



BRAC Business School

Internship report on
Marketing Strategy of Nemira Overseas

SubmittedTo

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SubmittedBy

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To

Ms. Afsana Akthar

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Subject: Submission of Internship Report

Dear Madam

It gives me enormous pleasure to submit the internship report on “**Marketing Strategy of Nemira Overseas**” as per instruction. I expect this report to be informative as well as comprehensive.

While conducting the report, I have gathered a lot of knowledge about Manpower of Bangladesh and many unknown facts, problems and prospects of the company's activities of where I working and also all over the country's. I believe that the experience I acquired from this study will facilitate me a lot in my future career life.

It has also to be mentioned that without your expert advice and cooperation it would not have been possible to complete this report. I shall be pleased to answer any sort of query you may have regarding this report.

Sincerely yours,

Sonia Afrin

ID: 11164054

ACKNOWLEDGEMENT

At first I desire to express my deepest sense of gratitude of almighty Allah.

I am working at Nemira overseas (Ramna Branch) from January 15, 2013 till now. My internship report made on the basis of my job experience. It won't be possible without contribution of few people.

With profound regard I gratefully acknowledge my respected course teacher **Ms. Afsana Akthar**

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TABLE OF CONTENT

Item No	Particulars	Page No
	Executive Summary	v
	Chapter 01 (Introduction)	
1.1	Introduction	01
1.2	History	01
1.3	Product and Services	02
1.4	Vision	05
	Chapter 02 (Project Description)	
2.1	Nature of job	06
2.2	Specific Responsibilities of the job	06
2.3	Different aspects of job performance	07
2.4	Critical Observations and recommendations	07
	Chapter 03 (Job Description on TBL)	
3	Origin of the Report	09
3.1.1	Objective of the study	09
3.1.2	Methodology	11
3.1.3	Limitation of the study	11
3.2	Bangladesh's Manpower Export	13
3.2.1	Performance Evaluation	13
3.2.2	Problems of manpower export	13
3.2.3	GOVT's initiatives	15
3.2.4	Way's ahead	16
3.2.5	Marketing strategy of Nemira Overseas	20
3.2.6	4ps & marketing mix	21
3.2.7	SWOT analysis	22
3.2.8	Finding of the study	38
3.2.9	Recommendation	39
	Conclusion	40
	Reference	41

EXECUTIVE SUMMERY

Importance of manpower in a country is increasing day by day. It is quite impossible for any country to develop in industrial and commercial sector without remittance in modern economic era.

Manpower supply is one of the significant functions of the overseas agencies. It plays a vital role in overall economy of the country. Agency collects information from numerous sources relating to cost and revenue from manpower supply operation. BMET is the intermediary of all Manpower export, import, and remittance activities.

Globalization of national economies has given a boost to international trade. These Herandthe buyers in an international trading transaction must agree for a service or its quality, price etc. enter into a job contract, spellin out visa Processing and delivery details, terms of payment, required documentation and other related issues including dispute settlement procedure and legal framework available.

The impact on manpower supply currency policies of the importing and exporting countries and risks associated with them, fraud possibilities in the transaction or in documents are also necessary. A country cannot long continue to have a defection foreign current account buta favorable balance of payments on current account may conceal a heavy adverse balance of payments with one individual country or group of countries.

Overseas Market allows currencies to be exchanged to facilitate international trade and financial transactions. After passing a lot of phases, present manpower market has established and performing to benefit all the parties incorporated here. There are basically three players in the manpower supply of Bangladesh. Those are the BMET, BAIRA, and customers. This paper discussed regarding the related issues of Manpower activities of Nemira Overseas.



CHAPTER-01
THE ORGANIZATION

1.1 INTRODUCTION

Manpower is one of the major national resources of Bangladesh. About 35 million people constitute this vast reservoir of manpower. Fortunately Bangladesh is steadily turning her manpower into an asset through training and skill development with a view to meeting the needs of a modern economy. It is not possible for Bangladesh to absorb the full range of available unskilled, semi-skilled and professional manpower within the country in an appropriate manner and hence the need to find employment opportunities for them abroad till her economy could absorb them locally. There are also a number of foreign countries who are in need of importing manpower from other countries. Today Bangladesh is considered as a good source.

M/S. Nemira Overseas is a Bangladesh Government Authorized International Man Power Consultant and Manpower recruiting Agent having Recruiting License no: RL-1013(with female approved) issued by The Ministry of Expatriates' Welfare & Overseas Employment, Government of the People's Republic of Bangladesh to recruit, select and supply right persons for the right jobs as per the requirements, Demand and satisfaction of the employers. It is one of the leading privately owned company in Bangladesh, providing Manpower to Honk Kong, Lebanon, Saudi Arabia, Oman, Qatar, Bahrain, U.A.E., Malaysia, Korea, Japan, Singapore, Romania, Libya and all over the world.

1.2 Historical Background of Nemira Overseas:

To provide more emphasis to the overseas employment sector, Nemira Overseas has existence in 2003.on the main objective of the company is to ensure welfare of the expatriate workers and enhancement of the overseas employment. The Company is rendering ceaseless efforts in enhancing the flow of remittance and to provide equal opportunity for the people of all areas of the country for overseas employment and ensuring overall welfare of the migrant workers.

Since this Company is very new and its units/divisions are very few.The company is the growing lead-acid in its industries. With 10 (ten) years of successful track record in Human Resources Recruitment. This company's philosophy places the highest priority on quality and commitment. And the management has consistently endeavored to maintain this without compromise.

To provide more emphasis to the overseas employment sector, Bangladesh Govt. has established the Ministry of Expatriates' Welfare and Overseas Employment on 20 December 2001. The main

objective of the ministry is to ensure welfare of the expatriate workers and enhancement of the overseas employment. The Ministry is rendering ceaseless efforts enhancing the flow of remittance and to provide equal opportunity for the people of all areas of the country for overseas employment and ensuring overall welfare of the migrant workers

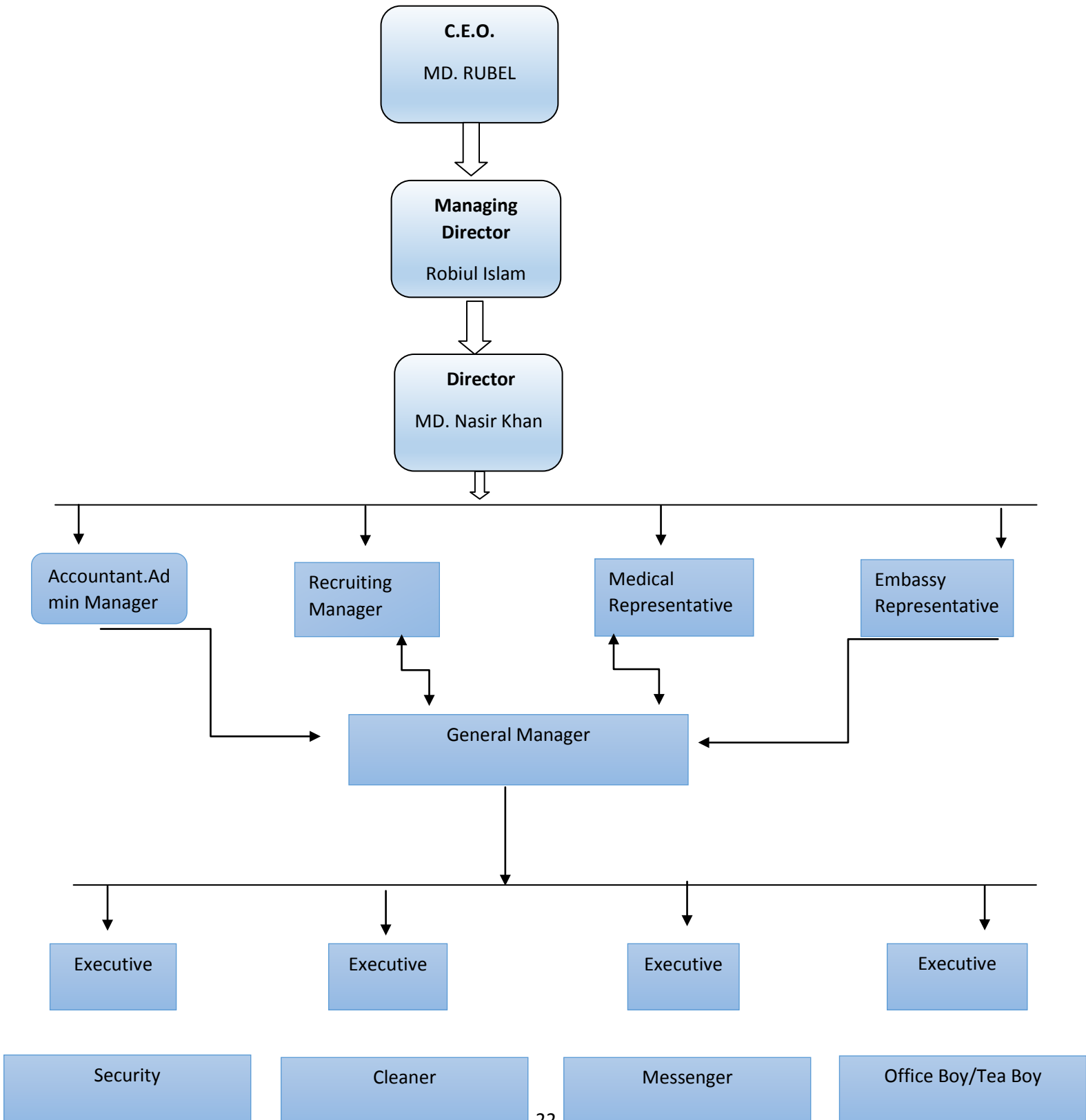
1.3 Categories of manpower available for supply/ service offerings

Here are the categories of service offer of Naira Overseas as below-

1. Engineer/Civil/Mechanical/Agriculture/Electrical/Architect/Chemical/Structural/Mining etc.
2. Draftsman/Surveyor/Laboratory Technician/ etc.
3. Manager/Accounts/Office Secretary/ Store keeper/Computer operator/ Computer Engineering Tech. etc.
4. Workshop Technician/Diesel Mechanic/Petrol Mechanic/Machine shop technician/Air Conditioning and Refrigerator Technician.
5. Construction Project Technicians/ Equipment operators/Light & Heavy Drivers/Crane Operator/Hydraulic Equipment operator/Dozer operator etc.
6. Welder/Steel Fabricator/Pipe Fitter/Fitters/Plumbers etc.
7. Carpenters (Finishing& Shuttering) Steel Fixer/ Rod Binder/Masons/Tiles Fixers/Plasterer/Brick Layer etc.
8. For all kinds of projects. Laborers and helpers
9. Physicians/Doctors/Medical Equipment Technicians/Chemist/Radiology technicians/Dentist/Pharmacist/Optometrists/Nurses/Hospital Cleaners.
10. Electricians/Electronic Technician/Motor winder.
11. Cook/Chef/Waiter/Food Server/Pastry Maker/Dish Washer/Room Cleaner and all administrative staffs.
12. Tailor (Ladies & Gents), Cutting Master, Over lock Machine Operator and Ironing Man.
13. housemaid / baby sitting

N.B.: Beside these categories we are able to provide any other Technicians needed by you according to your requirements.

1.4 Operational Network Organogram



1.4 Mission & Vision

1.5 Mission& vision

Mission

“Our Mission is to provide the best manpower service to our customers with skilled, trained, experience and dedicated workforce”

Vision

We want to have large market share among other Manpower organizations of the world.

Strengths

- Selection Procedure.
- Complete follow-up service.
- Guaranteed workforce.
- deploy all categories of Manpower
- The best our services and price.

Strategy:

- Low cost provider strategy
- Available niche strategy



CHAPTER-02
JOB

2.1. Job Description

The work experience gave me a good idea of the overall banking system of Bangladesh and taught me the professionalism at work place.

JOB PART

As I working hereto be a permanent employee, my position is Office Executive. At first I learnt General working systems. Then I learnt how they marketing their organization. So it is a great experience that I'm getting from here.

2.2. Specific Responsibilities:

- Responsible for the marketing of company offers and services to the right market.
- Develop an annual marketing plan in conjunction with the sales department. This should detail the year's activity to meet agreed company objectives.
- To achieve frequent, timely and positive media coverage across all available media.
- To managing the entire product line life cycle from strategic planning to tactical activities.
- To conduct market research in order to identify market requirements for current and future offers
- Helping clients to fill up the primary form and pay order form.
- Provide customer's related information of going abroad.
- Provide assistance support according to the needs of the customer
- Helping officers for preparing BMET'S report.
- I have to also conduct with our foreign agencies through mail, Skype, over the phone and face to face also. I have to give them all updates about visa

2.3 DIFFERENT ASPECTS OF JOB PERFORMANCE

During my Job, I was assigned for different types of task and activities; and by doing those tasks I achieved performance appraisal from my task manager.

I was assigned to fill up more than 500 forms and prepared all necessary documents required for application. I completed that job within a very short time and my accuracy was making pleased my manager Mr. Robiul Islam, and I achieved his trustworthiness.

I was assigned to prepare reporting for Training center payment. For completing each training program's I have to again prepare all the list of clients. I only got one week in every program period. I had to fill up more than 500 Form for each month and prepare different excel sheet for different purpose. I was successfully achieved my given target for those months.

2.4 CRITICAL OBSERVATION AND RECOMMENDATION

As a Marketing student, I always prefer to do a job in a Marketing related organization. So, obviously multinational company is the first priority to me. But as I didn't have job experience previous so that I'm just working here primarily, but it is a great way to demonstrate interest in this sector and for me to learn more about the actual job.

Though this company is small so employees are very few. So they are very supportive & always helped me to learn.

In the follows I found out some problem over in the Nemira Overseas as critical Observation, and some recommendation regarding the observation:

Here I observed that work load in company is more than compared to the number of working employees. As their work pressure was being doubled, so motivational levels of those employees were getting down. So, the authority is required to be a little careful about their employees. May be their current policy is not to recruit any new employee, but they can solve this situation by giving some rewards. Otherwise the motivation level of the employee will be low.

In This Company, the management is not so strict about punctuality. As a result, the tendency of being not on time is growing among employees. To change this practice management may need to be a little harsh about their rules and regulation.



CHAPTER-03

THE PROJECT

3.1 Description of the Project

The report has been prepared as a mandatory requirement of the Masters of the Business Administration (MBA) program under Department of BRAC Business School, BRAC University, Bangladesh. This report entitled “**How to Stimulate Bangladesh’s Manpower Export**” My institutional supervisor Ms. **Afsana Akthar** assigned me the topic of the report. The primary goal of the project papers is to provide on the job coverage to the student and an opportunity for translation of theoretical conceptions in real life situation. And also my supervisor suggest me to compare Marketing strategy of my company with other overseas companies.

3.1.1 Objective of the Report

The core objective of this study is to analyze Marketing strategy of Nemira Overseas and & other competitors in Bangladesh and draw a comparison between these overseas agencies to identify the position in the Manpower agency industry. The objectives of the report are as follows:

Broad Objective:

- ❖ To partial fulfilment of my MBA degree.
- ❖ To match my academic knowledge with the real corporate business set up.
- ❖ To enlarge my experience from a real corporate exposure
- ❖ To enhance my adaptive quality with the real life situation

Specific Objective:

- ❖ To know organizational profile of Nemira Overseas.
- ❖ To evaluate the factors affecting Manpower industries.
- ❖ To identify areas where this brand is performing well in terms of marketing strategy.
- ❖ To emphasize areas where improvement is possible.
- ❖ Comparative analysis to identify its position

- ❖ Supply right people in right position in Right time.

3.1.2 Methodology of the Study

Data Collection:

Both the primary as well as the secondary form of information was used to prepare the report. The details of these sources are highlighted below:

(a)Primary Source

I have collected primary information by interviewing my colleagues, employees, managers, general manager, managing director, other competitors' employees, and observing various organizational procedures, structures. Primary data were mostly derived from the discussion with the employees of the organization and competitors.

(b)Secondary Source

I have elaborated different types of secondary data in my research. Sources of secondary information can be defined as follows:

Internal Sources

- ❖ Annual Report – 2011- 2012
- ❖ Business Instruction Manual
- ❖ Procurement method
- ❖ Sales policy
- ❖ External Sources
- ❖ Different web sites of manpower sector
- ❖ BMET Circulars

3.1.3 Limitations

- ❖ In this study, a whole-hearted effort was applied to collect, organize, analyse, and interpret the related data and finally to attain the optimum outcome of the research. In spite of these efforts, there exist some limitations that acted as a barrier to conduct the research.
- ❖ The main limitation of this report is competitors' policy of not disclosing some data and information for confidential reason, which could be very much useful for the report.
- ❖ Time period of my joining this job is not that much long to get practical experience fully. As I am a permanent employee during the nine months of internship report I had to work weekend. Also I had to visit our Training centre, which is remote from my working area to collect data.
- ❖ Because of the limitation of information, some assumptions were made. So there may be some unintentional mistake in the report.
- ❖ In case of performance analysis secondary data are used.
- ❖ This study completely depended on official records and annual reports and website also.
- ❖ It is difficult to make an information based rich report in a short time period.
- ❖ Company's policy did not permit to disclose various financial data and information related to Business Portfolio.
- ❖ I am not assigned by my organization to analyse any confidential policy Nevertheless, I have tried utmost to avoid mistakes.

3.2 Main body of the Project Report:

3.2.1 Bangladesh's Manpower Export

Every year over 3 hundred thousand Bangladeshis go abroad for jobs. This number has been growing rapidly year-on-year. A large section of them are un-skilled and semi-skilled workers. They are sending a large amount of remittance to Bangladesh which has been significant both socially and economically. In fiscal year 2010-12 (Up to April) about 6 lac and 21 thousand Bangladeshi overseas workers sent \$6.9 billion remittance, which is 26 per cent higher than that that of FY 2005-06. This figure was officially recorded by Bureau of Manpower, Employment and Training and Bangladesh Bank (Finance Division, 2007).

3.2.2 Performance Evaluation:

Foreign Remittance:

During the year 2013, the inflow of inward foreign remittance was TK.10247 Million whereas in the previous year 2010 the amount was TK.9669 Million which is TK.678 Million higher than the previous year registering 7% growth.

Year	2009	2010	2011	2012	2013
Foreign remittance	76.5	253.3	678.9	966.9	1024.7

But the unofficial estimates would be much higher than that figure. We know that Bangladesh has an edge over many other developing countries in its abundance of human resources. On the other hand, Bangladesh has cheap talent, good reputation of its overseas workers, its historical presence and strong positions in some countries, great willingness of its citizens to migrate, growing importance

of manpower exports in the eyes of the government and the willingness of NGOs and other private sector players. If the government can devise a new strategy to explore new export markets for the country as expatriate workers and ensure the wellbeing of Bangladeshi citizens working abroad, significant remittance which would be channeled to contribute a lot to the economic growth and poverty reduction.

3.2.3 Problems of manpower export

There are huge complains of irregularity and corruption against manpower export Agencies in Bangladesh.

- Print and electronic media covers about these quite frequently. Those who are affected also describe their bitter experience in dealing with the agencies. The fact is that a powerful coterie has been created among the Ministry of Expatriates' Welfare and Overseas Employment, Bureau of Employment, Bangladesh's missions abroad, BAIRA and recruiting agencies who are involved in such irregularities and corruption.
- Thousands of people lost everything but could not go to the desired countries. Those who could reach their destination are not getting proper job, being fined, thrown to jail, and getting other punishment. Many are forced to be back to Bangladesh. The recruiting agencies are taking money even double of the government rates.
- Inefficiency, lack of interest and monitoring of the Ministry, passive attitude of the foreign Missions, and illegal transactions between employing and recruiting agencies may bring about disaster in manpower export in near future. Already the United Arab Emirates has declared that it will not receive Bangladeshi manpower through recruiting agencies. Some countries including Malaysia, Qatar and Kuwait have been talking in the same tone regarding manpower import from Bangladesh.
- Beside corruption and malpractices, Bangladesh is lagging behind compared to neighbour India and Sri Lanka mainly due to lack of skill and training. The unskilled workers are vulnerable and are not paid what they really deserve. The government has established some new science and technological universities, polytechnic and vocational institutes for increasing the number of skilled and professional personnel. But the number is still smaller than what is required to meet the actual demand. Moreover, the quality of education provided by these institutes is not up to the mark as compared to the institutes of other leading manpower exporting countries.
- Recruitment agencies exploit the migrating workers in many ways. Migrants are forced to pay huge fees as bribe to get work permits and visa documents. The agencies sometimes

export people with fake documents which cause great suffering to the migrants. Skill certification requirements in the host country either prevent market access causing a rejection of the work permit or visa application, or limit his/her scope for work to specific activities once s/he enters the overseas market, preventing him/her from practicing the core skills. Due to social and cultural reasons, the percentage of women workers is low who wish to be migrant workers. They comprise around one or two per cent of the total overseas workers.

3.2.4 Government's Initiatives

Bangladesh has already taken some initiatives for raising export of manpower. For

Examples-

- The program of making the list of all expatriate's name with their occupation and skill is running at district employment and manpower office for reducing the cost for employing worker abroad, remove harassment and cheating with them.
- Information management through ICT and the network have been expanded in Bureau of manpower, Expatriates Welfare Ministry, Airport and BAIRA. Recruiting agencies and foreign employee can choose and collect workers with their own demands directly by this network. The system of illegal sub agent that means intermediary is abolished in many times for establishing this database network. The program of giving online emergence permit of outgoing workers is being implemented by Bureau of Manpower. One stop service centre has been created for rendering all services to expatriate workers. Facilities of passport, outgoing, hotel and restaurant, conference room, medical centre, community centre, destination of employees and choosing workers have been expanding.
- Recently the Foreign Advisor that the government has devised seven-point strategy to ensure the wellbeing of Bangladeshi citizens working abroad and explore new export markets for sending Bangladeshi manpower. Under the strategy the government has taken initiatives to explore new labor markets in Norway, Sweden, Russia, Poland and Canada. The government will discuss the issue of migration management with the WTO and the International Organization of Migration (IOM). A strict monitoring system will also be introduced to eliminate suffering, fraud deception of Bangladeshi citizens working abroad and expatriates. For the best use of remittances the government will encourage establishing a special economic zone and industries with the money remitted by the expatriates, which will contribute to poverty alleviation and economic development.

3.2.5 Ways ahead

For sustainable growth of our economy through export of manpower and migration

The government should to take some other initiatives which may be outlined below.

- To enact or amend existing laws to prevent illegal human trafficking and human rights violations and bring transparency in the migration process.
- Private recruiting agencies should be monitored carefully by the government. The government should be vigilant in overseeing and preventing the use of unfair means in dealing with manpower export business.
- Training for educated unemployed youths should be organised to send them abroad for jobs. Illiterate and less educated unemployed youths should be involved in various training programs to be competent for the global labour market.
- There is a need for good networking with the governments and the laborrelated organisations of the countries where they are likely to work. Diplomatic Missions in the countries where Bangladeshis go for work in large numbers should take a more active role in labour-related negotiations and improving working conditions.
- Information booth should be established in every district and upzila about the global labour market trends and demands. Full information, e.g., employment opportunities in each country, terms and working conditions, job application and visa application process, contact details of licensed agencies etc. should be incorporated in the information list.
- Women migrant workers need to be trained in their prospective jobs. They should also be given orientation on the culture of the recipient countries. The employment opportunities as a health worker and a household worker in developed countries should be utilised and organizing the proper training programs should be organised for them.
- A large number of job seekers cannot go abroad for lack of funds. They are unable to pay the required charges to the recruiting agencies or to the government (BOESL). The government may consider granting them loans to meet their needs and thereafter recover the money from their remittances.

The process of flow of remittances would involve many credit institutions like banks and micro finance institutions. These credit institutions will have to provide incentives to the migrants for remittances to be transferred.

3.2.6 Marketing Strategy of Nemira Overseas:

As Nemira overseas is a new and not that much renowned agency. So they choose a wonder full strategy. They took a responsibility on the behalf of Gov.'s that they will give free service to rural area's people as-

- Informing people that they are selected by govt. throughphone.
- about giving all the information of the process of visa
- give free grooming
- Took responsibility of doing medical of them at low cost.
- Give them training on language and household works on the basis of particular country's demand.

So through that the company become known to everyone all over the country

3.2.7 4P's & Marketing Mix:

Marketing Strategy for nemira overseas is based on a positioning of services differentiation. It target group of customers are both educated and uneducated groups who has need of going abroad.

Initially, the segmentation is done on the basis of household & business group. Later, each is classified into more groups of customers. However, these customers will be served in training center on the basis of capable wise.

Although the number of household customers is higher than those of business group, the business group will share a large amount of customers.

Positioning: Using service wise differentiation, the service will be positioned as the most believable, long-term relationship, instant replacement of job, friendly & less harmful work place brand for household & business place. Different communication & serving methods will be used to differentiate the brand.

Product Strategy: services with all the features as specified earlier in the services overview will be sold with secured replacement guarantee. To build the brand equity, differentiating features will be communicated & given highlight. The brand & logo & other important information will be displayed on the services & the cost and reinforced by its prominence in the introductory marketing campaign.

Pricing Strategy: The service as specified in the overview section will be offer at reasonable market price for penetrating the market. Initially, penetrating pricing strategy will be taken to get into the market.

Distribution Strategy: Selective distribution strategy will be chosen for market in Dhaka city. Beside that this company will work at rural area of our country. Initially, the services will be served in the Dhaka city only. Later, it will cover some more districts & gradually the whole country.

Marketing Communication Strategy: By integrating all messages in all media, the brand name will be reinforced & main points of differentiation. Research about the market & media consumption patterns will help the advertising agency choose appropriate media & timing to reach prospects before and during product introduction. Thereafter, advertising will appear on a pulsing basis to maintain. Brand awareness & communicate various differentiation messages. The agency will also coordinate PR efforts to build the brand & support the message. To create buzz, online contest in popular social media, a marketing campaign & a sponsorship campaign will be host. To attract, retain and motivate channel partners for a push strategy, trade sales promotion and personal selling will be used. Until the brand is established, the communication procedures will encourage purchase through channel partners.

Marketing Research: Using marketing research, specific features and benefits that the target market segment value will be identified. Feedback from market demand, market audit & focus

groups will help develop the brand. The efficiency & effectiveness of messages & media will be determined with research. Market audit has been successful on customers, employees helped a lot to prepare the marketing strategy & the market study.

3.2.8 SWOT Analysis:

Strengths:

- Providing the best quality services in the field of Manpower employment
- has an excellent infrastructure with multilingual staff
- have women license
- The services are quality full as they are directly connected with BMET.
- Guarantee services for the making all kind of visa in short time with low cost.
- Experienced group of employees
- Efficient pricing to penetrate the market.
- Govt. incentives in the new Budget 2013-14, entrepreneurs are going to take the initiative.

Weaknesses:

- New in the Manpower sector & overseas industry.
- Lack of reputation & brand awareness in this market.

Opportunities:

- brand awareness in the market Opportunities
- There is cost-efficient & good quality assurance from the other companies.
- Has a great future not only in Bangladesh but also around the world. Its prospect in the global market as well as in the country is a great opportunity for the entrepreneurs.

Threats:

- Increase number of competition in the overseas agencies with huge competition in our country.
- Downward pressure on pricing as the competition huge.

3.2.9 Summary of Findings

- **Quality:** Nemira Overseas maintains medium standard in serving to the people in every aspects of service. Starting from visa and management of people the company maintain its quality. Achieving client satisfaction by continuous measuring and improving services.
- **Technology:** The Company is not advanced like other private agency in terms of using technology .For an example, they only use computers for record keeping and admission for clients.
- **Lack of proper management: Nemira Overseas does not** provide appropriate facilities to the people. The shortage of manpower hampers proper care and maintenance of the facilities.
- **Satisfaction:** Most of the People come from a middle socio- economic condition. They come from a rural area. They only get primary care from this office. .
- **Integrity. Nemira Overseas** adhere to moral principles and professional standards by a commitment to honesty, confidentiality, trust, respect and transparency.
- **Compassion:** Nemira Overseas demonstrate their commitment to moderate level of care by providing a caring service and supportive environment for their patients, patients' families and fellow caregivers.
- **Cost:** Nemira Overseas charges a moderate level of cost for consultancy, laboratory test and admission charges from the people.
- **Client's consultation:** The employees of Nemira Overseas do not provide sufficient time regarding client's consultation, as a result most of the clients are not fully satisfied.
- **Clients' record:** The Company does not enlist a proper record keeping process, as a result history of all clients is not always available for further diagnosis.

- **As the cheap and low-cost** Manpower 's are available in Bangladesh, So they can supply and quality and any quality of workers/manpower for any kind of Projects as per The Demand, Desire and satisfaction of the employers

My Learning Reflection

- 1) **Understanding Customer Expectation:** This research helped me to learn more about customers of service industry and know their expectations. Customers should be the first priority for any service industry .Customers are very difficult to understand as they are .So proper understanding the need of a customer is very crucial.
- 2) **Service providers' commitment:** Service industry depends on the quality of service it provides. Customers prefer to get superior services from providers that should exceed their expectation level. Service providers need to maintain standards and also promise to serve their customers the best they can.
- 3) **Relating theories to practical implementation:** During the research I learned more about service industry .The marketing strategy of the service helped me to learn more about the service industry.
- 4) **Importance of maintaining good standard:** Service is intangible and only can be felt. It is very difficult to maintain the same standard as there are other competitors. But to remain in this service industry for a long time the providers must provide services at a consistent level.
- 5) **Understanding the service industry:** Service industry has become one of the major sources of generating income. This research helped me to learn about manpower industry closely.

Recommendations

- 1) Nemira Overseas should improve the quality of services provided by the company.
- 2) Nemira Overseas must increase number of Employees, and other staff members in order to provide adequate services to patients.
- 3) Should listen carefully their clients
- 4) Departments must be extended as now a days there are many demand creating for more country.
- 5) Training center must be located at every district.
- 6) Fees charged should be economical and reasonable.
- 7) Modern technology must be used to do visa process and analyze medical reports.
- 9) Send clients must be provided within the time frame.
- 10) Separate video room must be provided for female applicants.
- 11) Should be maintain timeline to send them abroad.
- 12) Proper consultancy must be provided by the company.

Conclusion:

Nemira overseas has a vision to lead the manpower market, specially the market in Bangladesh. I had the opportunity to work, study, research and make a report on this company during my job. I have worked hard in doing my job as an employee at Nemira overseas at Mogh bazar, Dhaka. I have studied different marketing theories & strategies, collected the data, conducted market audit for a few days and conducting the research regarding the topic of my internship program. This report has provided some interesting insight into the activities of manpower section, different market, customer development, branding strategies, marketing strategies, market research, field research and a lot about overseas & market. There is a huge impact of manpower industry on the globe as well on Bangladesh. Finally, I would like to say that this internship report on Nemira overseas has increased

my practical knowledge, skill & experiences in the study of Masters of Business Administration Internship Program and made my MBA education more complete and successful.

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