

Report On  
Sales Strategy of Affiliation Program: A study on 10Minute School

By,  
Mir Mohammad Ali Rahil  
ID: 17304047

An internship report submitted to the BRAC Business School in partial fulfillment of the  
requirements for the degree of  
Bachelor of Business Administration (BBA)

BRAC Business School  
BRAC University  
October 2021

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## **Declaration**

It is hereby declared that

1. The internship report submitted is my/our own original work while completing degree at BRAC University.
2. The report does not contain material previously published or written by a third party, except where this is appropriately cited through full and accurate referencing.
3. The report does not contain material which has been accepted, or submitted, for any other degree or diploma at a university or other institution.
4. I/We have acknowledged all main sources of help.

**Student's Full Name & Signature:**

---

**Mir Mohammad Ali Rahil**

ID: 17304047

**Supervisor's Full Name & Signature:**

---

**Md. Hasan Maksud Chowdhury**

Assistant Professor, BRAC Business School,  
BRAC University.

## Letter of Transmittal

Full name of Supervisor

Md. Hasan Maksud Chowdhury

Assistant Professor, BRAC Business School,

BRAC University.

66 Mohakhali, Dhaka-1212

Subject: Sales Strategy of Affiliation Program: A study on 10Minute School

Dear Sir,

I would like to convey to you my heartiest thanks for your precious guidance and support for me to prepare my internship report. With immense pleasure, I am submitting my internship report on Sales Strategy of 10Minute School which was assigned me as a part of my BBA Program.

I have attempted my best to finish the report with the essential data and recommended proposition in a significant compact and comprehensive manner as possible.

I trust that the report will meet the desires.

Sincerely yours,

---

Mir Mohammad Ali Rahil

ID: 1730407

BRAC Business School

BRAC University

Date: October 16, 2021

## **Acknowledgment**

I would like to express my deepest appreciation to all those individuals who helped me to complete this report.

I am highly indebted to 10Minute School for their guidance and constant supervision as well as for providing necessary information to complete the report. It's quite impossible without the help of some persons of the organization who helped and suggested me to complete the report.

I want to thank my academic advisor Mr. Hasan Maksud Chowdhury sir who has provided me suggestions and helped me to prepare this final internship report.

## **Non-Disclosure Agreement**

[This page is for Non-Disclosure Agreement between the Company and The Student]

This agreement is made and entered into by and between 10Minute School and the undersigned student at BRAC University .....

## Executive Summary

I have completed my internship from 10Minute School. I worked there as an intern in affiliation program which is under sales department. In this report, I wrote my experiences about 10minute School and I took employees opinions how their strategy can impact on the sales. 10Minute School is the largest online educational platform in Bangladesh. 10Minute School has 19440+ video tutorials, 49530+ quizzes, 1114+ notes and 1300+ blogs. They have 32 paid courses, for selling those courses they use affiliation marketing. They have affiliates partners and affiliates sell those products through online platforms and in return they got a commission. Working in affiliation program I realized and other employees believe they need to work more closely with the affiliates so that they can get more sales and we got more revenue. 10Minute School needs to contact with affiliates by phone every month to know their problems, also need to provide information like promo code, upcoming courses details etc. properly by texting, calling, mailing them so that they can get those information and work accordingly. Also, they provide promo codes to increase sale. 10Minute School provide training and send gifts to affiliates to motivate them, so that affiliates can bring more sales. In this report, I also explain how affiliate marketing helps a business and how it impacts on a business. Through affiliate marketing a business can reach to a lot of people and sale their product easily without spending lots of money. Because of affiliation many people can know about a business which helps a business grow easily and create brand awareness. Affiliation marketing is getting popular day by day, now only few companies in Bangladesh use affiliation marketing but in future many companies will use this strategy.

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## List of Acronyms

10MS: 10Minute School

Affiliates: Affiliate partners who work for 10MS to sell 10MS’s product, in return they get a commission.



## Chapter 1: Overview of Internship

### 1.1. Student Information

Name: Mir Mohammad Ali Rahil

ID: 17304047

Program: BBA

Major: Marketing and E-Business

### 1.2. Internship Information

#### 1.2.1. Company Name, Period and Department

- Company Name: 10 Minute School
- Internship Period: 3 Months
- Department: Sales
- Address: Flat B-1, Rosy Palace, House 358-360, Road-5, Avenue-4, Mirpur DOHS, Dhaka-1216

#### 1.2.2. Internship Company Supervisor's Information

- Supervisor's Name: Sirajish Salakin
- Position: Manager, Affiliation and PR

#### 1.2.3. Job Scope

- Working on Facebook group On-Boarding project.
- Coordinating the affiliate retention process
- Solving quires and problem of affiliates through messenger groups.

## 1.3. Internship's Outcome

### 1.3.1. Student's contribution to the company

They assigned me different kinds of work in different time, I tried my best to finish that work perfectly. I performed the following works:

- I worked on 10 Minute School Affiliation Program. 10MS targets the Facebook group admins so that they become 10MS's affiliate partner and can sale 10minute school's product, in return group admins get 15% commission of each sales. I approached and on-board many Facebook groups admins to become our affiliate partner.
- When the on-boarding process became bigger, 10MS hired some coordinators and made 4 teams for onboarding different categories group. I became one of the team leaders consisted 5 coordinators. I trained them how to approach group admins and all kind of process for onboarding. I had to monitor the coordinator who were in my team and solve their problems if they faced problems during the onboarding time.
- People who became our affiliate partner we gave them a affiliate dashboard, in that dashboard they can found 10MS's products link, all kinds of captions, posters for selling. I had to create those dashboards. I created almost 700/800 dashboards.
- We added our affiliates partners on messenger groups. I managed 6 affiliates messenger group. In that group affiliates shared their problems and I had to solve those problems.
- I had to find new Facebook, YouTube groups for onboarding, finding inactive affiliates and communicate with them by phone to know their problems.

These were my main tasks. Besides those tasks I had to many other works assigned by my supervisor.

### 1.3.2. Benefits to the student

During this time, I learnt lots of new things. Followings benefits I got from this internship:

- Learning about Affiliate Marketing: Affiliation is new kind of thing in Bangladesh. Before joining 10Minute School I had very little idea about affiliate marketing. From this internship period, I learnt deeply about affiliate marketing. I learnt how affiliation program

work and how people get benefit from affiliation. I also learnt affiliate is very helpful for a company to make profit and it's also helped a company to promote their products in every part of a country with low budget.

- Retention Team: I worked in affiliate retention team. Here I had to work with our active affiliates, affiliate, who sold at least one product, we called them active affiliates. My responsibility was helped them by giving marketing and sales strategies to increase sales. Here, I learnt many marketing and sales strategies which is important and impactful for affiliation program from 10 Minute School.
- Multi-Tasking: Multi-Tasking is very important for every sector. From this internship time, I developed my multi-tasking skill very much. In 10Minute School works pressure was very high and I had to do many works together like I had to solve my coordinator problems and at the same time I had to solve affiliates problems by consulting him or by using CRM.
- Got idea about corporate world: By working there I got idea about corporate world. I became to know how to behave professionally, how to talk politely with clients and colleagues, gesture and posture of business communication and many more.

### 1.3.3. Problems faced during the internship period

During the internship, I faced many challenges like:

- Overload of work: Sometimes, they gave me many works and short dateline. For that, I had to work after my office hours. But those time my colleagues helped me a lot, so that I don't feel pressure. For example, I had to maintain messenger groups for knowing and solving the affiliates problems. Sometimes, affiliates told their problems after our office hours and I had to solve those problems instant for our customers satisfaction.
- Online office: Because of lockdown, I worked work from home almost 2months. Online work was very difficult rather than physical office. I had to seat whole office time in front of laptop, which created backpain, headache sometimes and had to attend many meetings in a day.

#### 1.3.4. Recommendations

From my experience, I think some things should be improved. My recommendations are:

- Provide laptop/desktop in office: Interns must have to be laptop otherwise they cannot do internship because 10MS didn't provide laptop/desktop to the interns. If they provided laptop/desktop in office, it would be very helpful for people who don't own laptop/desktop. They can use office's desktop/laptop in office.
- Marinating work hours: Many times, I had to work more than office hours. My working hour was 40hours in a week but I had to work 48/55 hours per week. They should maintain the office hours, if they need more time from employee they can paid extra money for extra hours.

## Chapter 2: Organization Part

### 2.1. Introduction

10 Minute School is an online platform and they teaches students through online from class 1-12 and university by their resourceful videos, notes and quizzes. They teach the entire academic syllabus of the Bangladesh Schooling System, university admission subject. Also, they have many skill development courses.

#### 2.1.1. Resources and Social Media Subscribers

- Resources: 10Minute School has 19440+ video tutorials, 49530+ quizzes, 1114+ notes and 1300+ blogs (Robi 10 Minute School, 2021) and these notes, videos are available on their website and app.
- Social Media Subscribers: 10Minute School very active in social media. They provide education through online, for this they use mainly YouTube and Facebook. 10 Minute School Facebook page is followed by 2,595,525 people. There YouTube channel has 1.84 million subscribers and 247000 followers in Instagram.

## 2.2 Overview of the Company

The largest online education platform of Bangladesh is 10 Minute School. It has been established in 2015 by Mr. Ayman Sadiq. They provide online education all over the Bangladesh throughout 64 Districts and they teach everyday more than 2million students through online. It started creating video tutorials for Mathematics and English and eventually started taking live classes on Facebook. 10 Minute School wants to remove the all kinds of geographic, economic, and financial barriers to provide quality education and make education free to everyone. Now, 10Minute School has 19440+ video tutorials, 49530+ quizzes, 1114+ notes and 1300+ blogs (Robi 10 Minute School, 2021) available on their website and app, people can see this video free, they don't need to pay for watching these videos. Also, 10 Minute School has 32 premium courses, for these 32 courses students have to pay money if they want to learn those courses.

### 2.2.1. Startup history

Founder of 10Minute School Ayman Sadiq used to take classes in coaching centers during his undergraduate time. There he noticed that many students couldn't afford tuition fees and many couldn't come to Dhaka from different parts of the country because of lack of money, as a result they failed to get quality education. From there, he wanted to remove economic and geographic barrier for education and came up with the idea of online education.

### 2.2.2. Mission

The underlined missions of 10 Minute School are:

- To make quality education and free accessible education for all the students of Bangladesh through online platform.
- To provide education whom don't have enough money to spend on education.

### 2.2.3. Vision

10 Minute School doesn't have any publicly stated vision but they have an inner vision. Their vision is to remove the all kinds of geographic, economic, and financial barriers to provide quality education and make education free to everyone.

### 2.2.4. Slogan

শেখো নিজের ইচ্ছেমতো!

### 2.2.5. Achievements of 10Minute School

10Minute School received many awards. In an interview, Ayman Sadiq said they received BRAC Manthan Award, YSSE Impactful Project of the Year Award, the Swiss Embassy Award for Social Impact, Slush Regional Winner award (Sadiq, 2017).

### 2.2.6. Products of 10 Minute School

10 Minute School provide free educational videos, notes, quizzes. Besides those free items, they have also some paid courses. For these courses they charge very low price but provide very quality and resourceful contents.

Category	Product Name	Price
Job Recruitment	Primary Assistant Teachers' Recruitment Course	BDT 765.00
	BCS	BDT 2,500.00
Skill Development	Cartoon Drawing & Animation	BDT 450.00
	Microsoft PowerPoint	
	Wedding Photography	
	Graphic Designing with PowerPoint	
	Microsoft Excel	
	Web Design	
	Ghore Boshe Freelancing	
	Facebook Marketing	
	আপনি কি লেখক হতে চান?	
	সুন্দর ও দ্রুত বাংলা হাতের লেখা	
Admission 2021	University Science	BDT 1,500.00
	Engineering	

	Medical	
	D Unit/BBA + Private	
	Business Studies	
	D Unit/BBA + Private	
	Humanities, D Unit/BBA + Private	
	University Science + Medical + Engineering + D Unit/BBA + Private	
	Business Studies + D Unit/BBA + Private	
	Cluster Admission Crash Course 2021	
K-12 Subscription	SSC Crash Course 2021	BDT 950.00
	HSC Crash Course 2021	BDT 1,200.00
	HSC 2022: English, Bangla, ICT	BDT 1,000.00
	Pre-admission Course (Medical)	BDT 2,500.00
	SSC Crash Course 2022	BDT 1,200.00
	HSC Crash Course 2022	BDT 1,500.00
Language Learnings	Ghore Boshe Spoken English	BDT 450.00
	English Grammar Crash Course	
	24 Ghontay Quran Shikhi	
	Kids' English	
Professional Courses	Career Guidance	BDT
	Leadership Excellence	450.00
	Corporate Grooming	
	Unleash Your True Potential	

	Negotiation Skills	
	Trade Sales	
	FMCG Retail Management	
	Medicine Selling Techniques	
Competitive Exams	Cadet College Admission Course 2021	BDT 450.00

Table 1: Product list of 10Minute School

## 2.3 Management Practices

### 2.3.1. Organization's leadership style

10Minute School follows Democratic organization's leadership style. Working culture at 10MS is very friendly. Anyone can talk with the senior employees without hesitation. In meetings everyone can share their opinions. For planning a product, before launching a product or event everyone encouraged to participate in idea generation meetings and everyone's ideas are listened carefully. After taking everyone's opinion a decision is made.

Interns are also participating in meetings and they have the rights to share an idea or opinion and senior employees listen those ideas, opinions carefully. Senior employees describe the bad and good sides of every ideas and opinions. From here interns can know why this idea is good or bad and they can expand their knowledge about business and can know properly organization's strategy. Learning from mistakes interns provide good ideas day by day, which can help the organization to archive its goal. Also, interns have to do lots of work and management creates lots of pressure to watch that intern's capability. If interns can work properly under pressure and work hard they offer them permanent job.

### 2.3.2. Human resource planning process

- Recruitment and selection process: 10Minute School follow 3steps selection process for every recruitment. 1<sup>st</sup> step is submitting google form, there candidates need to give personal



information's and have to answer 2/3 questions. If candidates answer properly those questions, they are invited in second step which is case solving round. There candidates need to solve a business case. Candidates who pass the second round are called for face to face interview which is third and final step of recruitment.

- The compensation system: Employees of 10minute school are getting a good salary. Also, they get many benefits like commissions, sick leave, paid leave. Many students work as a part timer, they get break during their class time and get leave for exams.
- Training and Development: 10MS organizes many training sessions to increase employee's productivity. They provide google sheet, data analysts, metabase, and many online, offline trainings.

## 2.4. Marketing Practices

Marketing practices is very important for any company. Without proper marketing they cannot reach to their potential customers, if customers don't know about a company they will not buy product/service from that company. Marketing practice create a relationship between company and customers. 10Minute School follow marketing practices to maintain relation with their customers.

### 2.4.1. Marketing Strategy

10Minute School follow content marketing strategy. They create valuable, relevant, and consistent content of education to attract customers. 10MS's products main ingredient is content because they create educational videos. If those videos contents are not good, valuable people will not use 10Minute School's service.

### 2.4.2. Target customers, targeting and positioning strategy

- Target Customers: They target students, parents, job holders from all over the Bangladesh. Their target audiences age is between 10-40 years old. Because they have products for all kind of ages people. 10Minute School has SSC, HSC, University admission courses for these courses they target students and parents. They have a course called Kids English, Handwriting course for these courses they target parents. They have ten skill developments products like spoken English, excel, PowerPoint, Graphic Design and many more which are very important for every people. For these products they target students, job holders, teachers.

- Positioning strategy: By using positioning strategy company creates a brand and product image in customers mind.
  - ✓ 10Minute School provide free educational videos. For these they use Positioning based on product characteristics. 10Minute School's position in the market is providing valuable educational content.
  - ✓ Also, they have some paid products. For these they use Positioning based on price. Their courses price is very low with quality content other than any other companies who provide online courses.

#### 2.4.3. Advertising and promotion strategies

10Minute School use social media specially Facebook and YouTube, and affiliation marketing for promote their products and selling their paid products.

- Facebook Advertising: 10Minute School use Facebook advertising, Facebook advertising is easiest way to reach people with low cost. Also, Facebook allow to set specific age, location to promote a product. It helps a lot 10MS to promote their products.
- YouTube Videos: 10Minute School upload their educational videos on YouTube channel and they have 4100 videos on their YouTube channel. People watch those videos on YouTube and learn.
- Affiliate Marketing: For selling and promote paid courses 10MS use affiliate marketing. They have almost 4500 affiliate partners. Affiliate partners promote those paid courses on their Facebook group, page and other social media platforms, in return they get a commission if they can sale products. From affiliate marketing 10Minute School can reach and promote their products to lots of people by spending very low cost.

#### 2.4.4. Marketing channels

Through marketing channels products go to the final customers hand.

- Direct Selling: They sell their products directly to the customers by using social media platforms like 10Minute School's official Facebook page, group, YouTube channel.
- Selling Through Intermediaries: 10Minute School have affiliates partner. They promote and sale 10MS's product on their Facebook groups, pages. In return they got a 15% commission from 10Minute School for selling each product.

#### 2.4.5. New product development

10Minute School has a Product team. They work for new product development. For develop a new product they research market that which product is needed for market. After that they generate ideas, screening, develop content, create quality videos by hiring instructor and introduce a new product.

## 2.5 Industry and Competitive Analysis

### 2.5.1. Porter's Five Forces analysis for 10Minute School

Analyzing Porter's Five Forces we can analysis competition of 10Minute School.

1. Threat of new entrants: Threat of new entrants for EdTech company is moderator because it needs lots of investment to start an EdTech company. In Bangladesh very few EdTech company is available.
2. Bargaining power of buyers: Bargaining power of buyers are moderate. Only few companies like 10Minute School, Sikkho, E-sikhon and some more company provide quality online education. So, buyers don't have enough choice to shift other online education provider company.
3. Threat of substitute products: Threat of substitute products is high because if customers don't like the online education's content they can easily shift to online classes like coaching centers.
4. Bargaining power of suppliers: Bargaining power of suppliers is low. For online education EdTech companies needs teachers for taking classes. In Bangladesh, many high-profile teachers are available for taking classes so Bargaining power of suppliers are low.
5. Rivalry among existing players: Competitive rivalry is moderate. 10 Minute School has only few competitors. 10MS'S competitor can be Shikho, Bohubrihi who are doing great in EdTech industry. Without them there are no big rivalry for 10Minute School.

Porters forces	Ratings
Competitive rivalry	Moderate: 50
Bargaining power of buyers	Moderate- 50
Bargaining power of suppliers	Low -20
Threat of substitutes	High- 85
Threat of new entrants or new entry	Moderate - 60
Total points	265
Competition	$265/5 = 53$

Table 2: Porter five force analysis

This analysis is showing 10Minute School can survive in the EdTech market as the overall competitive score for EdTech market is only 53%. The market is not very tough to survive.

### 2.5.2 SWOT Analysis of 10Minute School

From SWOT analysis we can know the strengths, weaknesses, opportunities, and threats of 10Minute School.

#### Strengths:

- 10Minute School has strong brand image. Almost every people in our country know about 10Minute School. CEO of 10Minute School is one of the famous influencer people in Bangladesh, he is one of the reasons of 10Minute School for being famous online education platform.
- 10Minute School provide valuable education content free for class 1 to university level students.
- Student can access videos, quizzes of 10MS anytime in 24/7 from anywhere through website and app.

Weakness:

- Classes are recorded so students can't ask questions to the instructor if they face any problem. For some courses they took like class on Facebook group but their students can't talk with instructor directly, they need to write their questions on comment section.
- They don't have any course for some categories like Bank job, IBA admission, IELTS, Programming and many other important categories.

Opportunities:

- 10Minute School can take online live classes on a platform where students can talk with the teachers directly.
- They can bring new courses of different categories.

Threat:

- In Bangladesh, students prefer offline courses rather than online courses.

## 2.6. Summary

10 Minute School is an online platform and they teaches students through online from class 1-12 and university by their resourceful videos, notes and quizzes. 19440+ video tutorials, 49530+ quizzes, 1114+ notes and 1300+ blogs (Robi 10 Minute School, 2021) and these notes, videos are available on their website and app. Besides free items, they have also some paid courses. For these courses they charge very low price but provide very quality and resourceful contents. They follow content marketing strategy by creating valuable, relevant, and consistent content of education to attract customers. For their product they target students, parents, job holders age between 10-40 years old and every kind of income people from all over the Bangladesh. For promoting and selling their products they use social media marketing and affiliate marketing. From porter five forces analysis we can say that 10Minute School can survive in the EdTech market easily as the overall competitive score for EdTech market is only 53%. The market is not very tough to survive.

## 2.7. Recommendations

- 10Minute School should bring new courses/books for attracting customers.
- They can run campaign to make aware people the importance and benefits of online education system.
- They need to bring a system, where student and teacher communicate with each other directly.

## Chapter 3: Project Part

### 3.1 Introduction

Sales strategy helps a company to engage with potential customers. A good sales strategy can help company's product to reach properly to customers and help to increase profit of a company. Many companies use affiliate marketing to sale their products. They hire affiliates and by using affiliates partner they try to sale their products to the customers. For affiliate marketing plan run smoothly company need sales strategy to help affiliates so that they can reach people easily and get sale for company and earn commission for themselves.

In 2015, 10Minute School started its journey and growing fast. Firstly, 10Minute School provide free educational contents through their website and app. Besides those free contents now 10Minute School has some paid courses books. They sales those products and get revenue. For selling those paid products they introduced affiliate program. Affiliation program is under sales department, so sales teams always try to work hard to make profit by using affiliate partners. The main purpose of the project is to bring some new strategies that can help affiliation program and determine the influences of affiliate marketing in business.

### 3.1.1. Literature Review

In affiliate marketing company use other people whom called affiliate marketer to sales products of a company. In return affiliate marketer get a commission for selling each product. Affiliate marketing is incentive-based marketing where an individual or third-party company are given financial reward if they can sale a product of a company (Houghton, S., Moss, M., & Casey, E. (2020). It is very popular on digital platforms. For affiliates it's easy for them to earn money by selling products or services without creating their own products (Mahmud, W., Kanon, S. S. A., & Fahad, M. D. (2021). Without spending money, a person can earn money by being an affiliate of a company. People can do affiliate marketing besides their regular job on free time. Affiliate marketing has huge chance with high growth in future (Prakash, D.). Bangladeshi companies can run affiliate program to sell their product also it will promote their business with low cost.

Sales strategy is a plan by a company how to sell products and increase profit. Sales helps to build loyalty and trust between customer and company. Marketing is the activity of a company to promote the product or service, from marketing customers can know about the products. Marketing and sales department play an important role to increase sales for a company. Organizations that have integrated sales and marketing department can get better market intelligence (Lys, D., Rogers, B. & Simms, C. (2011). A good sales strategy is very important for a business. An effective sales strategy can help that company to get the success (Katsikea, E., Theodosiou, M., er.al (2019).

### 3.1.2. Objective

Research objectives of the report is

- To determine the impact of the sales strategies on sales of 10Minute School for affiliation program.
- To determine the influences of affiliate marketing in business.

## 3.2. Methodology

To write this report mostly I used primary data. Due to lack of secondary data, I had to collect primary data. For primary data, I conducted an online survey to collect employees' opinions, also I talked face to face with five employees to know about the impacts of sales strategy and influences

of affiliate marketing in business of 10MS. For secondary data, I used company website and other internet sources to collect data.

### 3.2.1. Sources of Data

Sources of data used are:

Primary Source:

- Online Survey of employees of 10Minute School.
- Face to face conversations with employees.
- From observation of organizational issues.

Secondary Source

This company has not any information about affiliation marketing on the internet. I tried to collect necessary information from:

- Company Website.
- Other relevant internet sources.

## 3.3. Findings and Analysis

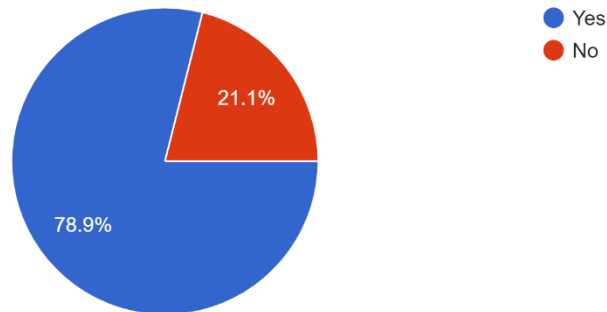
### Survey and findings

For this survey I asked some multiple-choice questions about sales related and affiliation marketing related to some current and former employees of 10MS and I got 19 responses. The aim of those survey question to know their point of view about the impact of the sales strategies on sales which is used by 10MS. Also, this survey helped me to know the influences of affiliate marketing in business of 10Minute School.



Are you current employee of 10MS?

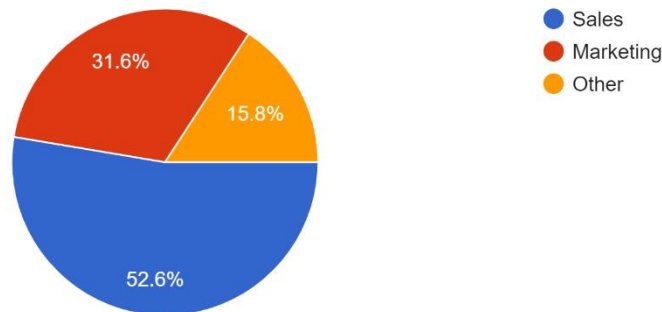
19 responses



Findings: In this survey, 78.9% employee who are working currently in 10MS participant in this survey. Also, 21.1% participants in this survey are former employees of this organization.

In which department do you work?

19 responses

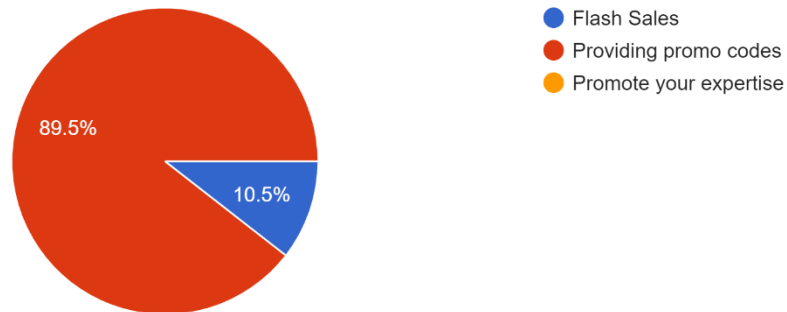


Findings: From this chart, we can see that 52.6% participant work in sales department, 31.6% participant work in marketing department and 15.8% participant work in other departments. For this survey, I tried to collect information mostly from sales and marketing department because theses departments work closely with affiliation program.

3.3.1 To determine the impact of the sales strategies on sales of 10Minute School for affiliation program.

What is the common strategy 10MS use to increase sales through affiliation?

19 responses

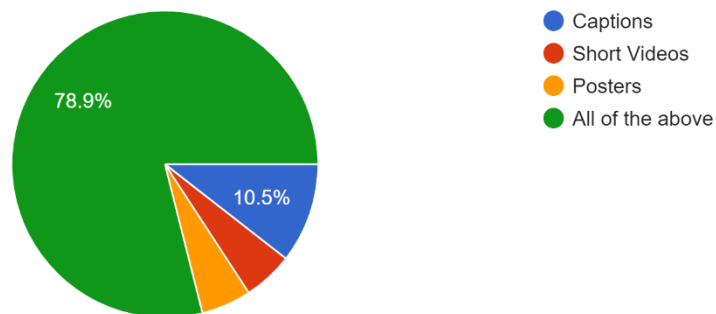


Findings: In this chart, we can see 89.5% employee of 10MS said they provide promo codes and it is the most common sales strategy to increase sales.

Analysis: 10MS provide promo codes to increase sales. According to the employees, it is most common strategy to increase sales. Customers get a discount if they use promo code. After analyzing market, they provide promo codes. Their sales increase 10-20% when provide promo codes.

What kinds of contents 10MS is providing to the affiliate partners to help them attract customers and get sales?

19 responses

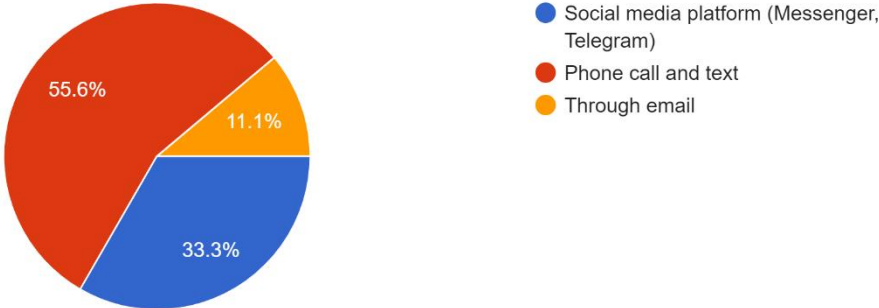


Findings: In this survey, 78.9% employees said that 10MS provide captions, shorts videos, posters to the affiliates.

Analysis: 10MS provide captions, shorts videos, posters to the affiliates so that they can attract customers and get sales by using those contents. According to the employees, many affiliate partners can't create captions and videos and posters for promoting on their platforms but it's very important to give a good caption poster to attract customers because by seeing this customer get a basic idea about a course that's why 10MS provide all kinds of contents to the affiliates to help them get sales. When affiliates promote products on their platforms with proper caption, posters they get more sales. So, 10MS always push their affiliate partners to use proper caption, videos to get more sales.

From your experience, what is the best way to communicate with affiliate partners?

18 responses

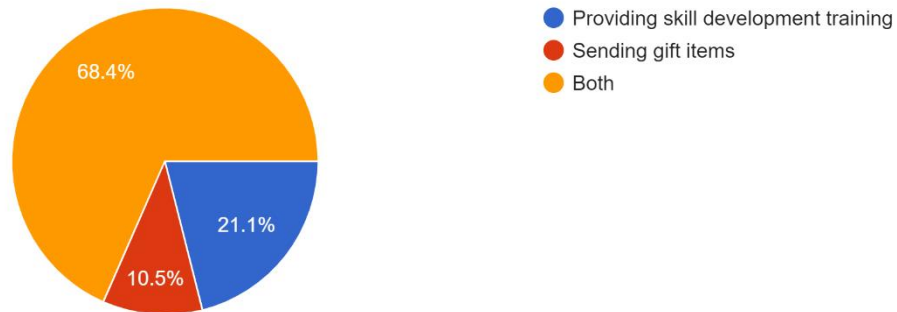


Findings: 55.6% employees said they think calling and texting to the affiliate is the best way to communicate.

Analysis: 10MS needs to communicate with affiliate partner to provide them information like promo codes, information about new courses and many more. For communications most of the employees believe if they contact with affiliates by phone it will be best way because employees think that everyone is not active on social media every time, so phone call and text them on phone is the best way to provide necessary information to the affiliates in right time to increase sales. Also, they can take feedback from affiliates one to one to improve affiliation operations. According to employees, it is proved that when they talk with affiliates by phone that time sales increase a lot.

How do you motivate your affiliate partners so that they can bring more sales?

19 responses

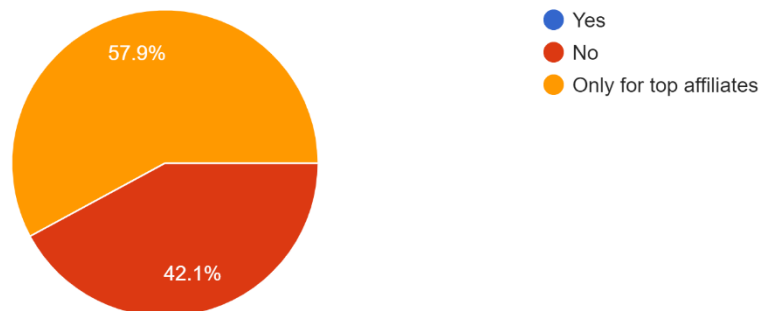


Findings: I asked them to know the way of motivate affiliates. 68.4% employees said they provide skill development trainings and send gifts.

Analysis: According to my survey, 10MS provide gifts and conduct training session for affiliates. Training is important to do well in affiliation program because in training affiliates can know tips and tricks about affiliation to increase sales. Also, they provide gifts in different times based on performance of affiliates. On 29 August 2021, 10MS organized a meetup session in headquarter of 10MS in Dhaka, with some selected top affiliates. Employees of 10MS believe, if they can motivate affiliates, affiliates work properly and bring more sale. It also motivates other affiliates to get more sale to meet the requirement of getting gifts and trainings.

Do you provide trainings and gifts to all affiliates?

19 responses

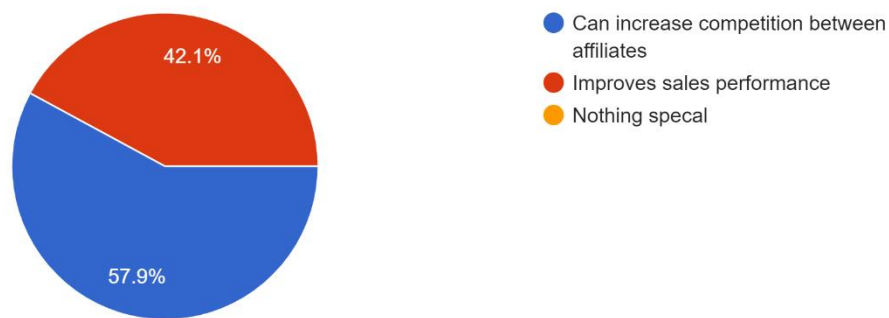


Findings: in this chart we can see, 57.9% employees said only top affiliates get training sessions and gifts.

Analysis: 10MS provide trainings only to the top affiliates, they provide skill development and sales strategy related trainings to affiliates so that they can promote and make strategy properly, according to the employees. These sessions are conducted by expert trainers.

What is your opinion about leaderboard section in affiliate dashboard?

19 responses



Findings: In this survey, 57.9% employees said leaderboard increase competitions between affiliates and 42.1% employees said leaderboard is improving sales performance.

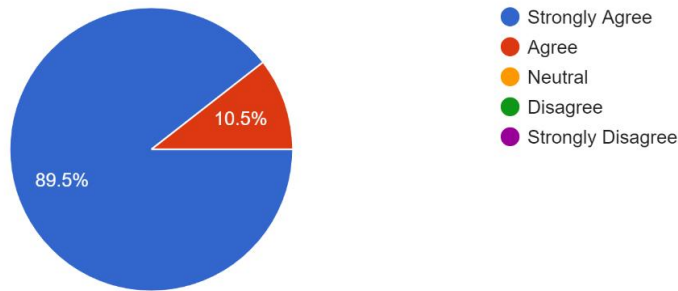
Analysis: In affiliate dashboard, a new feature come called leader board. Here, affiliates can see ever day's top10 affiliates. This is creating competitions because affiliates want to see their name on leaderboard. As a result, they are trying to work more and trying to get more sales to see their names on leaderboard. According to the employees, after coming this feature, affiliates are trying to sale more so that they can come in the leaderboard.

### 3.3.2. To determine the influences of affiliate marketing in business.

10Minute School started affiliation program from January 2021. In affiliation program, 10Minute School approach different category Facebook groups like skill development, career development etc., YouTube channels to become affiliate partner.

Do you think through affiliation marketing 10MS reach to a lots of people?

19 responses

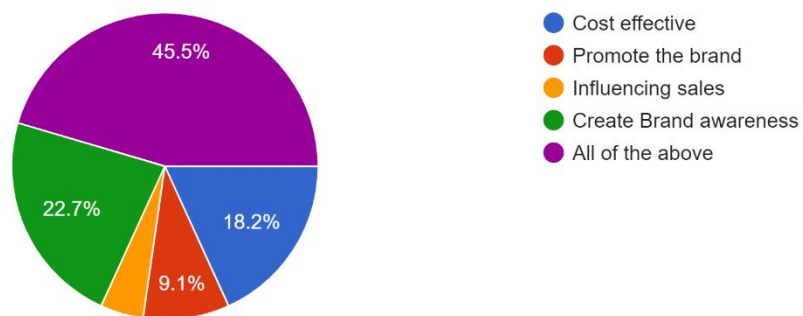


Findings: 89.5% employees strongly agree that 10MS reach to lots of people through affiliation program.

Analysis: Employees of 10MS believe after affiliation program they get more reach and new customers within a short time. 10Minute School getting more familiar after affiliation program started. It is happening because now 10MS have almost 5000 affiliates and 2000 affiliates work actively. They regular promote all 10MS's product on their platforms, that's why 10MS can reach to a lot of people in very short time.

How affiliate marketing helps 10MS to its business?

18 responses



Findings: 45.5% employees said, affiliate marketing is helping 10MS because it is cost effective, promote the brand, increase sales, create brand awareness.

Analysis: Through affiliation 10MS is promoting their products to all over the county without spending low budget. According to employees of 10Minute School, Affiliates are promoting 10ms products on their social media platforms and from their many people can know about 10Minute School and creates brand awareness. Also, they need to pay money when affiliates get sales otherwise they need not to give any money to affiliate partners. Because of affiliation many people are knowing about 10MS's products and it increase sales a lot.

## 3.4. Summary and Conclusions

### 3.4.1. Summary

10Minute School use affiliation marketing for selling their products. They use some strategies to connect with their affiliates partners so that they can get sales and company can get revenue. Also, sales department try their best to improve the sales strategies. As an intern I share some ideas and take other employee's opinions in this report which can improve sale. 10Minute School can communicate one to one with their affiliate partners over phone two times in a month to know their problems and solve those problems. Also, they can share strategies to affiliates so that they can reach to more people and get more sales. They should contact affiliates for giving promo codes or other important information which can improve sales by phone, text and email. Also, 10MS maintain the quality for promotional contents to help affiliates. 10MS to provide regular training session to the affiliates specially to top affiliates to improve their skills, also 10MS need to provide gifts, support to affiliates so that they become motivated to work properly.

Affiliation marketing is new in Bangladesh. 10Minute School starts affiliate marketing. They hire affiliates partners and those affiliate partners promote and sales 10MS's product on their social media platform, in return affiliate gets commission. Affiliation helps 10MS a lot, it has a great influence in business. By affiliation marketing strategy 10MS reach to lot of people in Bangladesh and it's easy for 10MS to create a brand awareness because people who are using social media are knowing about 10MS and its products.

### 3.4.2. Conclusion

Every company try to sale their product/service and wants to increase revenue. For selling product/services company try to use many strategies. A good sales strategy can help a company to get more revenue. 10Minute School use affiliate marketing strategy and through affiliation marketing 10MS get more sales by spending low cost. In affiliation, 10MS hire affiliates and those affiliates promote products on their platform and get percentage if they success to sale product. In Bangladesh, some company use affiliate strategy to get sales and create brand image by reaching lots of people. Day by day it become popular in Bangladesh and lots of people know about affiliation and in future many companies will start affiliation program for their business because it helps a company lot to grow quickly and earn revenue.

### 3.5. Recommendations

- 10Minute School should hire more affiliate partners. Now they have almost 5000 affiliates. According to source Bangladesh has 46660000 Facebook users. To reach a greater number of audiences 10Minute School should hire more affiliates to reach many numbers of people.
- 10Minute School should provide trainings regularly to all active affiliates and top affiliates to improve their skills.
- They need to update those captions, posters, videos frequently.
- Besides, giving gifts, they can increase the commission rate. It will help affiliates to get a motivation to work more and give time more on affiliation because they will get more commission if they get sale.
- To attract more and new customers they need to bring new courses.



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