



Inspiring Excellence

Internship Report

on

Importance of Social Media for Radiance Power
Ltd.

AN
INTERNSHIP REPORT
ON

Importance of Social Media for
Radiance Power Ltd.

Course ID: BUS-400



Submitted to:

K.M Nafiul Haque

Lecturer, BRAC Business School

Submitted By

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ID : 15204100

Date of Submission: 8 May, 2019

Letter of Transmittal

April 30, 2019

K.M. Nafiul Haque

Supervisor, BUS400

BRAC Business School

66 Mohakhali, Dhaka

Subject: Submission of the final report on “Importance of Social Media for Radiance Power Ltd.”

Dear Sir,

Here is the report that you had asked me to prepare as part of the course work for my internship course BUS400. The title of the report is “Importance of Social Media for Radiance Power Ltd.” in my report I have highlighted how Radiance power Ltd. company can get their desired Brand recognition with the help of Social Media. I would like to thank you for giving me this topic as I have learnt a lot from it. If you have any questions; I will answer them gladly. Hopefully I will be able to meet your expectation and enrich my knowledge on E-Business.

Sincerely,

MD. Nazmus Sakib

ID- 15204100

Letter of Endorsements

15th February, 2019

Mr. Shamim Ahmed

Director,

Radiance Power Ltd.

UTTRA-13, Road no-13 House no- 67

Dhaka, Bangladesh

Subject: Letter of Endorsement

Dear Mr. Shamim Ahmed,

I, K.M. Nafiul Haque, hereby authorize my student MD. Nazmus Sakib, to make an internship report on your organization and fill out the forms on my behalf. He will also claim the detail and other related non-confidential documents from your office, you can offer on my behalf. I have asked him to verify all the documents and collect details from your office within 30 April, 2019. You are requested to allow him complete access to above mentioned grounds. Feel free to contact me via email on nafiul.haque@bracu.ac.bd if any further clarifications needed.

Thank you very much.

Respectfully Yours,

K.M. Nafiul Haque

Lecturer,

BRAC Business School.

Acknowledgement

First of all, I like to say that it was a great learning experience for me while working at Radiance Power Ltd. Secondly, I would like to thank **Hasan Iqbal** for allowing me to join his company learn important lessons from his company. A mere would not enough for my Project guide **Shamim Ahmed**, without his input and constant guidance this report would not been possible. Special thanks to Technician **Sadin Rahman** for giving, valuable information about Radiance.

I am greatly thankful to my supervisor **K.M. Nafiul Haque**, without his direction and feedback I don't know if I would have finished this work. He has given me advice whenever I asked him and he was always available whenever I needed any help.

Finally, I like to thank all of my collages, who have helped and co-operate with me during my project.

Sincerely,

MD. Nazmus Sakib

Executive Summary

Social Media platforms such as Facebook, Instagram, YouTube and others have become important dominant force of our life. People go to social media to interact with each other, chatting, stay relevant on recent staff. Social media is evolving as people now use social media not only for interaction, they use social media to spread or even sell their products. With so much interaction in Social media, and popularity, Radiance Power Ltd. wants to utilize on this opportunity. Radiance Power Ltd which was founded in 21st may 2013, has current net value of six Crores (BDT). Radiance Power Ltd. is an uprising power company which is growing every year. Radiance supplies international standard transformers, they provide Lift, Generators, capacitors and other power Engineering products. Radiance power Ltd is also provides solar power system. It is one of many unique features of Radiance, these solar panel collect solar radiation and transform it into electrical energy and it is very popular among existing customers. Radiance ordered their products from renowned country such as UK, USA, China, Germany etc. Ensuring quality products to their customers is the main priority for Radiance. The goal of Radiance is to become one of the top power companies in the country, in order to achieve that goal Social media can play a very significant role. During the survey almost 60.7 % of people Strongly agree or agree that Social Media platforms are essential even for power company such as Radiance. Not to mention about 64.2 % strongly agree or agree that Social Media add values to radiance. As Radiance is not planning to sell their products online, they want to use Social media to get brand recognition and the survey support their plan as 80.1 % believe that Radiance power Ltd. will achieve Brand Recognition with the help of Social Media. There are some challenges and constraints in using social Media. Nowadays everything goes viral pretty fast therefore an unintentional post which can deem as offensive, can hamper Company's image. Facebook is the most preferable platform for radiance as they believe in order to grave larger attention, Facebook is the place, and according to global stat Facebook is the fastest growing social media in Bangladesh. Therefore, focusing on Facebook would be the right option for Radiance. However, in order to reach mass audience, boosting Facebook page is necessary as it will allow Radiance to reach very large audience at a short time. Though there are some problems and obstacles still there is no denying the fact that Social media platforms are important to radiance Power Ltd to achieve their goals. It can be slow moving process however with proper steps and maximum utilization of social media, it can increase Radiance's brand image significantly.

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Profile of the Organization

Radiance Power Ltd. was established over six years ago when two partners come across with a business venture. Their plan was to build a company which will represent excellency and integrity, this is how Radiance Power Ltd. was born. Business plan was in place, meanwhile there were some problems such as gathering capital for the company, getting approval of the government, not to mention finding suitable place for the business. After some difficulties Government approval was given for start up company named Radiance Power Ltd. Initially Managing Director Hasan Iqbal and Director Shamim Ahmed gather funds themselves to start their company and later bank loans were taken to keep their business alive. Radiance Power Ltd started their journey on May, 21st 2013 in Bangladesh at UTTRA, Sector-13, Dhaka. Radiance Power Ltd. Company is the manufacturer of top-quality Transformers, Switch Gear (HT- LBS & VCB, LT), PFI Plant, Importer of Diesel Generator Sets (From UK, USA, China). Radiance Power Ltd is working on acquiring top ten position in the country among Power companies. Radiance power Ltd has five departments which includes Marketing & Sales, Human Resources, Accounting, Technical and Service department. Around thirty people are working at Radiance Power Ltd. among them two work at HR department, two at Accounting, four people at Marketing & Sales, five technician, six Engineers work at Technical departments and rest of the employees work at Service department. Radiance Power Ltd has their own manufacturing site in Tongi, Dhaka. This site allows the Company to analyze and manufacture customize products according to their customers. Radiance Power Ltd. has a sister company named Spark Steel which is based on Infrastructures. From time to time Radiance gather items from Spark Steel to fulfill their customers demand.

It was difficult at first to acquire customers for start up company such as Radiance Power Ltd. however over the span of almost six years Radiance Power Ltd has earned the trust of the customers and in these six years their customers acquisitions are stand at +20%. With the Combination of hard-working employees and top-quality products the goal of the Radiance Power Ltd. is to become the most renowned power company of the country.

Description of the Organization

Radiance Power Ltd started their journey in Bangladesh on May 21st 2013 in Bangladesh at UTTRA Sector-13, Dhaka. Radiance Power Ltd. Company is the manufacturer of top-quality Transformers, Switch Gear (HT- LBS & VCB, LT), PFI Plant, they are also Importer of Diesel Generator Sets (From UK, USA, China). Iqbal Hasan and Shamim Ahmed two business partner started this business with their own money and some loans from the Bank. Radiance Power Ltd has their own manufacturing site in Tongi, Dhaka. This site allows the Company to analyze and manufacture customize products according to their customers. Radiance Power Ltd. has a sister company named Spark Steel which is based on Infrastructures. Radiance Power Ltd. has various range of products in power & Engineering such as ONAN type distribution Transformer, HT Switchgear, LT Switchgear, PFI Plant, EMDB, MDB, FDB, SDB. Diesel generator set, Lighting protection system Bus-bar trunking, Industrial exhaust fan All kinds of metering unit, Industrial LED light. Radiance Power Ltd. is providing services for Maintenance of sub-station Maintenance of Diesel-Generator, Electrical design, Drawing, Installation, testing & commissioning and Electrical consultancy.

Origin of Products of Radiance Power Ltd comes from various countries, Diesel generator set comes from UK, USA, CHINA. Circuit breaker comes from Italy, Germany, Fuji, Japan, France, Korea. Capacitor, PFC relay, CT & PT come from Italy, Germany, India, Japan, Malaysia, China. Radiance Power Ltd is also provide lift for the customers. And these lifts come from Turkey and china. Radiance Power Ltd believe their design, manufacturing, sales and Marketing team is dedicated to develop the diversity of products as per demand and requirement of the market. The reputation among existing client is very good which is helping this company to grow. Radiance's transformer is very popular among its client as it can be used in any distribution system such as High-rise buildings, commercial centers, Airports, Oil platforms, Railway industries, Residence Buildings, power plants and Government Sectors. The transformers can also be used in BPDB, DESCO, DPDC, BREB, WZPDC and among other power distribution sector.

Radiance power Ltd also provides Diesel generators which are naturally aspirated or Turbo-charged, water-cooled, multi- cylinder injection diesel engine with electronic governing All engine supplied with replaceable elements for all, fuel and Air filter assemblies. Radiance Power Ltd. approaches their client directly, their existing customers recommend others about Radiance's product and they contact though telephone then a meeting took place either in the main office or a place where customer choose. After the meeting if everything goes according to the plan both parties agree a deal. Customers get Radiance's services first hand. From installation to any problem regarding the products, MD and Director of radiance are always available to solve any problem.

Radiance power Ltd has five departments which includes Marketing & Sales, Human Resources, Accounting, Technical and Service department. These departments help radiance to fulfill its needs and ensure smooth functionality of the organization.

HR Department

These tasks are done are by the HR Department of Radiance

- i. choosing new representatives
- ii. Giving promotion to their best employees based on their performance
- iii. Demotion and firing

Marketing Department

The work of this promoting division is to ensure retention of existing customers and reach potential customers via various platforms. There are two types marketing team in Radiance, one team work outside of the office to make sure existing customers are happy and with the help these existing customers they approach new clients and tell them about benefits and uniqueness of Radiance Power Ltd. The other team work on digitally. Their jobs are making logo, ads, video, and monitoring Facebook activities. Finding out what customers want, what would grave customers attention are necessary to take important decisions such as

- i. If the promoting arrangements would satisfy customers or not.
- ii. What should be the goal of a campaign?
- iii. Arranging what types of campaign?
- iv. Facebook marketing plan.
- v. What types of questions need to asked during a meeting to satisfy and convince a consumer?

Account Department

The Accounting department of radiance power Ltd handles cash related issues and ensure there are no problem under any circumstances. There are some other things accounting departments do such as

- i. Handling day to day payments.

- ii. Revenue and expense tracking
- iii. Annual cash flow report
- iv. Income statement on every quarter.

Technical Department

These departments consist of engineers and technicians. This department handle various things such as

- I. Electrical design, drawing
- II. Installation, Testing & Commissioning.
- III. Electrical consultancy

Introduction to the Report

As I have been working at Radiance Power Ltd for over three months in the Marketing Department as a junior executive at Marketing & sales, I have insights about how Social media is impacting so much for so many companies. After working in their social media platform and analyzing the data, I have gathered experience on how to approach people on Social media. One of the reasons for choosing this topic is that I have always been interested in social media Marketing, I have learnt a lot after seeing how people specially in Bangladesh invest so much time in social media. It doesn't matter whether your company is technology or power based, the importance of social media in today's era is undeniable. The proper report on social media importance for a non-technological company can allow other companies to give importance to social media in order to increase their Brand value and sales. My work at Radiance Power Ltd has inspired me to build a career and gain success by staying in this field. Moreover, I believe my report will give insight about social media for various companies which can be valuable for BRAC Business School. In addition to, the feedback I will receive for this report from BRAC Business School is going to be great help for my career and for Radiance Power Ltd. too.

Objective of the Report

From a food company to a ride sharing company everyone is involved in social media. The general objective of this report is understanding the importance social media in our life and also for any company. Social media platform gives easy access to any company to reach larger audience and platform such as Facebook is great for any company to grow as a brand and it is a very cost-effective way to get recognition from the people.

Problem definition

Even though Radiance Power Ltd. is growing in social media however still main problem is engaging more potential customers. Yes, the Facebook page is getting more likes and comments however the main purpose of this page is presenting basic ideas of Radiance's products to their potential customers. Increasing Brand image is a priority therefore, if potential consumers do not ask questions related to the products and the company the outcome will not be satisfying. For this reason, more studies need to be made in order to rectify this situation.

Activities Undertaken

As I have done my major is E-Business and minor in Marketing, I got the opportunity to work with the Radiance's marketing team. Where I have obtained and learned various digital marketing tasks. Working in platforms such as Facebook, Instagram gave me new insights on digital marketing and how social media is a great tool for branding. Here are some of the things I have learned.

- i. Engaging with right consumer in Facebook.
- ii. Monitoring Facebook and weekly report on total likes, shares, comments on Facebook.
- iii. What post needs to be posted on right time to engage more people.
- iv. Telling me friends about Radiance and telling them to tell their friends about Radiance to engage more people.
- v. Taking feedback from consumer through various post to learn about their needs and demand.
- vi. Uploading pictures of Radiance's product on Instagram so that people get general idea about Radiance's products.

According to BTRC social media is very popular among people here in Bangladesh. Among all the social media platforms Facebook is the most popular one. Hence Radiance power Ltd. believes in order to increase their brand image Facebook is the best platform. First of all, Facebook is very cost effective and secondly you can reach larger audience of people through Facebook.

Radiance power Ltd is also have an Instagram page where time to time pictures of Radiance's products are uploaded.

Social Media Impact on Radiance power Ltd

The revolution of social media is very visible. It is a great platform for marketing, there are some major impact on Radiance Power Ltd. when social media platforms were introduced.

More Engagement from consumers

Social media has become parts and parcel of or life. According to daily star survey, more than seventy percent internet users in Bangladesh spent at least one hour in social media and most of them spent their time on Facebook. Radiance power Ltd. believes in order to engage more people, Facebook is the right platform. Facebook is the most popular platform in Bangladesh hence a post in Facebook get more attention than any other platform. With that notion posts on Facebook are increased to see the general reaction of the audience. The reaction was very satisfying. Not only the likes are increased but also the total reach is increased too. By this time Radiance believes there is no better platform other than Facebook to promote their brand on Social Media.

Brand Recognition

Brand Recognition gives a company foundation to build and grow as a brand. In the survey one of the questions was have you heard of Radiance power Ltd.?? unfortunately almost 64.1% of them said no and their most commonly asked question was do they have a Facebook account? the survey supports this theory that Facebook is right platform to increase Radiance's brand recognition. Look how big Pathao has become with the use of Facebook. We all know that Pathao is a ride sharing company who started their ride sharing business via Facebook group. When Pathao started their journey, in that time people would get their rides using Pathao Facebook group. Slowly Pathao has now become the leading ride sharing company in Bangladesh. The point is Without spending too much Pathao was able to exploit the benefits of Facebook, Radiance is likely to do the same. Most of the small startup companies in Bangladesh, start their journey on Facebook because everyone can easily access Facebook and in rapid time business can grow very quickly.

In February 2019, there was overall three hundred likes on Radiance's page. However, in over two months likes have increased to over five hundred. The tactic was pretty simple, people who works at Radiance power Ltd. including Managing Director and Director tell their friends and families about Facebook page. Marketing team tell their existing customers and their potential customers to spread news about Radiance. Radiance believes in the idea that platform such as Facebook is the right fuel to acquire this goal. The more Brand recognition Radiance gets the more people will know about their products which will increase their brand value. which will eventually increase their sales.

Literature review

It is absolutely necessary to gather valid information for my report. I have gathered information from few books such as Social media marketing by Tuten, T. L., & Solomon, M. R. This book helped me to understand the importance of social media and how day in day out Social media is playing bigger role than before. Facebook Marketing by Bersch, A., & Firsching, J. (2013) has given me basic concept about Facebook Marketing which help me build this report. Digital marketing by Chaffey, D., & Ellis-Chadwick, F. (2019) enriched by knowledge about digital marketing and make me realize how it can be used as a vital tool for any company. Marketing research by Burns, A. C., Veeck, A., & Bush, R. F. (2017) has made by job easier to do my market research. With the help of this book I have saved a lot of my time. According to daily star there are 9 crores active users in Bangladesh which tells us how much people love the internet in this country however according to international world stats Bangladesh is till lack behind in internet usage compare to big Asian country however Facebook users is huge in Bangladesh, according Dhaka Tribune reports in 2017 Bangladesh is the second most active Facebook users in the world and according to stats-counter Facebook is the fastest growing social media in Bangladesh. After all these findings it made me realize how social media has become such as dominate force in our country and for brand recognition there is no better option than Facebook for Radiance Power Ltd.

Research Methodology

Research Methodology consists of finding and analyzing the problem, data organization & collection, data evaluation, making decisions, reaching out to conclusion and suggestions for the problems.

Data Collection

Primary data

For primary data I have used survey to conduct an analysis. I prepared a questionnaire and asked 10 questions to 217 respondents. They gave their answers which help me to complete my research.

Secondary data

For Secondary data I used 4 platforms

- i. Internet
- ii. Various social media
- iii. Books
- iv. Newspapers

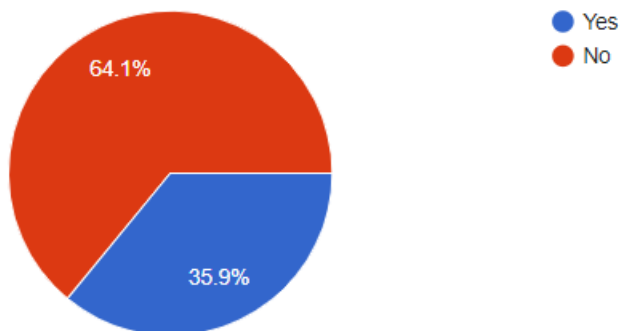
Analysis of Data

The following graphs and table are representatives of the respondents in form of questionnaire being filled by them. The number and percentage wise distribution is shown below. Moreover, detailed conclusion of all the graphs has been told focusing on key points.

Graphical Representation of Data

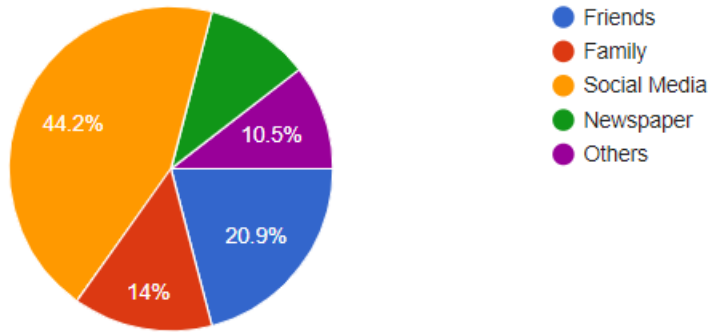
1. Have you heard of Radiance Power Ltd.?

- a. Yes
- b. No



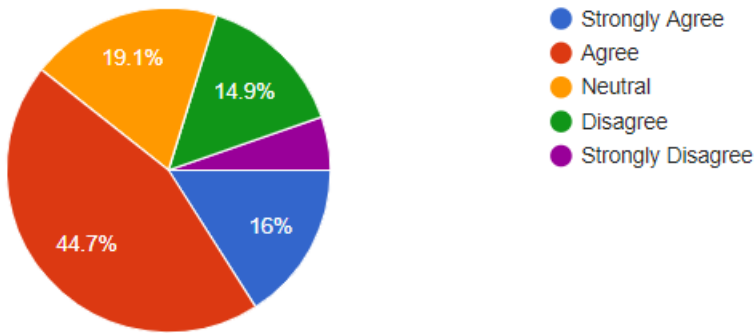
2. If yes, then Where?

- a. Friends
- b. Family
- c. Social media
- d. Newspaper
- e. Others



3. Do you think social media platform is essential for power company such as Radiance Power Ltd.?

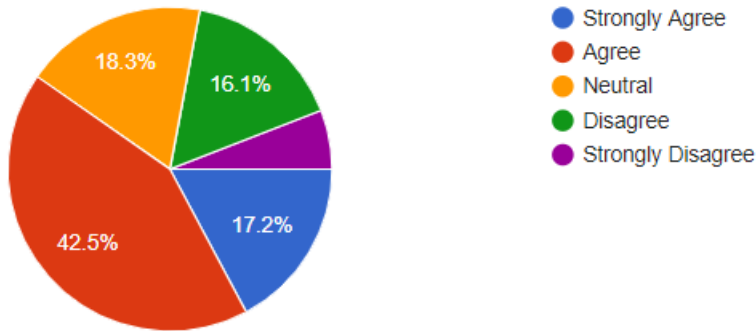
- a. Strongly Agree
- b. Agree
- c. Neutral
- d. Disagree
- e. Strongly Disagree



4. "Social Media platforms are as important as marketing team of an organization" what's your standpoint on this statement?

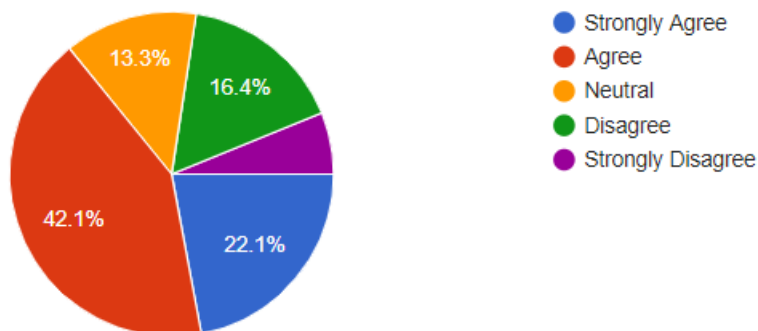
- a. Strongly Agree
- b. Agree
- c. Neutral

- d. Disagree
- e. Strongly Disagree



5. Do you think social media platform add values to Radiance Power Ltd.?

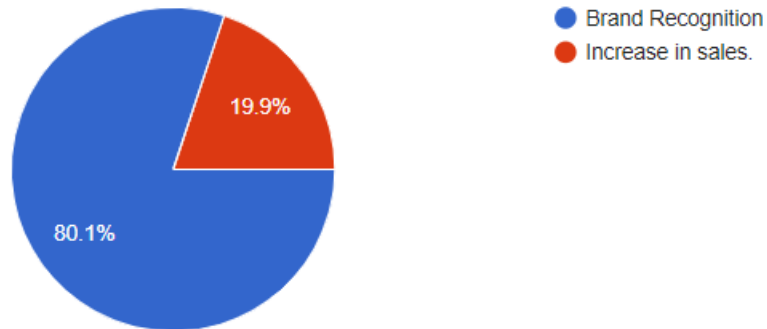
- a. Strongly Agree
- b. Agree
- c. Neutral
- d. Disagree
- e. Strongly Disagree



6. Which goal Radiance Power Ltd. will achieve with the help of Social Media?

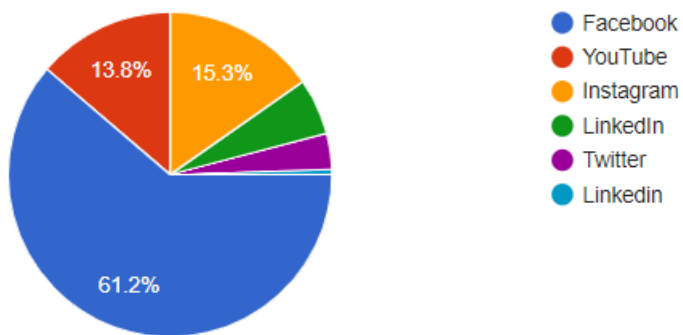
- a. Brand recognition

b. Increase in sales



7. Which social media you think, is the most important for Radiance Power Ltd.?

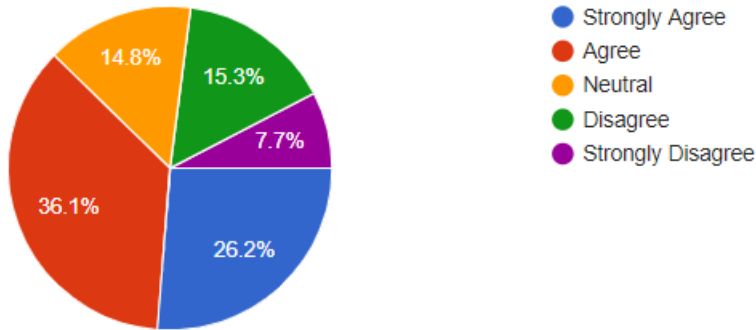
- a. Facebook
- b. YouTube
- c. Instagram
- d. LinkedIn
- e. Twitter



8. Do you think Radiance Power Ltd. should invest more on social media to grave more attentions?

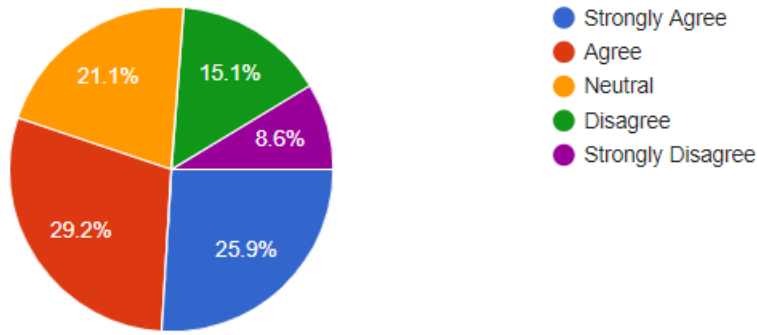
- a. Strongly Agree
- b. Agree

- c. Neutral
- d. Disagree
- e. Strongly Disagree



9. "With the use of social media platforms nowadays any company can achieve their Goals quickly" What's your standpoint on this statement?

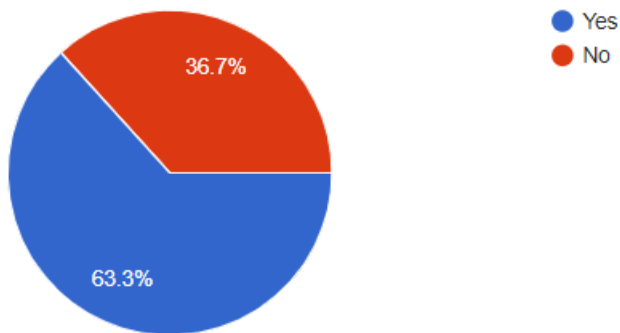
- a. Strongly Agree
- b. Agree
- c. Neutral
- d. Disagree
- e. Strongly Disagree



10. Do you think by increasing activities in social Media Radiance Power Ltd. can become one of the most recognized companies in Bangladesh?

a. Yes

b. No



Interpretation of Data

I have found out that 64.1 % people haven't heard of Radiance Power Ltd. As being relatively new to the market this may be the main reason. Rest of the 36.9 % people that have heard of Radiance, most of them heard from Social media. During my survey I have found out that almost 60.7 % of people of the survey strongly agree or agree that social media are essential even for a power company such as Radiance. 47.8 % people strongly agree or agree that social media platforms are as important as marketing team. About 59.7 % people either strongly agree or agree that Social media add values to Radiance which is not surprising as general reaction of public towards social media is very positive. One of the most important questions was which goal radiance will achieve through social media and 80.1% agree that with the help of Social Media Radiance can achieve Brand recognition. Social media platforms are great way to introduce your brand to targeted customers hence the response. Among 61.2 % people agree that Facebook is the right medium to promote Radiance. In order to reach mass audience people Facebook is the right platform as Facebook is the most popular social media in Bangladesh. Among 15.3 % believe Instagram could be good social medium to engage more audience. 62.3 % people agree or strongly agree that Radiance should invest more on social media as in short amount time Social media can be a great tool for brand recognition. 55.1 % agree or strongly agree that social media platforms are the quickest way to grab larger audience's attention. About 63.3 % believe that Radiance can become the most recognized power brand in the country. The reason maybe they heard good things about Radiance, and also the hardworking people at Radiance or unique features as solar panel or may be fact that Radiance import most of their products from reputed foreign company. Whether the reason is the answer to this question was positive.

Finding of Study

One of the most important finding of my study was that even though 64.1 % didn't heard about Radiance Power Ltd. still more than 60 % people either strongly agree or agree that even for a power company social media platform is essential. More than 50 % people agree that Social media add values to Radiance. According to the survey over 60 % either strongly agree or agree that Facebook is the best social media platform for Radiance which reconfirms why Radiance is so focus on Facebook. One of the interesting finding was 81% people strongly agree or agree that with the help of Social media Radiance can achieve Brand Recognition. It is interesting as Radiance wants to exploit Facebook and become a recognized brand in the country. Even though more than 60 % people didn't know about Radiance still they answered very positively towards how Radiance can become one of the successful power companies in the country. Which itself tells us how people believe Social media is a tool which can be exploited and with right campaign and strategies anything is possible.

Challenges and suggestions for improvement

Radiance power limited wants to become the leading power company in the country however in order to do that they need to give more attention. Radiance power Ltd. has over 500 likes on Facebook and very little on Instagram. Brand recognition is one of the many reasons why a company become successful and the more fan following grows on Social media the better chance of getting recognition. Having said that without boosting, getting larger audience in Facebook is very difficult.

During the survey key findings was If Radiance invest more on Social Media, they will get more recognition. My first suggestion would be boosting the Facebook page. Being able to reach larger audience will surely give the recognition Radiance Power Ltd. desires. My second suggestion would be making an AD which will tell us what Radiance is all about, how radiance works and what are Radiance's specialties. My last suggestion would be posting more frequently on Instagram. After working their over 3 months I understood most of products of Radiance are very presentable and outlook of the products are very good. By posting these pictures Radiance can attract new consumers.

Lesson Learned From my Internship Program

Punctuality in all aspects

Punctuality is the key aspects of corporate life. Late means salary will be cut off. In my opinion this was a good lesson which will help me to more discipline.

Patience is the key

The time I spend on Radiance Power Ltd. helped me to understand the importance of patience. There was some time when I have to brief my company supervisor however as they were busy in the meeting, I have to wait 2-3 even 4 hours however I didn't give up, I was patient and make sure my report was read by my supervisor in that day.

Adapting new skills

It was a great experience working with marketing people at Radiance and Spending time on social media while working at Radiance I have acquired few skills such as when to post and what to post on social media such as Facebook. How the Facebook page work, how much interactions page is getting were a good learning experience.

Researching My targets

It is difficult to understand what exactly you looking for when there are so many options to look for. My company supervisor helped me look at the right resources to complete my task. It was a great learning experience on how to skip unnecessary links to save time.

Connect with people at career-level

It is always nice experience to meet new people who are much more experienced at their respective fields. Meeting these people make me realize how it is important to practice loyalty and develop relationships with people who are at the same career level, no matter which industry they are in. So, I collaborated on projects together and provided feedback on other's recent work.

Conclusion

As it was my first job, I have made few mistakes and I tried to learn from my mistake. It was a great experience for me to work at Radiance power Ltd, I have learned so many things. It was a great learning curve for me as realizing how corporate world works, how everything in job world works really fast. Having been occupying junior marketing & sales position I have gathered invaluable knowledge in digital marketing. And with the help of my knowledge I hope I was able to satisfy my company. Radiance power Ltd. is growing as a brand every year and I believe with right steps and hard-working people they have at Radiance; they will become one of the most successful power companies in Bangladesh.

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Appendixes

An Analysis of social Media impact on Radiance Power Ltd.

Have you heard of Radiance Power Ltd. ?

- Yes
- No

If yes, then Where?

- Friends
- Family
- Social Media
- Newspaper
- Others

Do you think social media platform is essential for power company such as Radiance Power Ltd. ?

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

"Social Media platforms are as important as marketing team of an organization" what's your standpoint on this statement?

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

Do you think social media platform add values to Radiance Power Ltd. ?

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

Which goal Radiance Power Ltd. will achieve with the help of Social Media?

- Brand Recognition
- Increase in sales.

Which social media you think, is the most important for Radiance Power Ltd. ?

- Facebook
- YouTube
- Instagram
- LinkedIn
- Twitter

Do you think Radiance Power Ltd. should invest more on social media to grave more attentions?

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

"With the use of social media platforms nowadays any company can achieve their Goals quickly" What's your standpoint on this statement?

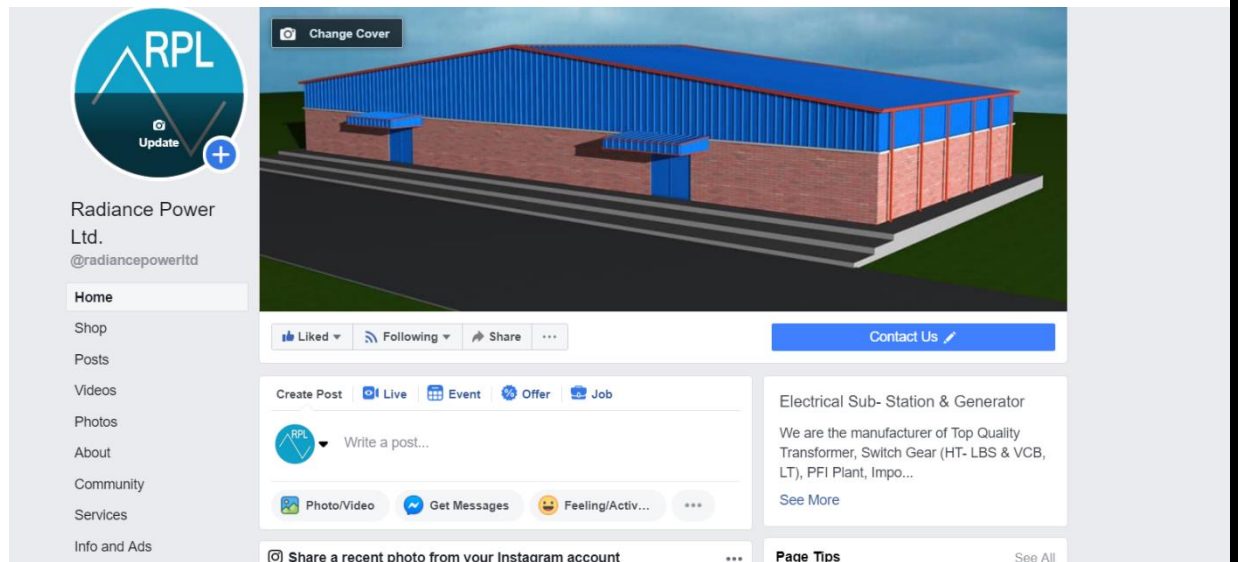
- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

Do you think by increasing activities in social Media Radiance Power Ltd. can become one of the most recognized companies in Bangladesh?

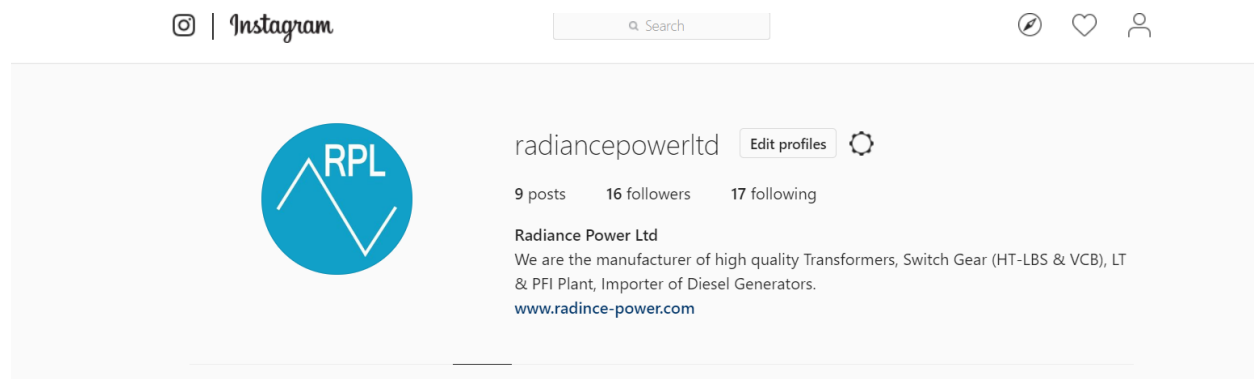
- Yes
- No

Social Media platforms of Radiance Power Ltd.

Facebook



Instagram



Overall result of the Survey