



Inspiring Excellence

INTERNSHIP REPORT

ON

COMPARATIVE ANALYSIS ON ONLINE MARKETING, BRAC EPL STOCK BROKERAGE LIMITED

Submitted To:

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Letter of Transmittal

September 6, 2016

To

Mahreen Mamoon

Assistant Professor

BRAC Business School

BRAC University

Subject:Submission of internship report

Dear Madam,

I am submitting my internship report on “COMPARATIVE ANALYSIS ON ONLINE MARKETING, BRAC EPL STOCK BROKERAGE LIMITED” which has been prepared as a requirement for completing BUS400 course.

I strongly believe the report will provide you with an elaborate insight on the topic which will also showcase that I have acquired valuable experiences through my internship tenure atBRAC EPL Stock Brokerage Limited. I have exerted a lot of effort in developing this report by providing what I have learned throughout the internship program and compiled this report as per the requirements.

Thank you for encouraging me for working on this interesting topic. Kindly, accept my report and oblige thereby.

Yours Sincerely,

Enzemam Ali Moeen

ID: 12104054

BRAC Business School

BRAC University

Acknowledgement

I would like to start this report by acknowledging my gratefulness to the Almighty. I would like to express heartfelt gratitude to every single person who has assisted me in the preparation of this internship report. I wish to thank them for their support and guidance in every step.

I would like to take the opportunity to say my gratitude towards Ms. Mahreen Mamoon, Assistant Professor, BRAC Business School, for her endless support and guidance during the internship period. This report has been prepared and presented to her for the assessment and final evaluation of this course.

I must remember to express my appreciation to Mr. Razib Al Mamoon, Head of Corporate Sales, BRAC EPL Stock Brokerage Limited under whose supervision I went through my internship. I would also like to thank Mrs. Shanila Mehjabin, Unit Head- Group Business Development, Corporate and Strategic Sales, BRAC EPL Stock Brokerage Limited for her kind support and extremely valuable feedback. Simultaneously, I would like to thank my other colleagues of BRAC EPL Stock Brokerage who provided me with enormous insights and helped me to learn the situation of the current capital market scenario.

Last of all, I am grateful to BRAC University which is the reason I am standing here on the peak of earning my Undergrad degree successfully.

Executive Summary

The report is on BRAC EPL Stock Brokerage Limited which is 2nd largest Stock Brokerage in Bangladesh. This report has been fundamentally written to showcase my learning curve while working as an intern.

This report mainly focuses on a brief comparative analysis of the online corporate sales and business development structure of BRAC EPL Stock Brokerage Limited.

During my 3-month long tenure as an intern I was assigned to the Head of Corporate Sales and my main jobs included brainstorming marketing tactics and creating channels to convey the products of those brainstorming sessions to the customers with the help of the Unit Head of Group Business Development. I aided my supervisor in every way possible during this period.

The report begins with a brief overview of the BESL and quickly evolves into the analysis of the department's procedure and their role in the company.

Table of Contents

1. Introduction.....	6
2. Organization.....	8
2.1 About BESL	8
2.2 History	9
2.3 Mission.....	9
2.4 Vision.....	9
2.5 Core Values	10
2.6 The Management.....	11
2.7 Sales and Brokerage Services.....	12
2.8 Research and Publications	13
☐ Daily price information Market Overview, Daily Fact Sheet	13
☐ Monthly report.....	13
☐ Industry/Corporate research report	13
☐ Free access to our company research reports through our web-site.....	13
☐ Half yearly political and economic update	13
2.9 Value Added Services	13
2.10 An Overview of BESL's SWOT Analysis.....	14
3. Internship Experience.....	17
3.1 Specific Tasks Done on a Daily Basis.....	18
4. The Project.....	20
4.1 Objective of the Project.....	20
4.2 Methodology.....	21
4.3 Limitations.....	22
5. Comparative Analysis on online marketing.....	23
5.1 Website.....	24
5.2 Social Media Presence	25
5.3 Findings.....	26
6. Recommendations	26
7. Conclusion.....	27
References	28

1.Introduction

Capital market can be termed as the chariot of raising capital, which accelerates industrialization as well as the privatization process. In other words, capital market is comprised of the share and stock markets of the country. This is a market for raising long term fund with the emergence of the need for infrastructural development projects and for setting up of new industries for entrepreneurial attempts and as a result, now there are more frequent needs of funds.

Potential of Bangladeshi Capital Market

- Providing valuable initial support for corporate growth
- Focusing on improving governance and developing advanced market products
- Achievement on significant milestones on the social development side

Three Elements of the Capital Market

- FINANCIAL ASSETS/INSTRUMENTS/SECURITIES
- FINANCIAL INTERMEDIARIES
- FINANCIAL MARKETS

The tangible asset is one whose value is dependent on its physical properties such as buildings, machines, furniture, and so on.

The individual or entity that offers the future cash flows is called the issuer of the financial “instrument” and the owner of the security is called the investor. The

instruments may be:

- Debentures/ Bonds
- Trust indenture
- Debenture Redemption Reserve
- Term Loans

2. Organization

2.1 About BESL

BRAC EPL Stock Brokerage Limited is one of the leading stock brokerages in the country, ranking 2nd in terms of total turnover in 2015. BESL offer services to international institutions, domestic institutions, retail clients as well as non-resident Bangladeshis (NRBs). They are also the pioneer and leader in facilitating foreign portfolio investments in Bangladesh and boast an international award-winning equity research team. In addition, the reputation of BESL goes far beyond the borders of Bangladesh, both through its own efforts, and also through the reputation of its parent company, BRAC Bank.

BRAC EPL Stock Brokerage Limited has membership at both of the country's stock exchanges; the Dhaka Stock Exchange (DSE) and the Chittagong Stock Exchange (CSE).

Presently there are 7 branches, of which three are located in Dhaka, one in Chittagong, one in Comilla and one in Chowmuhani, and one in Sylhet. At present, BRAC EPL STOCK BROKERAGE LTD.plans to open one branch in Bogra.

2.2 History

BESL was previously known as Equity Partners Securities Limited (EPSL), the company was formed in early 2000 as a brokerage house licensed by the Securities and Exchange Commission of Bangladesh. In August 2009, BRAC Bank Limited bought 51% of its equity and EPSL was renamed as BRAC EPL Stock Brokerage Limited.

2.3 Mission

We strive to develop a sustainable growth model that will guide us to market leadership through advanced technology and superior client service. We aim to create a highly visible brand by developing a diverse talent pool and synergy within the group.

2.4 Vision

To be the trusted broker of choice for all investors by offering unrivalled level of investment and customer service.

2.5 Core Values

- Customer Focus
- Innovation
- Integrity
- Team Work

2.6 The Management

The Management



Mr. Sherief M A Rahman
Chief Executive Officer



Mizanur Rahman Chowdhury
Chief Operating Officer



Fahmida Khan, ACA
Head of Finance & Company
Secretary



Nagma Mahmood
Head of HR & Corporate Affairs



Ali Imam
Head of Research



Ahsanur Rahman
Head of International Trade & Sales



Kumaresh Saha
Head of Priority Services



Md. Razib Al Mamun
Head of Corporate Sales



Mohammad Ariful Hoque Molliq
Head of Retail Sales

(BRAC EPL Stock Brokerage Limited, 2013)

2.7 Sales and Brokerage Services

- Brokerage services for Institutional Clients
- Foreign Fund Managers
- Trust
- Corporation
- Brokerage Service for retail (Individual) Clients
- Provide Margin loan at competitive interest rate
- International and Domestic Placement of Securities
- Brokerage Services
- Trade Execution Dhaka and Chittagong Stock Exchange Limited
- Pre-IPO private placement opportunities through Merchant Banks
- Appointment of dedicated and skilled sales representative
- Opportunities for trading in different financial instruments

2.8 Research and Publications

- Daily price information Market Overview, Daily Fact Sheet
- Monthly report
- Industry/Corporate research report
- Free access to our company research reports through our web-site
- Half yearly political and economic update

2.9 Value Added Services

- Daily portfolio services through email
- Daily trade confirmation through SMS service
- Web services for portfolio and report

2.10 An Overview of BESL's SWOT Analysis

Every single business entity has some strength, weakness, opportunity and threat and like all other organizations BRAC EPL Stock Brokerage Limited also has some strength and opportunity and besides these the company has some weakness and threats. Although, strength and weakness are internal factors, which company can increase and decrease by implementing different strategies. On the other hand, opportunity and threats comes from external environment where organization doing their business. Though there is no role of company itself for facing these threats, or creating opportunity, but company has the chance to realize the opportunity comes from external factor and can take defensive actions to minimize the threats.

Strength:

- Skilled and knowledgeable employees of BRAC EPL Stock Brokerage Limited.
- Realize the reputation of BRAC Bank as wholly owned subsidiary of BRAC Bank.
- Sophisticated tools and financial analysis.
- Highly complained operating system.

Weakness:

- Less number of branches.
- Lacking of manpower.
- Insufficient marketing effort.

Opportunity:

- Increase the volume of trade by attracting foreign investor and remittance earners.
- Having a scope to expanding the market share.
- Investors are began to be sophisticated, now they are locking better service and take calculative judgment about the service of broker house.
- Provide the online trading service.

Threats:

- Low turnover in the capital market of Bangladesh.
- Political and social unrest in Bangladesh.
- Existing and upcoming broker houses in the market with attracting facilities.
- Frequent uncoordinated policy making by different regulatory bodies.

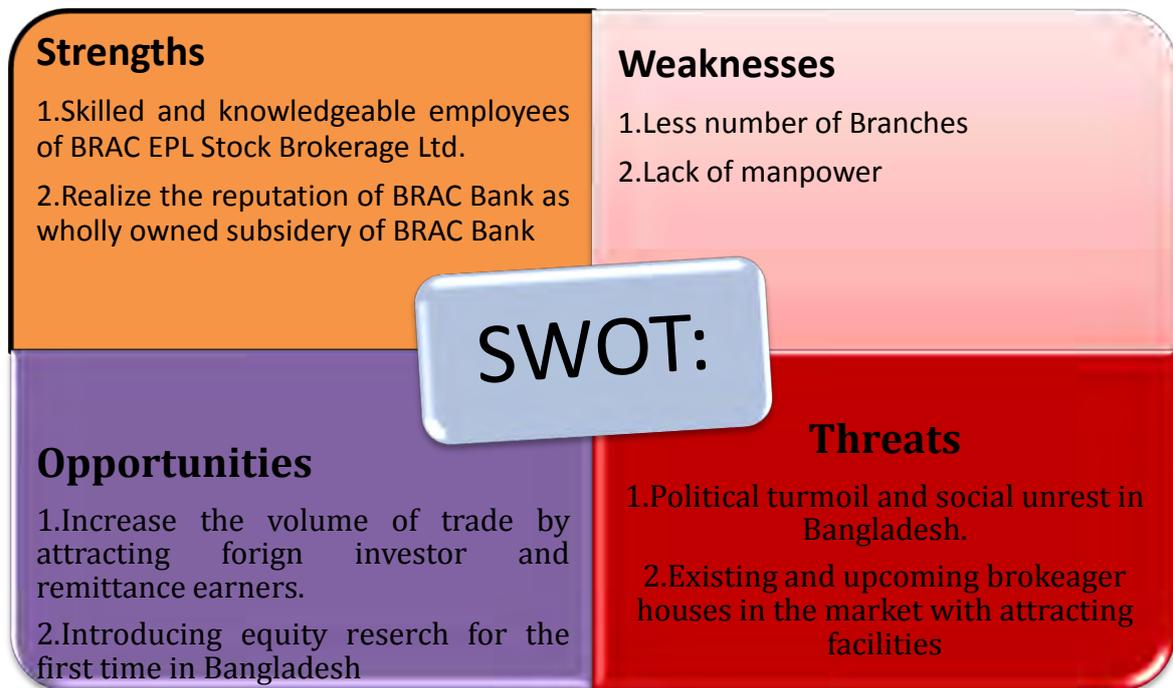


Fig: SWOT Analysis of BRAC EPL Stock Brokerage Limited

3. Internship Experience

I started out my internship tenure at Bitopi Leo Burnett as I am more interested in working in the creative field, however, after a day at Bitopi Leo Burnett I realized that the work environment was not suitable for me and the very next day I was asked to come in for an interview at BESL. I am glad that I decided to go along with my instinct and went for the interview despite already have gotten offers from notable advertising agencies in the country. The interview turned out to be the best one I have ever been in. I was asked to join the very next day and realized that this was a great opportunity to discipline myself through a more structured organization.

I am humbled by the experience and knowledge I have gathered about the capital market and corporate culture at BESL. I was recruited as an intern for the Corporate Sales department which acts as the backbone of the entire brokerage firm. I was chosen to brainstorm and deliver ideas and channels through which the BESL products could be marketed to the customers. In addition, due to my experience in Online Marketing I was put solely in charge of strategizing digital marketing strategies for BESL. I was also

the only intern who would go for pitching to crucial clients with the Head of Corporate Sales.

The overall experience has helped me unlock a few personal strengths and weakness of myself. I have come to know from my tenure that I can easily adjust or adapt to the needs of the task to be completed, I am a true team player and I am very good at strategizing marketing tactics according to recent trends. As for weakness, I have realized that I am not calm and very anxious and will be working on fixing the weakness and turning it to a strength in my coming professional years.

3.1 Specific Tasks Done on a Daily Basis

- Sitting down with the Unit Head of Group Business Development to note down the entire day's work

- Briefing the other corporate sales interns on their daily tasks and helping them manage their scheduled visits to service points
- Organizing and archiving potential client database
- Notifying the customers about new offers via email
- Publishing daily market information on Facebook as a part of digital media marketing
- Writing email templates for sending out to potential clients
- Preparing presentations for my supervisor's sales pitches
- Constant communication with the customers
- Constant communication with client service executives

4. The Project

4.1 Objective of the Project

- To understand the overall situation of the online presence of BRAC EPL Stock Brokerage Limited
- To present a comparative analysis between the Facebook pages of BESL and Lanka Bangla Securities Ltd.
- To showcase how Facebook presence or online presence provides a competitive edge to gain investors or customers to open accounts at BESL
- To understand the overall communication and business development flaws of BESL
- To portray the gaps between conducting only traditional marketing and conducting both digital and traditional marketing together.

4.2 Methodology

The Analysis and data collection has been conducted on the basis of “Comparative Analysis of Online Marketing, BRAC EPL Stock Brokerage Limited.”

The data collection mainly included Primary research conducted with the help of my colleagues at BESL and the Secondary research included the following sources:

- Facebook Page and Website of BESL
- Facebook Page and Website of Lanka Bangla Securities Limited
- Mr. X, from the Agency X who are conducting the digital media marketing of LBSL. (Name of person and agency has not been mentioned as person is under confidentiality clause)
- My colleagues at the BESL head office in Motijheel, IT department
- The Unit Head of Group Business Development, Ms. Shanila Mehjabin
- Assistant Manager, Corporate Sales, Mr. Rayhan Sadib

4.3 Limitations

The following limitations were faced by me when preparing this report and collecting data:

- 3 months are not enough to compare and analyze the online presence of two entities
- Lack of cooperation from the management of BESL to carry out test runs, that is, Facebook advertisement
- Lack of response from existing BESL clients
- Lack of communication department's support to test run Facebook Ads.
- Lack of cooperation due to confidentiality from certain sources.
- Research results incomplete due to lack of knowledge of general population about the stock market.

5. Comparative Analysis on online marketing

“With the presence of highly growing internet users, relative low cost and easy going strategies ‘online marketing’ is also becoming so crucial for every business hub.”(Hassan, Momen, & Sultana, 2010)

The introduction of Social Media platforms on the internet such as Facebook, YouTube, Twitter, LinkedIn, Snapchat, Instagram, Google+, etc. have provided the marketing industries of the entire world with a whole new dimension of implementing brand development strategies and reach out to more consumers within a very short period of time. In a developing country, like Bangladesh, the trend has also caught on and the current “Marketing Scenario” in a word is ‘Booming’. According to a recent survey by Business Habit the current number of Facebook users in the country stands at 30 million approximately, with Snapchat users set to increase by 27.2% all over the world by 2016 according to eMarketer. Therefore, it is evident that the future will provide Bangladeshi marketers with a bunch of opportunity to take brands and their presence

online in an innovative and much more efficient and effective way straight to the final consumers' computer and mobile screens.

5.1 Website

A webpage acts as an online portfolio of a company and is crucial for this day and age as tech savvy people depend on websites for gathering their information.

BESL has a website and the address is <http://bracepl.com/brokerage/index.php/home/index> and the first thing you'll notice about the website is that it is not visually attractive and the font does not compliment the aesthetics of the webpage template that well.

However, LBSL's website address is <https://lankabangla.com/lbsl/SitePages/Home.aspx> and it contains more information on how a new stock market enthusiast can apply and invest in the stock market. Their programs are simple and easy to understand. In addition, the design quality of the website and its optimization is brilliant with quick access tabs.

In addition to all these, BESL and LBSL websites have a major technological difference. The LBSL site has a web portal which allows customers to have more control over their

daily trades and it allows them to trade themselves without having to negotiate with brokers from time to time.

LBSL has targeted convenience for customers and focuses more on customer needs and wants whereas BESL highlights the reputation of their sponsors BRAC Bank Limited.

5.2 Social Media Presence

If we talk about BESL's social media presence, it has to be said that it is almost NIL compared to that of LBSL. BESL's Facebook page does not carry any sponsored ads or graphical illustrations that will help them engage with their customers. At present BESL has approximately 3000 Facebook followers.

LBSL on the other hand have scrutinized their opportunities thoroughly through the digital sphere and signed up with a digital marketing firm in 2015 and outsourced the entire digital marketing duties to that firm. At present, with the professional help LBSL's Facebook page has more than 100,000 followers and making them one of the few companies in Bangladesh with such high Facebook following, In addition, according to the source, mentioned earlier, LBSL's 40% clients come from Social Media promotion.

Therefore, with the statistics in, we can most definitely see why BESL despite being No.1 in foreign trade fails to become the champion in the domestic market.

5.3 Findings

- BESL is not keen on expanding their marketing operations digitally.
- BESL is dependent on the reputation of their parent company BRAC Bank Limited.
- BESL is not very accepting towards change.
- On the other hand, LBSL have adapted to new promotional trends in the market that have been providing them to be on top of the ladder consecutively 2 years in a row.
- The research tells us that LBSL has more than 100,000 followers on Facebook and BESL has only 3,000 and according to the follower difference anyone can tell that BESL are lacking in engaging their potential customers.

6. Recommendations

BESL despite being the 2nd ranking Stock Brokerage in Bangladesh is failing to compete in the domestic market due their lack of online presence. In order to be competitive in the market it is highly recommended that BESL adapt to the following:

- In order to be up to date with current trends in digital marketing such as SEO, Image Optimization and Content Optimization, it is recommended that BESL assign their website redesign and development to a professional IT firm who will help them increase traffic to their website as well as make their content more user friendly.
- They should also sign up with professional digital marketing firms who specialize in giving their brand a unique identity and show their customers that they care.
- They should mix traditional and digital marketing to have a much stronger communication system.

7. Conclusion

BESL is one of the leading Stock Brokerages in the country and with an international award winning research team they seem to have it all under control, however, their performance in the domestic market is extremely poor compared to that of foreign

trade and as well as to that of their major competitor LBSL. In order to fix this and encourage the new generation of the country to invest in stock and avail tax rebate options through investing BRAC EPL Stock Brokerage must have a thorough and aggressive online presence and an online strategy. Without these BESL will fall under the depths of competitive pressure during this age of technology. They must regroup and join and take advantage of the Internet Revolution.

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