

# HYD

HOUSE OF YOUTH DIALOGUE





Inspiring Excellence

**Course code BUS 400**

**Internship Report on**

**HOW HYD Meets the Customer Expectations and  
Maintains a Good Relationship with them**

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Subject: **Submission of Internship Report for completion of BBA program.**

Dear Sir,

With due respect, I beg to state that, I had just completed the 3 months long internship program from HYD. It was a great experience for me, to be a part of that organization as an Intern. I was very much scared about this program, but the amount of support that you have provided to me was just indescribable. Still remember the day of 2<sup>nd</sup> July, when I went to your room for your suggestion and you told me that, “Do not need to be worried at all”, it’s nothing and at that moment my confidence level was raised from 0 to 100. Basically, I became zero to hero, though its sounds funny, but originally its truth.

Again, wants to mention that, all the credit goes to you sir. If you would not give me that support, then it would not be possible for me to write this report at all.

Sincerely,

MD.Ariful Haque Shawon

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BRAC Business School.

## Acknowledgement

Alhamdulillah! Summa Alhamdulillah! Finally, I am almost done with my under-graduation life. Submitting the internship report was the final task for me, to complete the under-graduation life and I had done it successfully. My parents play a vital role in every aspects of my life, especially in the education arena. From the very beginning, my mother always told me one thing that, you can do it my son and no matter what the situation is, she always put a smile on her face. My friends were always with my side and I found them whenever I required them.

To be honest, I am unable to found out any word to describe about the role that, BRAC University teachers played in my life. They were marvelous and very much superior too. I am very much sure about the fact that, the BRAC University lecturers are the best, compared to the other university lectures. They do not act as a teacher, rather than they act as a father and mother to the students. Specially, I want to give thanks to Mr. MD. Mamoon Al Bashir sir, the way you have guided me is not worth of any words. Your direction was always straight and easy to understand. Most importantly you had boost up my confidence a lot and showed me the real-world picture.

I am very much lucky to work in an organization named HYD. Every one of them who works out there, were very much friendly and they give me the constant support, whenever I require any help from them. My supervisor, Mr. Hamim Islam who is working as a COO (chief operations officer) in that organization was a magician from my sense. There is hardly any topic that is available and he do not have any idea about this.

Lastly, Again I want give thanks to Mr. MD. Mamoon Al Bashir sir as you are my role model in my life and all the other respected faculties of BRAC University. This university really show me the way, not to be only excellence in the education arena but also excellence in the humanity arena.

### *Executive Summary*

This report is mainly about an organization which mainly works for the improvement of young generation. The name of that organization is House of youth dialogue (HYD). Their main vision is to take the young generation to the next level. It is the platform where the youths get the opportunity to speak up as well as share their emotion and feelings. The main activity of this organization is to arrange MUN conferences and Leadership improvement programmed in nationally and internationally. In later part, I am going to talk about How HYD meets the customer expectations and maintains a good relationship with them in detail. In my working period, I understood one thing that, customers are the main force for any company's success. I noticed the thing that, HYD always gives its customers the first priorities and also gives a deep look on maintain a good relationship with them as well, in order to stay upwards in the market. It's not that HYD is the only company in the market. They do have the competitors and they are continuously trying their level best, to come up with the new ideas, so that they can run ahead of their competitor.

Finally, there are some drawbacks of this company as well, which I mentioned properly in this report. All in all, if anyone wants to know about MUN and How HYD works, then hopefully this report will help them, to gain some knowledge.

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## **1.1 Overview of HYD Company**

House of youth dialogue is a Bangladeshi company. It's started its journey its journey in Dhaka few years ago. Within a short period of time, it expanded its business arena from local to international. Currently, this company is available in countries like India, Canada, Australia, Nepal and United Kingdom. The main function of this company is to organize Model united nation conferences and leadership improvement skills program in nationally and internationally.

The MUN journey in Bangladesh got started, way back in the year of 2002. The most surprising fact is that, before HYD introduced themselves in the market, there was only the national MUNs were running, which were organized by the various organization. As soon as the HYD enters, they took the Bangladeshi MUN history into a different level, as they are started organizing conferences outside of Bangladesh.

## **1.2 Key Works of HYD**

This company started with the dream that, they wanted to see themselves in a superior position in the near future. From day one, they know exactly, what they are doing and that's why they are pretty much successful up to know.

### **Firstly, let's take a look on some of the works of HYD -**

1. **ASAUB MUN 2016** -A Three-day long ASA University Bangladesh Model UN 2016 (ASAUB MUN) Conference inaugurated at ASA University, Shamoli, Dhaka. There was some renowned person, who were present in that conference, such as;
  - Mr. Mujibul Haque (Honorable minister, ministry of railways) (House of Youth Dialogue, 2018)
  - Mrs. Fajilatunnesa Bappy (member of parlement) (House of Youth Dialogue, 2018)
  - Golam Sarwar kobir (member of BOT) (House of Youth Dialogue, 2018)
  - Professor Dr. Dalem Ch. Barman, (Vice-Chancellor ASA University)

### **Participants of ASAUB MUN 2016 –**

- Top 10 renowned university of Bangladesh, such as Dhaka University, North South University, East west, AIUB, Chittagong University, IUB students were there to attend the conference.

- Almost 25 school and college students were there too, to attend this prestigious conference.
- In total, there were more than 400 people who were in that conference. The whole university were in a festive mood, during those three days of the conference. (House of Youth Dialogue, 2018)

## 2. **Rajuk College Nature Model UN Conference**

Rajuk Nature Model United Nations is the first ever school level conference hosted by Rajuk Uttara Model College, and it was organized by house of youth dialogue.

This conference literally brought a huge change in the Bangladeshi MUN circle, as the main theme of that conference was, protecting the environment and nature. More than 300 college students participated in that conference. It feels great to see that, college students of a country are trying their level best, to come up with a solution for protecting the environment and nature. Moreover, every student of that conference promised that, they would never do any kind of activity, that is going to harm the environment and its nature.

Mr. Mahfuzur Rahman who is the Chairman of ATN Bangla was the chief guest of that conference. (House of Youth Dialogue, 2018)

3. **SDG MUN NEPAL 2016** - Sustainable Development Goals Model United Nations, shortly known as SDG MUN, organized by HYD in Nepal. The conference was held at Saurya International school and college –Kathmundu in the year of 2016. Some of the renowned person who were in that conference are,

- Gauri Shankar Chaudhary (Honorable Minister, Ministry of Agricultural Development, Nepal)
- Mr. Daljit Shrepaili (Honorable Minister, Ministry of Youth and Sports)
- Mr. Barequl Islam, (Head of Chancery, Bangladesh Embassy Nepal)

(House of Youth Dialogue, 2018)



### **Participants**

- ✓ Students from countries like Japan, China, Philippine, USA, Nepal, India, Bangladesh were there. The foreign students really like the culture of the Nepalis and as well as the standard of that conference.
- ✓ In total there were more than 300 students who participated in that conference. (House of Youth Dialogue, 2018)

### **4. League of Regime Diplomacy Model UN Conference 2017 LORDMUN 2: FICTION CONCLAVE:**

This conference was held in one of the most renowned private university in Bangladesh named, Independent University of Bangladesh (IUB).

The most inspiring and unforgettable words told in that conference, by Dr. Md. Enamur Rahman (member of parliament, Bangladesh) **“A MUN Conference gives the participants a chance to done new roles, puts them in the position of dignitaries and countries from around the world and gives them the opportunity to think and act likewise”**. (House of Youth Dialogue, 2018)

### **Participants**

- ✓ Students from countries like Nepal, India, Japan and even Somalia were there to attend the conference.
- ✓ Local students from Dhaka University, North South University, East west, AIUB, Chittagong University, IUB were present too.
- ✓ The c (House of Youth Dialogue, 2018)

**5. SDG MUN GLOBAL 2017** – It was held in Coxs bazar which is the largest sea beach in the whole world. The HYD put up their name in the history board by arranging the conference in coxs bazar. It was impossible to think by the other organizers of our country. The students got delighted, when they heard the news that, there is going to be a conference in the sea beach as it was totally unexpected by them.

Hearing from the delegates that, this conference is one of the best conference, that they have attended in their whole life. They had learned a lot of things and they did also enjoyed every

moment of it as well. More than 300 students participated in that conference. (House of Youth Dialogue, 2018)

### **1.3 Customer Services of HYD**

As I already mentioned in the earlier part that, HYD always gives its customer the first priorities. They do not want a single customer to be dissatisfied. In order to satisfy their customers, they usually follow some steps like;

**Customer Helpline:** As HYD do have branches in countries like India, Australia, Canada etc. They do have many customers to tackle as well. In order to tackle those customers, HYD offers them the service called customer helpline, where customers get the instant replay of their related quires. These helplines opened always for the customers.

**HYD Surprises:** HYD always try to delight their customer, by giving them the surprises. This kind of surprises usually do not expect by the customers at all. For example, Sahid participated in one of the programmed, which was organized by HYD in one year ago. Yesterday he receives a call from HYD and he was told to attend a dinner party at HYD. At that moment, Sahid was totally shocked and out of words to tell.

**Customer centric service:** There are various types of customers available now a day and each of them do have their own demand. The most interesting fact is that, they do want to see that each and every demand of them gets fulfilled. HYD always listen to its customer opinion and demands properly and try its level best to find out a solution, so that the customers get happy.

In Today's world, if any company wants to be successful, then they have to go with their customer. Many of the times customers complained that, the company do not listen to them at all and they just do whatever they want to do. In one word, they just do not care about their customer at all. Those company literally suffers a lot, in the long run as the customers slowly got away from them and they did not even realize that.

HYD family did not want to see themselves, in those companies position and that is why they do have the customer service option available for their customer. When the customers see that the organizations giving importance to them and they do care about them, then they become happy with that particular organization. This is how HYD is basically running their work.

### **1.4 HYD plans for Bangladesh**

HYD did started their journey from Bangladesh and currently it is operating in 5 more countries. As its Headquarter is situated in Bangladesh, they do have certain plans for it. They want to take the young generation of Bangladesh, in a level that no one expected before. Mainly, they want to change the perception of the foreigners about the Bangladeshi young people. That is why, they want to arrange conferences in every corner of this country, so that more and more people gets the touch of it.

Currently, they are organizing at least 3 MUN conferences and 3 leadership improvement programs in Dhaka city. (House of Youth Dialogue, 2018)

#### **Vision and Mission:**

- Vision basically means the destination of a company, where we want to see ourselves after a certain period of time.
- Mission – What is our business?

**HYD Vision:** ‘Creating togetherness of youth across the globe’

From the vision, we clearly understood one thing that, this organization main target is to, tie all the youth of the whole world in a single group. There will be only one youth community in the whole world and they will work together always, for the betterment of the world.

#### **Mission:**

To reach the vision HYD has to make sure things like

- Remain trustful towards the customer
- Provide varieties in their offerings
- Makes customer feel good

- Focuses on the customer requirement
- Do something out of the box

### **1.5 HYD – Why should I go?**

There might be a question arise to the mind of the customer that, why should I go with HYD. Here the answer is,

- HYD always remains up to dated. There are a group of people who works in this organization, just for researching and find out the latest thing. Those findings then discussed with the officials and later on they come up with the new ideas. Those new ideas then get implemented, for satisfying the customer.
- HYD focuses more on the customer, then the initial profit. The CEO of this organization believes that, it is not only the money that brings happiness, rather than it feels great to see that, people are happy with you and your organization.
- As discussed in the earlier part that, HYD gives surprises to their customer. That basically means that, they never forget their customer and always want to stay in touch with them. No matter how worst, the customer was.

### **1.6 Cost of the delegates**

HYD usually charges 100 us dollars for attending the MUN conferences and 50 us dollars for the leadership improvement programmed.

Point to be noted out here, if any student is unable to pay the money and his or her academic result is very good, then HYD offers him or her to attend the conference at free of cost. Those students do not need to give any money at all. This is one of the technique of HYD for winning the heart of the customer.

### **1.7 Location:**

As HYD operates in countries like Canada, Nepal, India, Australia etc. So, it is obvious that, there will be various location of that organization. Wherever the location is, HYD always make sure that, it remains on the comfort zone of the customers. By observing the demand of the customer, HYD sets its plan on where to arrange the conference. For example, the demand rate of attending the conference in Coxs Bazar was very high, that is why HYD arranges the conference on that place and they become very much successful on it.

Another thing that I want to want to mention out here about the trustfulness of this company. It arranges a Mun conference in ASA University in the year of 2016. When HYD members visits this university for getting the permission of organizing the conference and gives a presentation on it. Then the vice chancellor of that university, became so happy that he literally requested the members to arrange the conference on his university campus, as it will be a great experience for his students. The Honorable Railway minister was present in that conference too, so one can easily understand the importance of it.

### **1.8 SWOT Analysis of HYD:**

<p><b>Strengths</b></p> <ul style="list-style-type: none"> <li>• Touches the customer mind</li> <li>• Target market is huge</li> <li>• Well trained workforce</li> <li>• Brand image is pretty much high</li> <li>• Better quality of products</li> </ul>	<p><b>Weaknesses</b></p> <ul style="list-style-type: none"> <li>• Too much confident</li> <li>• Sometimes unable to co-ordinate properly</li> <li>• Too much money wasting</li> <li>• Takes Huge time to organize conference</li> </ul>
<p><b>Opportunities</b></p> <ul style="list-style-type: none"> <li>• Becoming top in the South Asia region</li> <li>• Improving facilities</li> </ul>	<p><b>Threats</b></p> <ul style="list-style-type: none"> <li>• Increasing Competitor</li> <li>• Things are getting harder as the day passes</li> </ul>

### **1.9 Name and designation of the management team of HYD:**

NAME	DESIGNATION
<b>MD. Zahid Hasan Akhand</b>	Founder and president
<b>Adib Al Ibrahim</b>	Vic president
<b>Hamim Islam</b>	COO
<b>George Mayer</b>	CEO

(House of Youth Dialogue, 2018)

## PART 2

### **2.1 Introduction of the Report**

Alhamdulillah! All the credit goes to Allah swt, as I am writing this report. Without the Help of Almighty Allah swt, it would have been impossible for me, to write this report properly.

I am MD.Ariful haque Shawon from BBA department and my student id is 13204039 .Alhamdulillah I have done my minor in Marketing. For completing the minor in Marketing, I had to take 3 courses and the faculties of those courses were just brilliant. I truly consider myself very much lucky, to be a student of those faculties. Just because of their outstanding lectures, I got the courage to took the topic which is, ‘‘How HYD meets the customer expectation and maintains a good relationship with them ‘’which is purely related to my course. In one words, my respected faculties, specially one person who is none other than, Professor Dr. Md. Tareque Aziz sir inspired me a lot to take this topic for the internship report.

From the college life, I used to like the marketing subject very much. I do have a true addiction with this subject and that is why, I did my minor on marketing. I would like to do major on it, but I was running out of time. So, I had to finish it on minor. When I was searching for the internship, I was very much nervous because if I do not get it in marketing department, then it would be very much harder for me to complete the report. Alhamdulillah! I am very much fortunate, as I get the opportunity to work in a Marketing department in HYD. As a I want to go beyond in the marketing arena. So, I strongly believed that this topic will surely help me to gather more knowledge about the real marketing concept.

As I worked for HYD for the last three months, Alhamdulillah! Finally I understood the difference between the bookish knowledge and the real-life knowledge. During the last four year, I received a lot of theoretical knowledge, but the real knowledge, I started to gain when I worked for this organization.

There were some typical ideas of the people that, they do need to meet the customer expectation and instead of this, just focus on the product and eventually the customer will like it. Another thing is that, most of the people were very much concerned about the 4ps (product, price, place, promotion) and they do not have any kind of headache about the customer relationship at all. These

ideas will be proven false in this report Insha'Allah. I am not saying that, those ideas were not true. Yes, those were very much true, but not for today's world. It was for the 1990s generation and now in 2018 the situation is totally changed rapidly. There is a huge increase in the customers demand and the companies has to meet those demands, in order to stay in the market. I did write the importance of meeting the customer expectation and also having a good relationship with them in detail. If somebody goes through this report properly, then Insha'Allah they will understand the importance of it and if they want to capitalize on this, eventually they can capitalize as well.

Lastly, I want to thank the House of Youth Dialogue, for providing the opportunity to work as well as, giving me the important information for writing this report.

## **2.2 Background of the organization:**

In today's world, most of the young people are very much depressed about their life. They do not know, what to do. We are the people from Bangladesh considers US is a very developed country and we always think that; those people lead the happiest life in the world. On the other hand , if we see the statistics we will find out that , Depression is the leading cause of disability in the U.S. for adults aged 15 to 44, according to data from the [Anxiety and Depression Association of America](#), and in 2014, almost 16 million American adults suffered from at least one major depressive episode. So, now we can just think about the fact that, if this is the condition of country like U.S, then what would be the condition in our country.

Alhamdulillah! Though there are so many depressed guy, but there are some audacious guy still available in this world too. MD. Zahid hasan akhand and Adib al Ibrahim is one those audacious guy, who dreams really big and ready to do anything to fulfill his dream. These two guys are the founder of House of Youth Dialogue (HYD). They started their journey in the year of the 2015 and within a short period of time, they expand their business globally. Currently HYD operates its business in countries like Canada, Australia, India, Nepal.

In one of the early morning in Dhaka city, these two guys were taking tea. Both of them are childhood friend and from the very early stages in their life, they really wanted to do something for their country. They were always remain themselves in thought of it. Finally, they discover that,



there are so organization available in our country, which basically works for the poor people. But there are hardly any organization available that works for the elite class people of our country. So, they decided to do something for the elite class society.

One of the most important reason of choosing the Elite class society is, as they are not getting any kind of direction from anywhere, so they spoil their life in many kind of harmful activities or in activities that is not going to bring any good for the others. If we could remember, the case of Oishee who belongs to a very rich family. She was a drug addicted girl and she killed both of her parents one day. The situation could have been different, if the parents guided her properly. There are 1000 of these cases, are continuously happening in our country due to lack of guidance. These issues really put a huge impact on the mind of those two young visionaries and they become determined to do something for them.

As they were, pretty much sure about the fact that, they are going to work the elite society. So then, they decided to arrange a leadership improvement program at Dhaka in 2015. They organize that program in a way that, more people participate there. Alhamdulillah, those events were pretty much successful and people did start to visit HYD, to know more about that organization.

In most cases, we see that the middle-aged guy or an old guy, usually delivered the speech on how to be a very a good leader and the audiences get bored to hear their speeches. HYD took this matter on consideration and they introduced a guy who is very much young, energetic and pretty much successful on his work. This guy gave lecture for almost 3 hours and surprisingly none of the audiences move from their seat. After the program everyone was praising HYD as they were the one, who took the initiative to arrange such kind of program. This is how HYD started their journey with the bang.

After arranging two leadership program, the leaders arrange a meeting and decided that, they do need to done something more. They started researching on this fact and after a certain period of time, they came to conclusion on a fact that, they can organize Mun conferences which is very much popular around the world. Mun is a place where, an individual took the charge of a country or in other words gets the opportunity to represent a country. Discussing the problems of country and finding out a solution, is the actual work of a delegate who is participating in a Mun conference. HYD believes that, if any person wants to become a leader, then Mun is the best

opportunity for him or her to fulfill his or her aim. As HYD main motto was to, make the today's youth to the tomorrow's leader. So, they started organizing MUN conferences.

Initially, HYD started organizing MUN in Bangladeshi arena, then after a short period of time, they organized MUN in Nepal as well as in India. HYD became so much popular now a days, as there are hardly any people, who do not know about HYD and he or she is in the MUN family of Bangladesh.

### **2.3 Objectives**

If somebody asks me which purposes I intend to attain or achieve from this report, then my answer would be, I wanted to know How an organization meets customer expectation and also maintains a good relationship with them. As I mentioned earlier that, I do have a deep interest in marketing and that is why I choose out this topic.

When I started working in the marketing department of HYD, slowly I started learning the way of how HYD meets the expectation of their customer and also maintains good relationship with them.

After my deep observation during the last three month, I did find out that, HYD does follow cap lap strategies like,

- Customer become partners
- They do make long term commitments to their customers
- They maintain relationship with quality, service and innovation
- They discover the customers' requirements of expectation for service
- They closely monitor the changing customer expectation in an industry
- They forecast future expectation of their customer.

I will discuss all these strategies in detail in the later part. After hearing all these strategies, I consider myself very much lucky, because finally I am able to receive the practical knowledge. I strongly believed that these knowledge's, will surely help me in the upcoming days, as I want to build my career in the marketing arena. (House of Youth Dialogue, 2018)

### **3. Review of Related literature**

For writing this report, I did go through with some of the articles, and eventually two of the articles really touch my mind. One of them was on the ‘‘Importance of meeting customer expectation and how to meet them’’ (Dec 20, 2011) and the other one is ‘‘Why customer relationship management is so important’’ (Oct 24,2017). (Estep, 2011) (Kulpa, 2017)

After reading those article, my idea about customer expectation and customer relationship gets totally changed. I was so shocked by reading that, many big companies fail to continue their business, just because they did not give importance, on meeting their customer expectations and maintaining good relationship with them. Eventually, I did understand the thing that, in today’s world if any company has to be successful on their own business, then they have to be very much up to the mark, regarding the customer expectation and customer relationship. If both of this issue are meet properly, then a company can surely go a long way. On the other hand, If the companies failed to meet those issues, then they have to suffer a lot in the long term and at one point of time, it will be very much tough for them to continue their business functions.

One thing I did want to mention out here is that, if I would not have been goes through these articles, then I might not have the courage to choose out this topic to work on. These articles really forced me to choose out this topic and I do have a feelings that, I can prove that meeting the customer expectations and also maintaining the good relationship with them is very much important. In one words, I am getting all these confidences, because of the amazing writing in these articles by the authors.

#### **4.1 Customer expectation meets and customer relationship management of HYD**

House of Youth dialogue did start their journey in the year of 2015 at Bangladesh. After 3 years in the year of 2018, which is the current year, HYD is not only functioning their business in Bangladesh but also in the countries like India, US, Nepal, Canada, Australia. So, one can easily predict that, the success rate of this company is very good.

The one question that will surely occur in everyone’s mind that, how it is possible to become that much successful, within this short period of time? The answer is very much straight forward that, they do have a very good marketing department. The employees of this department of HYD are

very much energetic and passionate about their work. As I am belonging to this department and got the opportunity to work for a short period time, I can surely say one thing that, all the employees do enjoy their work out here and this is the main reason of company's success.

The day when I first enter into the office, I was notified about some of the things such as,

- Work hard
- Maintain High level of attendance and loyalty
- Discover new ideas
- Ready to work for extra hours
- Be honest
- Willingness to change
- Uphold company's reputation
- Behave well with the clients and colleagues
- Show loyalty to the organization
- Ready to react in an unexpected situation

I was so amazed on the presentation of that particular person, who was describing me all the points. He was telling me in a very well-mannered way, that I never expected. My assumption was, it would be a very rough one, but I was totally wrong. So now, just imagine that, if somebody gets a presentation like me, in their first day of the office, then how much motivated can he or she become. It can be surely said that, they will get motivated and it was same in my case at all. I became very much motivated at that day and started working with the full spirit.

#### 4.2 **Marketing Strategy of HYD**

When a company starts its business, then it mainly focuses on its current and the potential customers. The owner of all the companies always wants to satisfy their customer. Everything is okay till now, but the problem is that, as all the company wants to satisfy they're each and every customer. So, there has to be some kind of differentiation from the other company, so that the customers get attracted.

To stay in the upward manner, HYD is trying to following the product differentiation strategy. They know that the, expectation of the customers are continuously changing day by day and if they want to keep the customers on their side, then they has to done something out of the box.

Now, I am going to describe some of the strategies that HYD follow in order to meet the customer expectation in the following part.

**Customer become partners:**

Just imagine a scenario, where an individual customer gets the opportunity to know that he or she has become the partner of that particular organization that he went to visit on the last Sunday. How much delighted would be he or she then! He or she might think that, I am in a dream.

HYD is bringing this dream of the customers to the truth. In my working period, I was instructed about this. But, I could not be understanding the fact that, how can be a customer become partner. They my respected supervisor told me that, they had done a research on the customer expectation and they find out that, customers want to stay close to their company and the companies who gives this privilege to the customer, they do become very loyal to them and always spread positive word of mouth about them to the other customer. On the other hand, the company who did not stay close with their customer, they usually leave that company very quickly. They will never come back to this company and there will be huge negative word of mouth spreading to the other customer.

So, HYD decided that, there will be alumni association for the delegates, who did participate in the conferences, organized by HYD. It basically means that, if any participated in the HYD program only once, then he or she will be recognized as a HYD alumni and will be added in the alumni group. As HYD operates globally, so in that group, there can be a member of Canada, as well as India or even Nepal as well. As a result, a Bangladeshi delegate who, just participated in a local conference is getting the opportunity to talk with the Canadian delegate as both of them are in the same group. They even can give suggestion to HYD team and each and every suggestion will be reviewed properly.

After implementing this theory, HYD did take the feedback from their customer and they were pretty much delighted. The customers offer special thanks to the HYD as they are giving them, that kind of respect by adding into the alumni group. All the customers did agree that, they will always try to do something for this organization by spreading positive word of mouth.

### **Making long term commitments**

Earlier it is clearly mentioned that, HYD wants to stay into the market, for a longer period of time. It is not that, they enter into the market for a shorter period of time. Their main aim is to establish their company, in every parts of the whole world. For achieving their aim, they do have a long-term plan and, in that plan, it is clearly mentioned that, they are going to make long term commitments to their customer. Basically, means that, they do not want to miss a single customer as they feel that, every customer is very much special. They are making some commitment like

- Those who engaged themselves with HYD for the period of two years, they will be provided scholarship to the foreign university.
- HYD do have close linkage with some of the private universities like, IUB, ASHA as well as renowned College like Rajuk Uttara Model college. So, students will get scholarship from this institution too.
- Those who participated in more than 5 leadership improvement program, they will be provided the opportunity, to work in the renowned multinational companies as a part time employee and if their performance is up to the mark, then they will be selected as a full-time employee.

### **Discovering Customer requirement**

HYD do have a team, which only works for finding out the requirement of the talk with the customers about their requirement. Here are some of the basic requirements of the customers –

- Security – During the visit our team did observed that, in some conferences there were huge lacking's in the security department and the customers were very much dissatisfied with that. They want a better security, so that they come and go very peacefully.
- Food - Some of the companies did not provide good quality food to their customer. Those company wants to earn more profit and as a result their reputation gets harmed and it is pretty much difficult to getting back in the earlier condition. Here, I wants to share my personal experience, when I participated JUMUN in the year of 2015 as a delegate and found insects in my lunch packet. From then, I never participated any MUN in JU.

- Accommodation – MUN is very much popular now a days and people do come from a very huge distance to participate in a MUN. As they are coming from a long distance, so it is obvious that, they do want better accommodation facility.
- Cost – In case of the pricing, most of the cases we did find out that, customers usually do not want to give more, but they want to get more.

### **Changing Customer expectation**

In the earlier part, we did mention the basic customer expectation and as day passes by, their expectation is continuously changing. To meet this changing expectation of the customer, HYD comes up with steps such as

- ❖ Organized a swimming learning program for the alumni association of HYD. There was not only a lesson of swimming but also a pool party was organized for the participants.
- ❖ Arranged a conference in the Coxs bazar, which is the largest sea beach in the whole world and at the end of it, there was a beach party as well for all the participants. The participants enjoy the each and every second of that moment.
- ❖ Organized gala night at 5-star hotel, which was very much unexpected, but HYD has done it and the customers was overjoyed.

This is how HYD is basically trying to keeping themselves forward from their competitors.

### **Focuses on quality, service and innovation**

HYD is very much rely on their quality, service and innovation. They do emphasize on each of these categories and tries to come up with the best possible solution.

### **In case of quality, HYD give emphasize on:**

- ❖ Better accommodation facility – HYD never compromise on the accommodation of their customers. They always want to find a place, where participants find it more comfortable to stay.
- ❖ Better transportation system – HYD provide good transportation system for the participants.

- ❖ Highly qualified Executive committee – the persons who basically controls the conferences of HYD are very much experienced and well-known face in the MUN arena.
- ❖ Tight security for the participants – Security is the part, where HYD emphasized more. They provide extra security for the foreign participants.

### **In case of service:**

- ❖ Well behave with the customers – HYD employees never behave rough, with any of the customers, because they believed that, every customer is a gift for them.
- ❖ Time maintaining – It is must for HYD. The president of this organization strictly told everyone, to follow the time limits.
- ❖ Educated employees – these are the employees who can react in any situation.
- ❖ Provide service recovery – In case of any service gets failed, the employee is capable enough to provide service recovery to that particular customer, so that he gets satisfied.
- ❖ User friendly registration process – The registration process for HYD conferences is very much easy and one can easily register themselves.

### **In case of innovation:**

- ❖ Arranging swimming pool party and learning lesson
- ❖ Arranging the conferences in 5-star hotel
- ❖ Inviting experienced and re known faces for conducting program
- ❖ Provide certificates which is very much beneficiary for the participants
- ❖ Provide communication skills development by arranging various games.

### **4.3 Challenges**

All the company faces ups and downs in their business period. During my working period in HYD, I did find out some issues that they need to tackle it out. Those issues are given below:

- ❖ Over confidence challenge
- ❖ Time maintenance challenge



- ❖ Co – ordination challenge
- ❖ Money allocation challenge

**Over confidence challenge:**

HYD started its journey in Bangladesh as a MUN organizer and currently they are operating in few countries outside of Bangladesh. They are going well, but in some cases I did found out that, they employers of HYD are too much confident on their ability. One has to be pretty much confident, while doing any work, but too much confidence on any particular thing can be harmful. The thing that I observed that, they do not have that much of importance to their competitor and always feel that, they are the best and no one can beat them at any moment at all. The current position of HYD is good enough, but if this over confidence period continues to goes on, then they might face some difficulties in the long run.

Time maintenance challenge: To be honest, I am very much surprised that, though HYD take much more time, than their competitor to organize any conference, but still, they manage to escape their competitor's eye. The thing, that I want to mention it out here is that, in my working period, I did not see that, this gap is find out by the competitors of HYD.

From my observation, I feel that HYD does take a bit more time than usual and they should try to improve this fact. Otherwise, one day this thing will surely get caught by others and they might fall under in a difficult position.

**Co- ordination challenge:**

There were some days, when I did see that some employers and some employees are continuously arguing with each other and failed to come up with any negotiation. As there were, no negotiation so, employers get divided and employees get divided as well. It really puts a huge impact on the employees like me and did decrease the motivation level and dedication to the work. In future, this problem will surely affect the company as well and it will be very much hard for the companies to come up again in the market.

From my point view, Co-ordination a very vital thing for any company's success. If there is any gap in the co-ordination part, then the future of that company might not be good at all.

**Money allocation challenge:**

To run a business successfully, money is definitely required. Without money a business cannot be run properly at all. At the same time, it has to be make sure that those money are utilizing effectively. Otherwise problem might occur in the upcoming days.

Unfortunately, during my journey with HYD, I did find out this fact that, they are not using their money in a proper way. They do have a huge amount of money and that is why, they still not suffering. But conditions will not be same always, there will be changes in the situation and HYD might struggle a lot in those changing situations.

**Actions for Improvement:**

It's definitely true that, I have found some problem of HYD and I did mention those in the earlier part. That does not mean that, those problem cannot be solved. If the top management of HYD sit together and discuss those issues, then those problem can be solved very easily. Now, I am trying to mention some of the solution of those challenges,

Firstly, the over confidence issue of the employers. They need to sit together and realize the fact that, many big companies failed in their business arena, just because of their over confidence. If they realize the fact that, over confidence is not good, then this problem can easily be solved.

Secondly, HYD should recruit some more skillful, young, energetic employee for maintaining the timeliness. If the employees are very much dedicated to their work, then time maintaining will not be a problem at all.

Thirdly, after each month, HYD official should arrange a meeting to discuss their performance. In that meeting, they should clearly mention the importance of co-ordination with each other. If there is a huge gap between the employees, then they should substitute employees from one department to another department, in order to solve the problem.

Fourthly, the higher management should become more careful about their using of money process.

#### **4.4 Lesson learning from the Internship Report**

I am MD. Ariful Haque Shawon and my student id is 13204039. I did my internship at House of Youth Dialogue. I was in marketing department in HYD and the journey with this organization is just fascinating.

I did learn so many things, while working out here. Before join here, I did not have any clue about the practical life experience. After joining here, I did come to know, how to adopt in the practical life. It was not easy for me to go to office sharp at 9 am, but after some days I was used to it.

I was very much lucky to work in the marketing department of HYD. During my working period, I was able to know, how HYD actually market their business. Now I am clearly understood that, while marketing any business, what kind of problem might arise and how to deal those problems. I also learned about meeting the customer expectation and the importance of meeting a good relationship with them. This 3 months working as an Intern, increased my confidence level so much that, I feel that, I can work in any organization in any department. From my point of view, it's a great achievement for me.

#### **5 .Conclusion**

This report is mainly about the House of Youth Dialogue in short it is called HYD. It started its journey in 2015 and currently operating in countries like India, Canada, Australia, Nepal etc. The main work of this organization is to arrange MUN conferences and leadership improvement skill program. They want to connect all the youths together and expand their business in every corner of the world. HYD is becoming very more and more popular in our country, as they are trying to introduce MUN in a new way to the people. They continuously seek differentiation, whenever they are organizing any conference. I did write try my level best on mentioning that, HYD meets the customer expectation and also maintaining a good relationship with them. I strongly believed that, if any one wants to have a clear idea about the customer expectation and customer relationship part, then this report will surely help them out.

The overall internship course design of BRAC University is quite good. From my point of view, if the university authority decided to organize two more workshops on Internship program, then it would be very much helpful for the students.

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