelodge
19. Wingate Inn
20. Hawthorne Suites
21. Hotel Indigo
22. Howard Johnson Inn
23. Knights Inn
24. La Quinta Inn Suites
25. Mainstay Inn
26. Master Hosts Inn
27. Motel 6
28. Passport Inn
29. Baymont Inn and Suites
30. Candlewood Suites
31. Clarion
32. Comfort Inn
33. Comfort Suites
34. Country Inns and Suites by Carlson
35. Days Inn
36. Downtowner Inn
37. Drury Hotels
38. Econo Lodge
39. Extended Stay Hotels

Besides that domestically they have so many branded hotels. They are

1. Radisson Water Garden Hotel
2. Lake Shore Hotel
3. Best Western La Vinci Hotel
4. Hotel Washington
5. Hotel Sweet Dream
6. Hotel Purbani International
7. Hotel Grand Prince
8. Hotel Agrabad
9. Hotel Seagull
10. Prasaad Paradise Hotel & Resort
11. Rose View Hotel
12. Nirvana Inn
13. Hotel Royal International
14. Hotel Naz Garden
15. Concord Motel Atlantis
16. Concord Foys Lake Resort
17. Blue Marine Resort
18. Shimana Periye
19. Padma Resort
20. Zakaria Resort
21. Royal Resort

## ✧ Restaurant

Starpoint Privilege has also more than 1000 restaurant worldwide. In Bangladesh they have

- **Dhaka Regency Hotel & Resort**

- 15% discount on food at grandiose restaurant and Grill on the skyline only

- 10% discount on hard drinks at club 13 only

- 10% on celebration cakes

- **Hotel Washington**

- 10% discount on food at Rosebud restaurant

- 5% at Burger World

- **Hotel Purbani International**

- 10% discount on food dining at all restaurants

- 10% discount on any celebration cakes

- **Hotel Ascott**

- 15% discount at Nabihah Deli Restaurant

- 15% discount at roof top Chill & Grill Restaurant

- **Hotel Grand Prince**

- 10% discount on food dining at restaurant

- **Hotel Agrabad**

- 15% discount on food dining at all restaurants

- 15% discount on alcoholic beverages at bar

- 10% discount on bakery items

- **Hotel Seagull**
  - 10% discount at bar
  
- **Rose View Hotel**
  - 15% discount on food dining at restaurant
  - 25% on celebration cakes
  
- **Nirvana Inn**
  - 10% discount on food dining
  - 10% discount on alcoholic beverages at bar
  
- **Hotel Royal International**
  - 10% discount on food dining at all restaurants
  
- **El Toro**
  - 10% discount on every items
  
- **Cheers Restaurant**
  - 10% discount on all items & Party
  
- **Korai Gost**
  - 10% discount on all items and party
  
- **Sea-Shell Reastaurant**
  - 15% discount on buffet lunch and dinner
  
- **Mumtaj Mohol Restaurant**
  - 15% discount on food and no service charge

- **Abacus Restaurant**
  - 12% discount on food dining in all outlets
  
- **Saltz Restaurant**
  - 10% discount on Regular Menu.
  
- **Cavo Restaurant**
  - 10% discount on Regular Menu
  
- **Flambe Restaurant**
  - 10% discount on all items and party

## **Chapter 3: Project details**

### **3.1 Strategic value Proposition by Starpoint**

As a Starpoint Privilege member, you can enjoy an extensive range of benefits from a diverse choice of establishments. Starpoint Privilege is constantly updating their privileges. Starpoint Privilege will not only save members money on lifestyle purchases, but will also create a much needed network for Bangladesh's elite, and the leaders of business and industry. The financial benefit of the card will far exceed the membership cost. Members will use it daily at participating establishments, making it the indispensable card for a member to have in his or her wallet.

Starpoint also offer their membership card for corporate users, they think that Staff members and clients are a vital part of a working team, therefore it is important to show them your appreciation for all their hard work. Starpoint Privilege knows how valuable staff and clients are and have created this exclusive gift package. Each corporation can reward their staff members and clients with their own branded Starpoint Privilege Membership Card, providing them with all the great benefits the card has to offer. Staff members and Clients will also be updated with the latest entertainment and hospitality information and events for networking or just enjoying themselves after work.

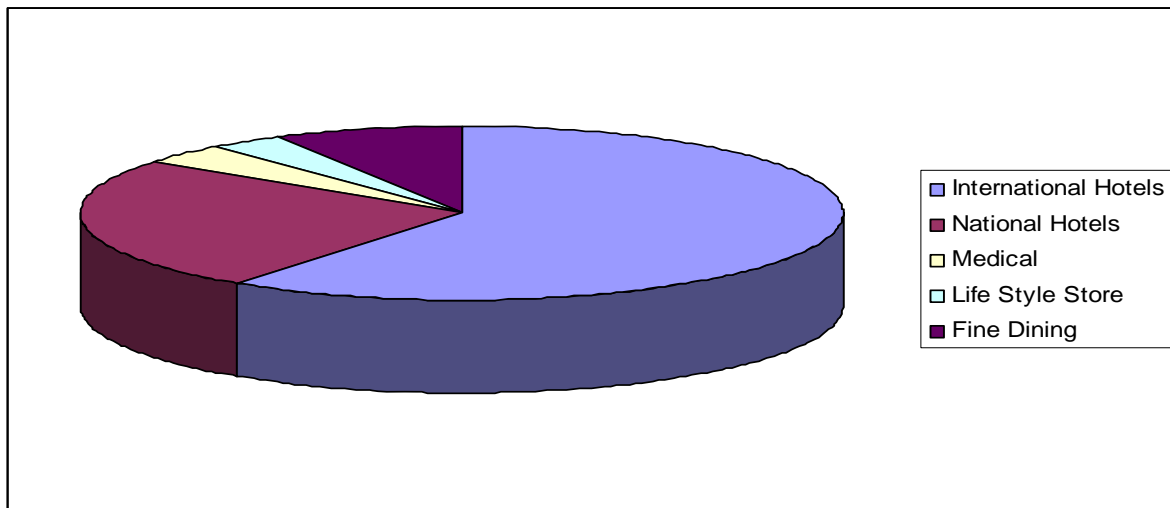
Using the Starpoint Privilege Membership card a member is entitled to the following discounts:

- 50% discount from Published Room Rates at more than 14,000 hotels in 140 countries worldwide.
- Special rates at top hotels brands such as Radisson, Hyatt, Intercontinental, Holiday Inn, Ramada, Best Western etc.
- 15% discount on dining at more than 1000 hotels worldwide.
- Discounts at International hospitals in Singapore and Thailand.
- 15% discount on access to 150 Airport Lounges worldwide.
- 12.5% discount at 6000 spas worldwide.
- 15% discount on World-wide car rental services.

- Exclusive discounts at more than 20 Hotels & Resorts, 15 Restaurants & Lounges, 3 hospitals etc. in Bangladesh.
- Members are also entitled to FREE room nights at 5 star hotels in Dhaka and Cox's Bazar.

These renowned brands are providing service to the Starpoint member's for the last couple of years. All most all the members prefer to have this kind of membership to get extra privilege during there international traveling.

The bellow pie chart will show the usage rate of membership card of Starpoint privilege.

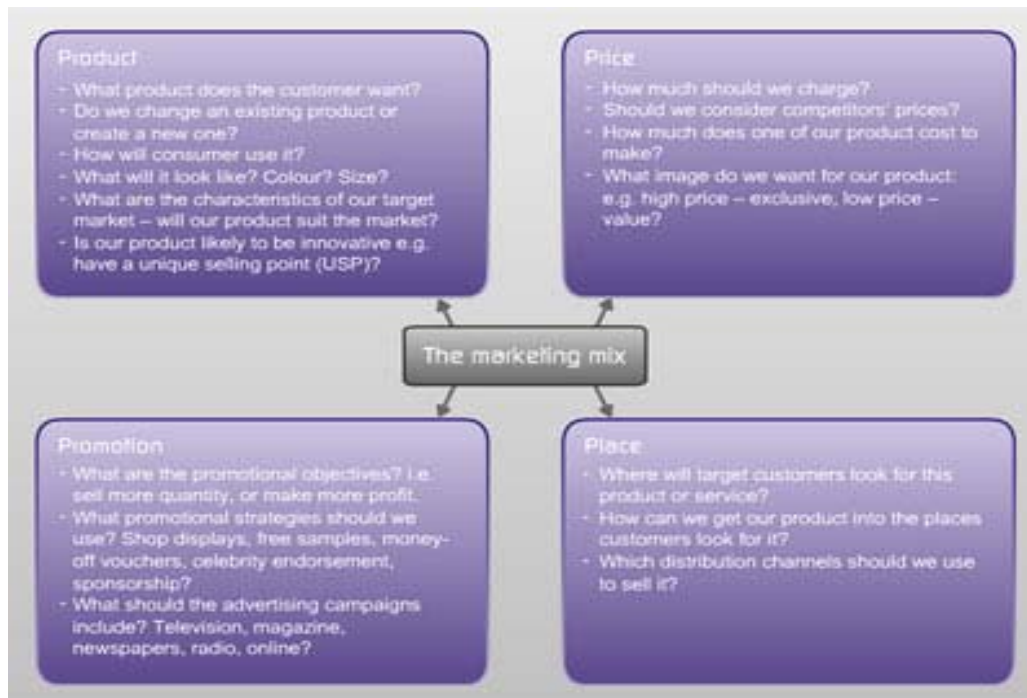


### 3.2 The Marketing Mix of Starpoint Privilege

Marketing Mix is one of the most fundamental concepts in marketing management. For attracting consumers and for sales promotion, every manufacturer has to concentrate on four basic elements/components. These are:

1. Product,
2. Pricing,
3. Place (Distributive channels)
4. Promotion.

A fair combination of these marketing elements is called Marketing Mix. It is the blending of four inputs (4 Ps) which form the core of marketing system. This marketing mix is marketing manager's tool for achieving marketing objectives/targets. He has to use the four elements of marketing mix in a rational manner to achieve his marketing objectives in terms of volume of sales and consumer support. The marketing mix consists of everything the firm can do to influence the demand for its product.





## ➤ Product

Product means the goods and services combination the company offers to the target market. In Starpoint Privilege, their product is an international privilege membership card. It is mainly a privilege card by which the client can get huge privilege on different sectors like hotel, restaurant, air ticket, hospital services etc.



In our country there are so many people who are travelling worldwide for different reasons. For example, there are so many people who travel a lot for the business purposes. On the other hand, there are so many people with the hobby of travelling. They are the consumer of this product. It is completely a new product in the market though this organization started its journey on 2009. But in 2013, it has only 2 competitors. Consumers use this product on different purposes like for accommodation, health check-up, dining, program etc. The product shape is just like any other credit cards shape and it is very attractive looking. The main characteristics of our target customer are frequent travelling. Those people, who travel a lot both domestically or internationally, are our main target customer. They can use it everywhere in the step of travelling. For example, when anybody wants to go for a business or recreation trip outside the country what types of thing he or she needs?

Those will be passport, visa, air-ticket, airport lounge, car – rental service, hotel etc. By using our card our clients can get discount on every part of that. It is obviously a innovative product, because in our country there are so many people who travel worldwide for different reasons. The

cost of the entire trip is not so cheap, and we are the people who provide a unique service like this.

## ➤ Price

Price is the amount of money customers must pay to obtain the product. Price is one more critical component of marketing mix. It is the valuation of the product mentioned by the seller on the product. The price is very important thing for an organization, the price charged should be high enough to give adequate profit to the company but low enough to motivate consumers to purchase product. It should also be suitable to face market competition effectively. When there is a question of pricing there are some extents, they are

- What is the value of the product or service to the buyer?
- Are there established price points for products or services in this area?
- What discounts should be offered to trade customers, or to other specific segments of your market?
- How will your price compare with your competitors?

Before starting the pricing strategy the price of the product should be discuss. There are two types of membership offered in Starpoint Privilege. Those are

1. Gold (5 year validity)- 1,25,000/=
2. Silver ( 1 year validity)- 25,000/=

The first thing is that the value of the product or service to the buyer is obviously high. Because the price of the product is not so high in compare to the service that clients get. Beside that when a person purchase the membership card, he or she can get a complimentary gift package. That is he or she can stay in any hotel of the world (among 110,000) with another person for 3 days with buffet breakfast. The member can use it anywhere of the world. It is the criteria of silver membership, in gold membership clients can get five times higher services than the silver membership. So the value of the product to the buyer is really high. As it is an innovative

business, there are not so many organizations like this. There are only two competitors we have, those are Sparkle and Revolution. And our service is lots of better than them, so in a way there are no other established price points for products or services in this area. The price of our product is just above over to our competitors.

## ➤ **Place**

Place includes company activities that make the product available to target consumers. There should some common questions arise when we talk about place. They are

- Where do buyers look for your product or service?
- If they look in a store, what kind? A specialist boutique or in a supermarket, or both? Or online? Or direct, via a catalogue?
- Do you need to use a sales force? Or attend trade fairs? Or make online submissions? Or send samples to catalogue companies?

There are different types selling process, in Starpoint Privilege we offers our product via telephone. Mainly it is a tele- sales process. In here we offer our product to the client over the telephone. The tele sales executives call them and offer the invitation to them. Not only that sometimes they attend some trade fairs to advertise their product. The main selling process is tele sales over here.

## ➤ **Promotion**

Promotion means activities that communicate the merits of the product and persuade target customers to buy it. Starpoint Privilege promotes their product in different ways. They attend different trade fairs, organize different tournament, and sponsor different activities. Starpoint Privilege not only attends trade fairs, they got a award from the Lanka Trade Fair in 2009 and from the Asian Trade Fair in 2010. Not only that they sponsor different activities, for example, we all know about the Musa Ebrahim who is the first Bangladeshi ever rides in Mount Everest. Starpoint Privilege was one of the sponsors of that tour. Beside that they have billboard on some

places in Dhaka. The main promotional thing is happens over telephone. The tele sales executives offer the product over the telephone to the customers.

### **3.3 Service Recovery of Starpoint Privilege**

Service recovery refers to the actions taken by an organization in response to a service failure. That failure occurs for different reasons- the service may be unavailable when promised. In Starpoint Privilege that problems occurs sometime. For example, if any client who arrives in check in and finds that no room is available then he contact with us. Then if we can not arrange the room then we upgrades that client to a better room or hotel at the original price. That's how the recovery paradox happens in Starpoint Privilege. Beside that sometimes clients different problem in abroad, like they do not get any car rental service on time or they do not get the discount properly. That only happens just because of some misunderstanding.

### **3.4 Consultative Selling**

Consultative Selling is a customer-centric approach to selling based on comprehensive research and a perspective gained from working with leading sales organizations for more than fifteen years. A host of factors, such as growing sales cycles, highly competitive markets, risk-averse buyers, and an increasing number of decision makers in every sale, require a tactical system for a more effective sales force.



In that system there are two types of phase. They are

- Selling Phase
- Buying Phase

In selling phase the determinants will be establish creditability, analyze needs, proof of capabilities, value justification, and negotiation, follow up etc. In Starpoint Privilege that happens on two way. The selling process of the product is Tele marketing, firstly tele sales executives call the selected clients and offer the invitation and then if the client confirms the membership then the brand ambassador goes to the address of client. In there the brand ambassador have a face to face conversation with the client about the membership benefits and policy.

✧ **Establish Credibility**

At first the tele sales executive calls the selected client over the telephone. Then he continues the conversation with the clients about the product. He describes the benefits of the product to the client and tries to make them understand why that product is necessary for the client. And the tele sales executives have to convince the client over the telephone, which is really a tough job. The main thing is that the confirmation of sales has to complete over the telephone, in where trustworthiness of client is very important. The tele sales

executive has to convince him about the benefit of the product and make up understand that it is really an exclusive invitation for him. But that is not that easy on that way, because some of the clients want to see the hard copy and have a doubt about the product. It is only because that product is not that much introduced with the people of our country. But many of our potential clients know about the product by his or her friends or family who are already client of the Starpoint Privilege.

#### ✧ **Analyze Needs**

Another part of consultative sales is analyzed needs, which means observe and understand the needs of the client. In Starpoint Privilege when the executive started the conversation with the client, he tries to understand the need of that person. For that the executive ask different question to the client, for example- “Sir do you have to go abroad frequently for different reasons?” If the answer is yes, then the executive focuses the benefits of the foreign service of the product. And if the answer is no, then he strongly describes the domestic benefits of the product we offered. Beside that he has to identify the main concentration of the client about the product benefit. For example, there are lots of person who travel abroad just because of health check up, but they have a relative over there. So they do not need any accommodation service over there. Then the executive try to focus on the hospital service located on that specific country, he describe him the discount and the service over that hospital. Like that, some client went abroad frequently just because of business trip, then the executive try to focus on the hotel service and describes the discount and available hotels over there.

#### ✧ **Proof of Capabilities**

It is another important thing which every seller must have to have. In Starpoint Privilege executives faces different types of questions and solve different types of client’s query. On the other hand, when the question comes about service then the customer care office give the exact thing which client want. If any client wants any hotel in any particular location, we can provide him the best hotel over there, like in Singapore; a client can choose any specific location. For

example, in Dickson Road, Mostafa Tower, City Centre, Lazin Road or any other specific location he or she wants to stay.

✧ **Negotiate**

Negotiation is another part of consultative sales. In Starpoint Privilege sometimes clients want to decrease the membership or want to increase the amount of complimentary.

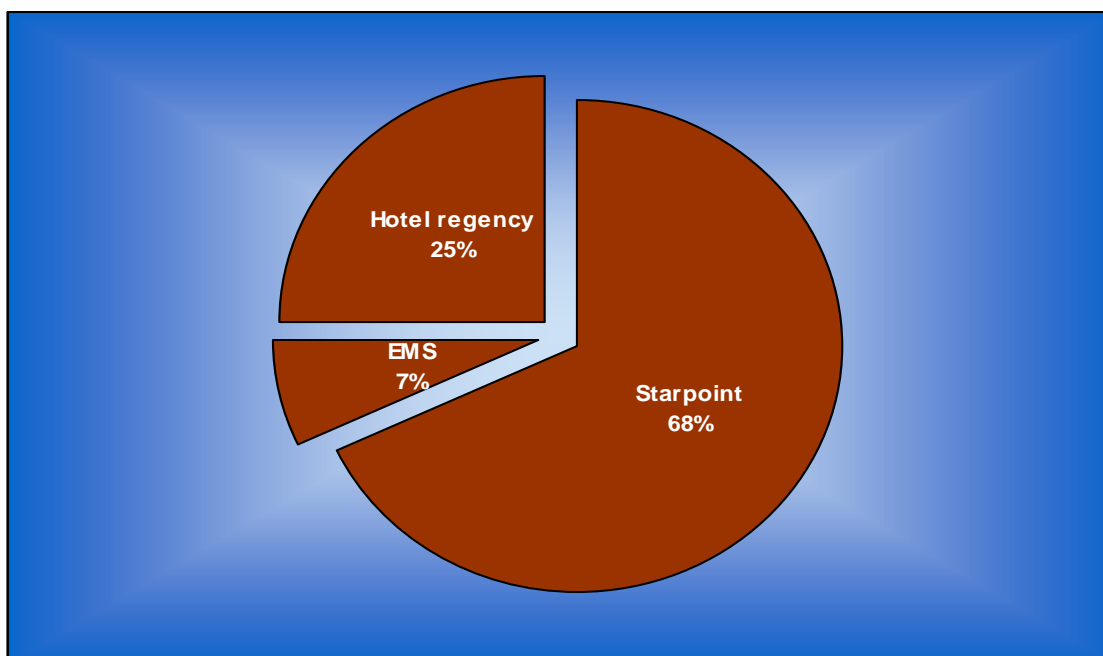
✧ **Follow up**

Most of the times clients do not take the membership on the first call, executives have to maintain a follow up. Sometime clients heard all the things and want some times to think about it. Then the executives have to call them to remind about the appointment. It is a very important thing to hold on to the sales.

Despite all of these there is another part that is the buying phase. When a person wants to buy that card, he will consider so many things. That question arises on his mind when he takes the decision of taking the membership. To get the positive approach from the client the tele sales executive convinces him in a proper way.

### 3.5 Competitor Analysis

In the business sector Starpoint is having very high competition, though number of competitor is comparatively less than any other business. Most interesting thing is that Starpoint do not have any direct competitor. Main competitor is Hotel regency primer membership club, EMS and the others are some banks credit card, those who are trying to give the same sort of facilities that Starpoint is giving right now.



From the diagram we can see the market share of Starpoint among the competitors. Here Starpoint is having 68% of market share and the main competitor Hotel regency Primer Membership club belongs to 25% of its market share and finally 7% is hold by the EMS. There are some others life style card available in the market but the significance as well as the market share is very low. But banks credit and Debt cards are very influential in the market.



### **3.6 SWOT Analysis**

SWOT analysis is also another way of deciding on a successful marketing scheme, in where we must look at strength, weakness, opportunity and threat.

#### ➤ **Strength**

1. Innovative Market
2. Almost Monopoly market
3. Less price
4. Good service quality
5. Good Reputation
6. Huge affiliation
7. Different service sector

#### ➤ **Weakness**

1. Tele sales marketing
2. Poor advertising
3. Inadequate machinery
4. Management

#### ➤ **Opportunities**

1. Become the market leader
2. Increase the member

#### ➤ **Threats**

1. Emerging of new competitor
2. Pricing Strategy

## **4. Job Responsibilities**

### **4.1 Nature of the job**

Starpoint Privilege is mainly an international privilege membership club. They are mainly the country agent of Norway hotel express international and Hotel's pro. By that they offer different service to the customers. Mainly they sell a membership card, by which a client can get huge privilege on different hotels, restaurants, air ticket, hospital service, car rental service, spa, tailor shops, airport lounge etc on both domestically and internationally. Besides that they arrange different tour packages on different countries. I was the first person over there work as an intern. I was working there in different position in different times, like tele sales executive, brand ambassador and admin officer. Now I am working there as a team leader of a sales team.

### **4.2 Job responsibility in terms of Selling**

In Starpoint Privilege I was a tele sales executive at the first time. The job was selling a membership card over the telephone. There was a target I have to reach on the basis of month which I have to achieve. There are different steps of selling over there, they are

- ✧ Number Collection
- ✧ Number Segmentation
- ✧ Customer segmentation on the basis of time
- ✧ Offering Service
- ✧ Understanding Customer Behavior ( Yes or No)
- ✧ Analyzing Customer Requirement
- ✧ Briefing over the Phone

## ➤ **Number Collection**

In Starpoint Privilege we have to collect the leads or phone numbers of clients for inviting them to join the membership. There are different source of collecting, for example

1. Internet
2. Personal Collection
3. Visiting Card Holder Book
4. Different Directory
5. Reference

We have to collect the number of our potential client to offer the invitation. Sometimes I have to collect the number from the internet. There are different clubs or different committees of different society. I collect some leads of them from the internet. Beside that I collect some numbers from my relatives, those who are in the established position in the society. Beside that I also collect the numbers from my friends. Another effective way was the visiting card holder book; I borrow them from my brother and got so many important numbers over here who can be our possible clients. After that the most common way to collect the lead is from different directory. There are so many directories in the market contains lots of telephone numbers. For example, there are directories of Uttara club, Gulshan club, Golf club, Rotaract club, Bangladesh Indenting Agency, Chittagong Boat club, Dhaka club, BGMEA, FBCCI, DCCI, BKMEA and BTMEA etc. We collect those directories and offer the invitation to them. The most effective way to collect the numbers is reference; when I sell any card to any client I always take two or three reference number from that client, which is really most effective.

### ➤ **Number Segmentation**

After collecting the numbers the next step is segment the numbers, because when we collect numbers there are lots of number and all of them are not our potential clients. For example, Gulshan Club is a very effective lead but there is lots of number of the owner of the travel agencies chairman or managing directors. Though they have the capability of buying the membership but they are not our potential client as they are joined in tourism market. Beside that there are so many numbers who does not avail that kind of service. For example, in Rotaract Club directories there are so many numbers of student and normal service holder who do not have to avail that service. So I have to segment the numbers for offer the invitation to the client. So number segmentation is a very important thing for selling the membership card.

### ➤ **Customer segmentation on the basis of time**

Customer segmentation on the basis of time is very important, because anyone can lose a potential client just for calling him in an inappropriate time. We can not call anyone in anytime; there is some time specification for different types of people. For example, Lawyers remain very busy up to 2.00 P.M. if we call them before that then they will not hear all the briefing and do not pay total concentration over there. Beside that different occupational people have different free time. For example, the owners of garment remain very busy on the first hour or to offer the invitation to any doctor we have to call him or her in lunch time. So it is very important to call customers on appropriate time.

### ➤ **Offering Service**

After segmenting the numbers and time I offer the service to the client over the telephone and try to impress him about our service.

### ➤ **Understanding Customer Behavior**

Understanding customer behavior is very important thing to sell. When I started briefing someone I try to understand the situation of the customer. For example is he or she is a real customer of our product, or he or she need it or just he hear the briefing. If there is a potential client I brief all the things to them. And if the answer is no, then I tactfully avoid the situation. If he or she will not be the potential client then it will be a waste of time by briefing him.

### ➤ **Analyzing Customer Requirement**

Analyzing customer requirement is very important, because it is the main thing by which I can convince the client by focusing specific service. I always try to understand the need of that person. For that I ask different question to the client, for example- “Sir do you have to go abroad frequently for different reasons?” If the answer is yes, then I focus the benefits of the foreign service of the product. And if the answer is no, then I strongly describes the domestic benefits of the product we offered. Beside that he has to identify the main concentration of the client about the product benefit. For example, there are lots of person who travel abroad just because of health check up, but they have a relative over there. So they do not need any accommodation service over there. Then the executive try to focus on the hospital service located on that specific country, he describe him the discount and the service over that hospital. Like that, some client went abroad frequently just because of business trip, then the executive try to focus on the hotel service and describes the discount and available hotels over there.

### ➤ **Briefing over the Phone**

The main part is briefing over the phone. In here I try to convince the client in a proper way. In here I try to make him understand why the product will be benefit able for him.

## **4.2 Job responsibility in terms of Brand Ambassador**

After few days I was appointed also as a brand ambassador at the Starpoint Privilege. The main job task of brand ambassador is to collect the payment and complete a face to face conversation with the client. There are different types of work done by a brand ambassador, they are

- ✧ Address Collection
- ✧ Taking Appointment
- ✧ Meet the individual
- ✧ Briefing
- ✧ Solve Queries
- ✧ Fill the membership form
- ✧ Payment procedure

### ➤ **Address Collection**

As a brand ambassador at first I have to collect the address from the tele sales executive or head of sales. They collect it from the client at the end of the briefing.

### ➤ **Taking Appointment**

After that I have to take an appointment from the client, when the tele sales executive complete the briefing and take the confirmation and address from the client. I have to

the call the client from the behalf of the account department and confirm the payment procedure again. Then I have to take an appointment from the client to meet him for give him the hard copy of the membership offer and entry him as a member.

➤ **Meet the individual**

When the client gives me the appointment I have to go to the address on time and meet the client.

➤ **Briefing**

After that I have to tell him briefly about our service and try to make him understand how this card will help him to get a huge privilege. In that time I have to focus on different things, for example if I observe that this is client is a frequent traveler who travels outside of the country, then I have to focus on the international service which we provide.

➤ **Solve Queries**

The main thing is solving the queries of the client when he has an intention to get the membership. They have different queries on the basis of their interest, the most common things are

- Faith problem
- The way of use
- Visa related question
- Service related question
- Booking procedure

The most common question that comes from the client was that “Is it really true?” how can I get so much of discount by giving only 25,000/= or 1, 25,000/=. That is really an obvious question because the hotel room rates of outside the countries are so high. And we give fixed 50% discount on the listed 1, 10,000 hotels worldwide. To answer that question I describe the client about our affiliation. We are the country agent of Norway Hotel Express International and Hotel’s pro; they have an affiliation with those hotels.

The next question that mostly comes from the client that is “How can I use it?” There are different way to get our service, at firstly he can get discount by showing the card. But many of them are not feeling easy with that for different reason (ego problem, confusion). Then I describe another way which is they can directly booking the hotel by us.

We also complete the visa procedure of our member without any service fee; in that case he has to give only the embassy fee. In that part they have lots of question, when they have to give us the paper, how can they get the visa, are they get visa of all countries or could we manage the invitation letter etc. I have to clear all the queries of the client.

After that sometime client has service related question, for example, can he use the complimentary worldwide or can he use it one time or by step by step etc. I have to describes those thing to the client.



➤ **Fill the membership form**

After that I have to complete the membership form from the clients and have to fill up some common question from the membership form.

**Starpoint Rewards Bangladesh Ltd**  
Membership Application Form

Sales Date: / /      Membership Expiry Date: / /

Sales Person:      Collector:      Membership No:

Nominated By:      Member Type: New / Renew / SP / VIP

**Member Details:**  
Name On Card: \_\_\_\_\_  
Father: \_\_\_\_\_      Mother: \_\_\_\_\_  
Date of Birth : / /      Address: \_\_\_\_\_  
Marriage Date : / /

Company Name: \_\_\_\_\_      Designation: \_\_\_\_\_

**Address:** \_\_\_\_\_

Phone Office: \_\_\_\_\_      Fax: \_\_\_\_\_  
Mob: \_\_\_\_\_      Email: \_\_\_\_\_

Home Address: \_\_\_\_\_  
Phone Residence: \_\_\_\_\_

**Supplementary Details:**  
Name On Card: \_\_\_\_\_  
Father: \_\_\_\_\_      Mother: \_\_\_\_\_  
Date of Birth : / /      Address: \_\_\_\_\_  
Mob: \_\_\_\_\_      Phone Office: \_\_\_\_\_      Home: \_\_\_\_\_  
Email: \_\_\_\_\_

**Selected Package:**  
Nomination:

1.		6.	
2.		7.	
3.		8.	
4.		9.	
5.		10.	

Comments: \_\_\_\_\_

**Payment Method**  
CASH / CHEQUE / VISA / M\_CARD / MONEY TRANSFER/ OTHER  
Money Receipt No : \_\_\_\_\_ Issue Date: / /      Collection/Cheque Date / /  
Cheque No: \_\_\_\_\_ Bank Name: \_\_\_\_\_  
Name On Credit Card: \_\_\_\_\_  
Credit Card No : \_\_\_\_\_ Expiry : / /  
Issuer Name & Sign : \_\_\_\_\_

**MEMBERSHIP SURVEY**  
Just before you go, I just have a few questions so that we can do something special for you...

**When you dine out what kinds of food do you prefer?**  
 Bangladeshi  
 Indian  
 Chinese  
 French  
 Italian  
 Japanese  
 Thai  
 Spanish  
 Seafood

**Your Interest / Hobbies?**  
 Fine Dining  
 Bar  
 Cooking  
 Fitness/Spa  
 Travel  
 Golf  
 Soccer  
 Cricket  
 Driving  
 Films  
 Music  
 Fishing  
 Theatre  
 Concerts

**Where do you Travel within Bangladesh?**  
 Dhaka  
 Chittagong  
 Rajshahi  
 Khulna  
 Sylhet  
 Barisal  
 Cox's Bazar

**Do you Smoke?**  
 Yes  
 No

**Do you go to DJ party?**  
 Yes  
 No

**Do you Drinks?**  
 Yes  
 No

**Travel Destination in Abroad?**  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

**Holiday Destination in Abroad?**  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

Comments: \_\_\_\_\_      Member's Signature: \_\_\_\_\_

➤ **Payment Procedure**

The last stage of getting membership is clearing the payment. We normally follow two way of payment procedure. Those are

1. Cheque
2. Credit Card

But in some cases we also accept the cash, because of some emergency.

## 5. Recommendations

Starpoint Privilege always wants to fulfill its client needs. In case of marketing, they are getting more and more systematic day after day as previously it was handled. Although Starpoint Privilege tries to satisfy its clients and complete a good marketing process, but there are still some system needed to improve for the betterment of the organization and these are:

- Starpoint Privilege should more concentrate on their advertising process, because as it is a tele sales marketing people have to know about the product. In the time of calling the tele sales executive have to face mostly a common question, is it true or from when the organization start its business. The main reason behind this is the poor advertisement; they have to strongly publish their product in front of the public. They can increase the amount of their billboard, they can advertise there product on the internet etc.
- The next thing Starpoint Privilege should focus on that is the communication; they only send the hard copy to the client when the payment is confirmed. Without confirmation there are no person get any paper, which is not really good. Just because of this system they lost so many possible clients. As it is a tele sales marketing so that the total marketing depends on the phone, there are lots of person who do not want to confirm the payment by just hearing the offer. They want to see the hard copy and want to think about that, from my point of view that is not wrong in side of the customer perception. If the organization maintains the communication several times, then the sale must be increase.
- The customer care centre should be more organized, because the main problem is that most of the times they complete there work so slowly. For that the total procedure might be hampered.
- They should more concentrate on service recovery, because sometimes that happens that client can not get the proper service. But if they do not inform the organization then they do not get any service recovery. From my point of view Starpoint Privilege should give more concentration on that communication.

## 6. Conclusion

Starpoint is doing the business for the last five years, compare to their competitors their market share and sustainability is much stronger. They are very Unique because of their unique value proposition, strong customer care department, strong management team, belief, commitment to the customers and finally grate value for money. These unique characteristics made this brand such unique and economically sustainable. Beside that they are always trying to help their clients and give them a superior service. As that was said that the competitor of this organization is falling far behind but Starpoint Privilege is not hold that concept. They increase their service, increase the service quality and increase the affiliation only for the customer satisfaction and highest service. They follow a marketing process, but they can upgrade it. They have some problem on advertising, customer care or service recovery but it can be modified. As it is not a common thing to the all people of our country, it is little tough to get the market share mainly. But they do it and prove themselves as the market leader in terms of privilege company in the country.

## **Bibliography**

- [www.starpointprivilege.com/home/aboutus](http://www.starpointprivilege.com/home/aboutus)