

Report On

Branding and Marketing Strategies of Dokkho Solutions Ltd. in helping recruiting agencies with recruitment leveraging through technology

By

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An internship report submitted to BRAC Business School in partial fulfillment of the requirements for the degree of

Bachelor of Business Administration

BRAC Business School

BRAC University

September, 2022

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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:

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Zahidur Rahim Khan

18104076

Supervisor's Full Name & Signature:

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Ms. Rahma Akhter

Lecturer, BRAC Business School

BRAC University

## Letter Of Transmittal

Ms. Rahma Akhter

Lecturer

BRAC Business School

BRAC University

66 Mohakhali, Dhaka-1212

Subject: Internship report submission on, “Branding and Marketing Strategies of Dokkho Solutions Ltd. in helping recruiting agencies with recruitment leveraging through technology”

Dear Madam,

It is with great pleasure that I submit my internship report on “Branding and Marketing Strategies of Dokkho Solutions Ltd. in helping recruiting agencies with recruitment leveraging through technology”. I did my utmost to follow the directions when preparing this report. The report is primarily based on my three-month experience in the marketing and branding department at Dokkho Solutions Ltd. This report was created using my academic knowledge, personal observation, and secondary sources such as websites, journals, newspapers, etc. I endeavored to make my report as resourceful and informative as possible.

I am very grateful for your support and advice in completing this report. I hope that you will like reading this report and that it will meet your expectations. I am grateful and appreciative for your guidance during the entire internship process.

Sincerely yours,

---

Zahidur Rahim Khan

18104076

BRAC Business School

BRAC University

Date: September 12th, 2022

## **Non-Disclosure Agreement**

The agreement for this report has been made and entered into by and between Dokkho Solutions Ltd. and the undersigned student of BRAC Business School, Zahidur Rahim Khan (18104076), of BRAC University.

## **Acknowledgement**

I sincerely thank and praise the Almighty Allah for His benevolent bounties, which provided me with the knowledge, wisdom, and chance to complete my internship and assisted me throughout the entire time. With His direction, I was able to complete my internship report satisfactorily. I would also like to thank Dokkho Solutions Ltd., a portfolio company of SBK Tech Ventures, for allowing me to join their team and for selecting me as an intern in their marketing and branding department. The entire internship experience was interesting, and I gained a lot of knowledge from the corporate environment.

Then, I'd like to extend my appreciation to Mr. Iftikhar Jihan. He is the Investment Manager of SBK Tech Ventures, where he provided me with initial guidance. Next, I'd like to thank Mr. Nawshad for his motivation and encouragement. I learned a lot from him, which helped me get better at my job during the three-month internship.

I would also like to acknowledge the support of my parents and family. They served as my inspiration throughout my internship.

Finally, I would like to thank Ms. Rahma Akhter, Lecturer, BRAC Business School, for her cooperation and guidelines, which enabled me to create an informative and useful report about my internship.

## **Executive Summary**

The innovative technology used by Dokkho will open up many job opportunities for the people, helping recruiters find the right people for any particular job and, at the same time, opening the door of opportunity for aspiring expats. Dokkho aims to be a reliable platform that maintains the transparency and personal security of every process, starting from document collection to visa processing. This paper discusses the many branding and marketing techniques Dokkho takes in order to position itself as a recognized and trustworthy brand in the manpower business and make visa processing services more accessible to job seekers.

The first chapter describes my time spent working in the marketing and branding department at Dokkho Solutions Ltd. During my internship, I focused my writing on my daily work and activities, duties and responsibilities, the benefits I earned, and the challenges I encountered. In addition, I have made suggestions and recommendations for prospective interns at Dokkho Solutions Ltd. The second chapter provided an overview of Dokkho Solutions Ltd. I elaborated on the company's operations in great detail. I also discussed the various departments at Dokkho and their respective job descriptions. I addressed the company's organizational structure, its marketing and management practices, and the business services they offer for the public.

I also performed a SWOT analysis to evaluate the company's market competitiveness. The report's last chapter discusses the company's branding and marketing strategies. I assessed the significance of the strategies in the current context and the outcomes that will facilitate Dokkho's effective market establishment.

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## **List of Acronyms**

BMET: Bureau of Manpower Employment and Training

ILO: International Labor Organization

RL: Recruiting License

BOESL: Bangladesh Overseas Employment and Services Limited

MEWOE: Ministry of Expatriates' Welfare and Overseas Employment

## **Chapter 1: Overview of Internship**

### **1.1. Student Information**

This is Zahidur Rahim Khan and my Student ID is 18104076. I am now attending the BRAC Business School's Bachelor of Business Administration (BBA) program. I enrolled in the undergraduate program in the spring of 2018, and I plan to pursue my graduation by the year 2022, having a major in Marketing and minor in HRM.

### **1.2 Internship Information**

#### **1.2.1 Period, Organization Name, Department and Address**

SBK Tech Ventures' internship opportunity with one of their portfolio firms, Dokkho Solutions Ltd., is part of their internship program. As an intern at Dokkho Solutions Ltd., I joined SBK and worked in the Marketing and Branding department. My internship began on May 16, 2022. Dokkho Solutions Ltd.'s head office can be found at SBK, Bay's 23, Plot 6, Block SW (1), Level 4, Gulshan Avenue, Gulshan 1, Dhaka-1212. My internship was completed on August 16, 2022.

#### **1.2.2 Internship Organization Supervisor's Information**

As an intern I worked under the supervision of Mr. Iftikhar Jihan. Mr. Iftikhr Jihan is serving as an Investment Manager at SBK Tech Ventures.

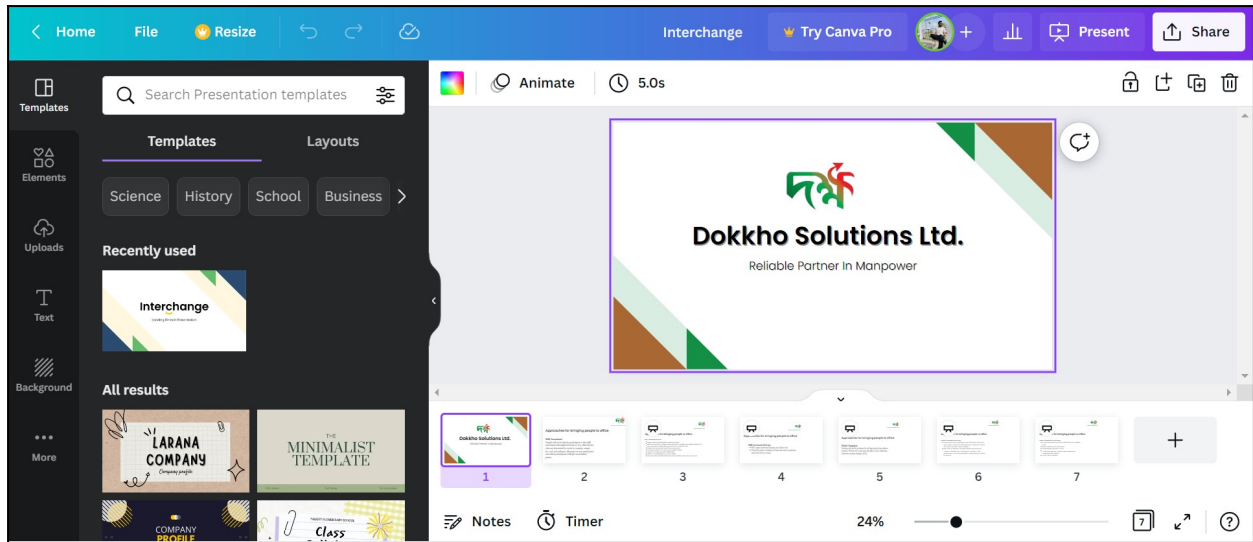
#### **1.2.3 Job Scope**

As an intern, I was initially required to learn about each department at Dokkho Solutions Ltd. The typical office hours were from 10 AM to 7 PM, Sunday to Thursday. On the first day, I attended the grooming session, and in the first week, I was given time to get to know my coworkers. Mr. Jihan, my supervisor, introduced me to all departments. Mr. Jihan briefed me about Dokkho's work procedure. My teammates assisted me in adjusting to the work atmosphere and made me feel comfortable. Mr. Jihan introduced me to the consultant of Dokkho Solutions Ltd., who assigned me work for the Marketing and Branding department. As an intern of the

Marketing and Branding department, I had to work on collecting information, responding to the queries and questions of the clients and candidates, making necessary phone calls, designing social media content, and preparing reports every week.

### **Job Description/Duties/Responsibilities**

- **Company Branding:** As an intern in the Marketing and Branding department, my first task was to conduct market research and industry analysis so that Dokkho Solutions Ltd. may build a brand that will distinguish it from other technology-based recruiting agencies seeking consumers. For marketing purposes, Dokkho Solutions Ltd. relies mostly on its website and social media platforms. I worked on content marketing that brought customers and Dokkho to a point of sale by answering their inquiries.
- **Preparing Google Forms Customized to Recruiters' Requirements:** Dokkho Solutions Ltd. assists recruiting agencies in the recruitment of competent and skilled individuals. Various job positions, including chefs, hotel housekeepers, electricians, technicians, drivers, plumbers, construction workers, general laborers, cleaners, factory workers, and restaurant waiters, are sought by recruitment agencies. Each of these roles demands specialized expertise. Finding the ideal candidates for the position was crucial. Google forms were created to identify individuals with certain abilities and attributes. People who were targeted filled out the form posted on social networking platforms, from which data was collected. Later, the individuals were contacted.
- **Ideation, Design, and Creation of Social Media Content to Attract Potential Candidates:** I used Canva to develop different posts, including photographs, short videos, infographics, etc., for Dokkho Solution Ltd's social media sites to entice users to sign up for the service. Photos that adequately illustrate a topic or issue without forcing the visitor to read an article. I've also designed infographics, and I believe the best infographics provide the client with relevant and helpful information.



**FIGURE 1: CONTENT CREATION**

- Talent Search/Sorting Out Candidates: In response to the demand made by the overseas recruitment businesses to the local recruiting agencies, I used to select the most qualified candidates from the application pool who met the job requirements. After sorting the candidates, it was my responsibility to send the list to local recruiting firms for interviews.



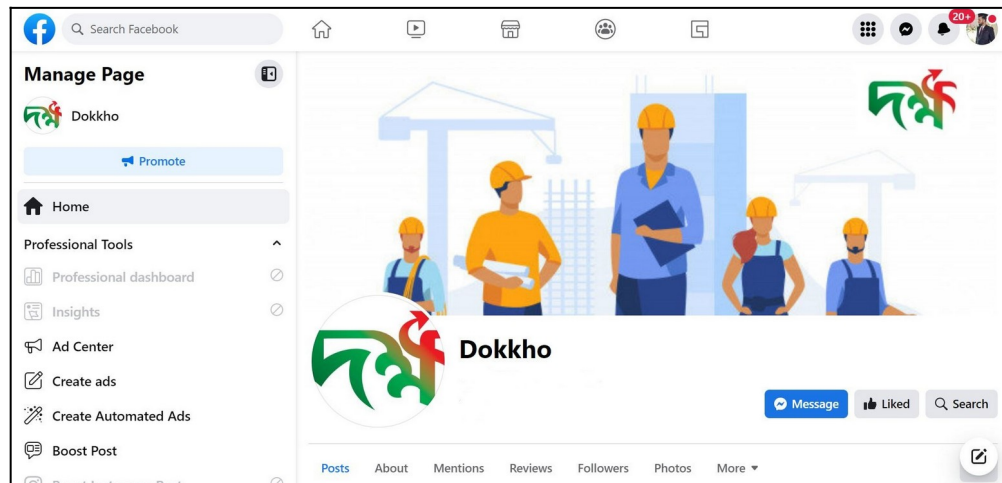
 <p><b>AVR</b> Bangladesh The new generation of human resource</p>	<p><b>সৌদি আরব</b></p>	<p>مجموعة بن لادن السعودية <b>SAUDI BINLADIN GROUP</b></p>
<p><b>(বিখ্যাত - সৌদি বিন লাদেন) - মক্কা হেরেম প্রজেক্ট</b> ডেলিগেট ইন্টারভিউ: এ.ভি.আর ট্রেনিং সেন্টার।</p>		
		
<p><b>ইন্টারভিউ - ১৭ ও ২৭ জুলাই</b></p> <ol style="list-style-type: none"> <li>১. ব্লক মেসন</li> <li>২. প্লাস্টার মেসন</li> <li>৩. টাইলস মেসন</li> <li>৪. স্টোন মেসন</li> </ol> <p>বেতন : ১২০০ + ৩০০ রিয়াল <b>কোড : বি - ৩০</b></p> <ol style="list-style-type: none"> <li>৫. পেইন্টার</li> </ol> <p>বেতন: ১২০০+৩০০ রিয়াল <b>কোড: বি - ৫০</b></p>	<p><b>ইন্টারভিউ - ২০শে জুলাই</b></p> <ol style="list-style-type: none"> <li>১. শাটারিং কার্পেন্টার</li> <li>২. স্টিল ফিক্সার</li> </ol> <p>বেতন: ১২০০ + ৩০০ রিয়াল <b>কোড: বি - ৫০</b></p> <ol style="list-style-type: none"> <li>৩. ইলেকট্রিশিয়ান</li> <li>৪. প্লাম্বার</li> </ol> <p>বেতন: ১২০০+৩০০ রিয়াল <b>কোড: বি - ৩০</b></p> <ol style="list-style-type: none"> <li>৫. লেবার</li> </ol> <p>বেতন: ১০০০ + ৩০০ রিয়াল <b>কোড: বি - ৮০</b></p>	
<p>ডিউটি: ৮ ঘন্টা + ওটি সপ্তাহে: ৬ দিন বয়স: ২২ থেকে ৩৮ বছর <b>VISA: MEGA</b></p>		
<p>Address: 34, Awal Center (10th Floor), Banani. AVR Team:</p>		
<p>* কর্মীকে ২ ডোজ ভ্যাকসিন নিয়ে যেতে হবে। * শুধুমাত্র মুসলিম প্রার্থী আবেদনযোগ্য। * এমবিসি কন্ট্রোল প্রযোজ্য।</p>		

FIGURE 2: JOB DEMAND SAMPLE

- Visiting recruiting agencies' offices to collect various data: I was tasked with visiting the offices of the partner recruiting agencies in order to acquire data on expats, candidate lists, and the normal requirements of employment in foreign countries.
- Conducting and Arranging Interviews: Even though I was an intern at Dokkho Solutions Ltd., my consultant entrusted me with the responsibility of conducting interviews on behalf of Dokkho's cooperation with Mohona Overseas. I scheduled meetings after identifying the most qualified candidates for the position. Following that, I participated in delegate interviews, in which my task was to ask candidates about their talents, expertise, current occupation, etc.

- **Maintain Social Media Handles:** Since Dokkho Solutions Ltd. relies heavily on social media sites for marketing and communication, my daily responsibilities included responding to individuals' comments, queries, and requests. Give them comments and, if required, call them.



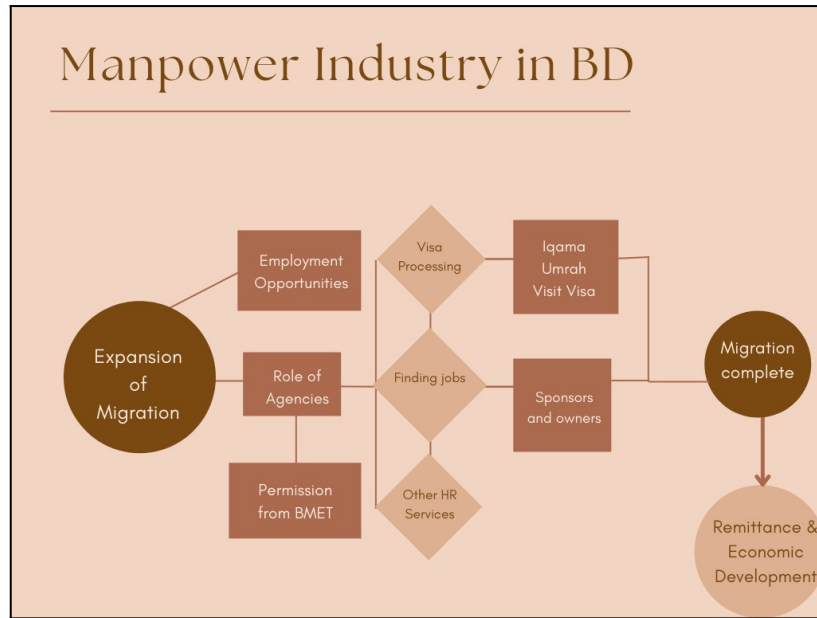
**FIGURE 3: FACEBOOK PAGE OF DOKKHO**

### **1.3 Internship Outcomes**

Being an intern, I was assigned to work in different departments of the company, which basically helped me to apply my academic knowledge and practice my skills and abilities in a professional environment. Some of my contributions towards the company are described below:

#### **1.3.1 My Contribution Towards the Company:**

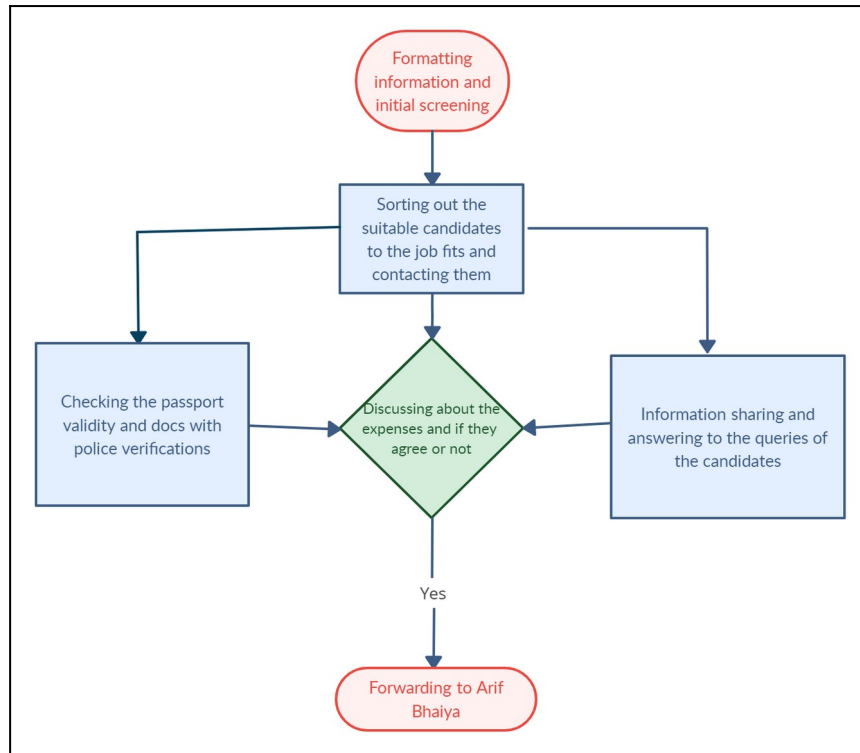
- **Conducting a Manpower Industry Analysis of Bangladesh:** During the second week of my internship, I did a manpower industry analysis of Bangladesh to learn more about the business of hiring people, how it works, what the trends are, and what the future holds. I researched and studied how the global economy affects the economic growth of Bangladesh, with a focus on how it affects migrant workers. I paid close attention to how it affects employment, the labor market, and worker protection.



**FIGURE 4: FLOWCHART OF MANPOWER INDUSTRY**

- Preparing Weekly Reports: Every week I had to go to one of the partner recruiting agencies, Mohona Overseas, for meetings and interviews. I was assigned to prepare weekly reports summarizing every task, meeting, project, and work in progress for the company's upcoming projects.
- Preparing Standard Operating Procedure (SOP): I also prepared Standard Operating Procedure (SOP) for the purpose of the required recruitment process. The main purpose was the Required Recruitment Process. It is required to do an initial screening of the probable candidate by formatting the information of the respondents from the file and sorting them out as suitable candidates based on their merits according to the job criteria.



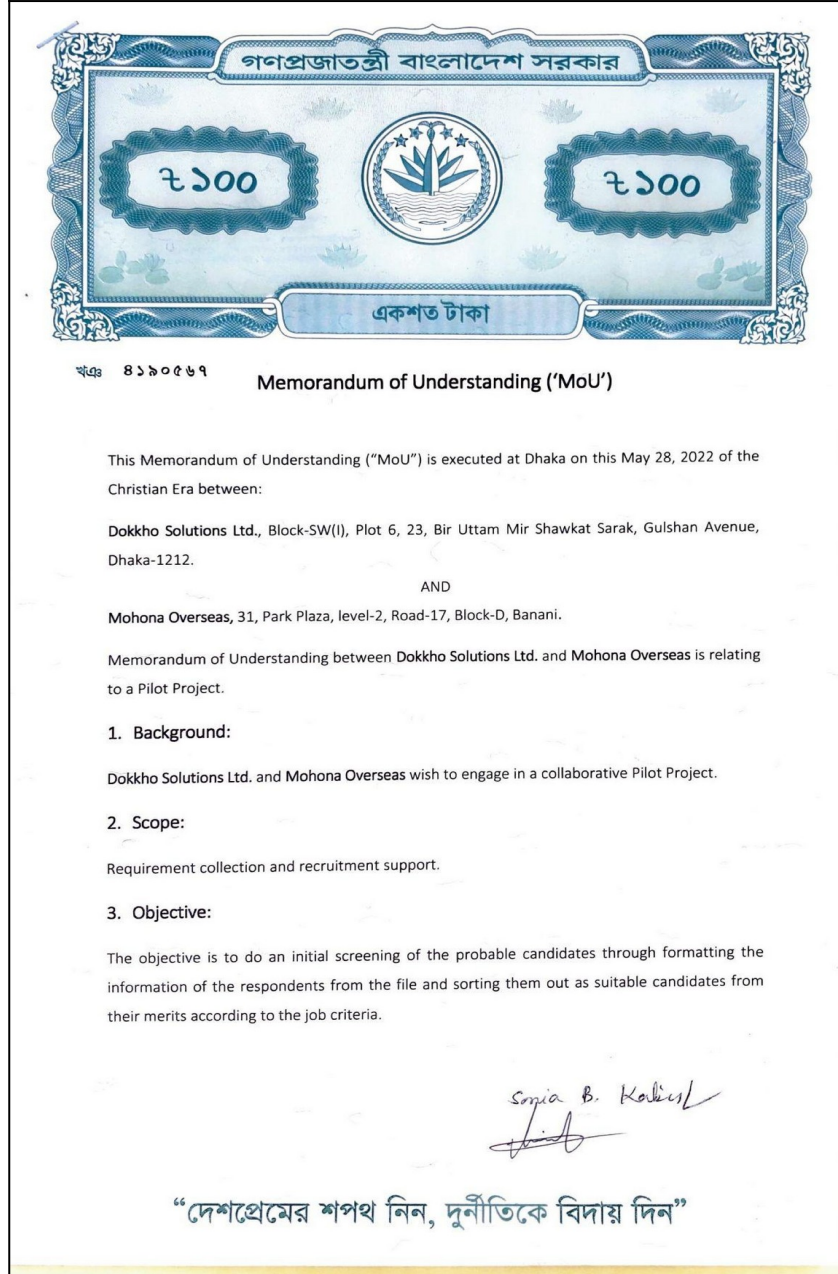


**FIGURE 5: FLOWCHART OF REQUIRED RECRUITMENT PROCESS**

- Assisting Partner Recruiting Agencies: Dokkho Solutions Ltd. collaboratively works with different local recruiting agencies. One of them is Mohona Overseas. Their office is situated in Banani. I had to go to Mohona Overseas' office every week and work closely with them on things like hiring people for other countries, getting work permits in different countries, training skills, getting visas, and so on.



**FIGURE 6: PARTNER RECRUITING AGENCY MOHONA OVERSEAS**



**FIGURE 7: MOU BETWEEN DOKKHO AND MOHONA OVERSEAS**

### 1.3.2 Benefits for Me:

- comprehensive knowledge of how a startup business operates.
- developed my business communication skills with other recruiting agencies.

- gained hands-on experience with branding and marketing.
- improved my critical reasoning abilities.
- An empirical understanding of conducting market research on the manpower industry of Bangladesh

### **1.3.3 Problems/Difficulties I Faced During Internship:**

During my 3-month internship, I had the most amazing time working in a real business setting where I could practice and improve my skills. However, because it is a growing startup, I sometimes struggled to find sufficient information and data. So, it was challenging for me to manage every detail maintaining the company's privacy.

### **1.3.4 Recommendations**

As Dokkho Solutions Ltd. is in its early stages, I want to add some suggestions and recommendations for its betterment in the future:

- **Talent Acquisition of Competent Personnel:** As it is a startup, the first suggestion would be to hire some experienced people, directly related to the manpower business. It is advisable that Dokkho should appoint someone who will not only complete the task at hand but also inform management of the order in which the tasks should be completed.
- **Support and Motivation for the Interns:** Senior employees should be more supportive of the interns. It's better to assign tasks to the interns first by providing proper guidelines. If anyone makes any mistake, the senior employee should show the right way to do it without directly ordering. Guiding interns will not only make them more skilled but also motivate them to work harder.
- **Agility of the Employees:** The employees need to be more agile, and the management should help them in this regard. As the company expands and changes direction, employees must adapt from one set of responsibilities to the next. Often, this means learning completely new skills for the job, having trouble at first, and then doing well at the new job.

- Market Visits: One intern should not be held solely liable for the market visits in the beginning. If there is urgency or any deadline, then there should be another intern to assist.
- Work from home facility: Startups tend to be less regimented, which may affect the working hours. Interns at Dokkho could therefore be required to work longer hours than usual. Prolonged working hours can be exhausting and demoralizing for new interns. As a result, performance at the workplace declines. To enhance the work efficiency, there should be a facility of "work from home" for the interns as well.
- Outline Formation: In order to help the intern, get the most out of their internship, the organization should explain the intern's tasks and functions beforehand. Moreover, prepare an outline for it.

## Chapter 2: Organization Part



**FIGURE 8:** *LOGO OF DOKKHO SOLUTIONS LTD.*

### 2.1 Introduction

An internship is a required component of the BRAC Business School undergraduate program that must be fulfilled before a student can earn a graduate degree from the school.

Internships are valuable because they provide participants with experiences and connections they might not have had otherwise. Interns learn not just the ins and outs of their chosen field of work

but also the ins and outs of professional communication, workplace etiquette, and the development of important "soft skills" such as managing time, team work, organizing, resilience, problem solving, critical thinking, and collaboration.

Internships help us implement our four-year undergraduate studies in a practical work environment. The undergraduate study allows us to acquire the right kind of information and theoretical knowledge about the courses, and the internship gives us the chance to put that knowledge to extensive use in our chosen profession. It also gave us a chance to work in the real world and learn how things work there.

Therefore, I got the opportunity to become an intern at Dokkho Solutions Ltd. It is a startup portfolio company of SBK Tech Ventures. Dokkho Solutions Ltd. assists recruiting agencies by leveraging technology and employing Bangladeshis in foreign countries.



**FIGURE 9:** *LOGO OF SBK TECH VENTURES*

### **2.1.1 Objective**

The primary objective of this report is to give a full summary of my three-month internship at Dokkho Solutions Ltd., with a focus on the Marketing and Branding Department.

In order to understand how Dokkho Solutions Ltd. works and what its plans are, it's necessary to look at the company as a whole. As Dokkho Solutions Ltd. is a start-up company in its early

stages with the goal of improving the skills and employability of migrant workers and helping make a difference in the lives of the millions of Bangladeshis who work around the world, it is important to know what the organization's strengths and weaknesses are. Furthermore, we should look at the ideas and values that led them to start this business to improve the lives of Bangladeshi expats. The Department of Marketing and Branding plays a big role in giving the general public the right knowledge and ideas about the opportunities of overseas employment. The legal framework and procedure for the entire process. In addition, the means by which recruiting agencies can find the ideal candidate for a job. In addition, I am better able to deal with changes and problems like low-skilled jobs and training, discrimination, exploitation, and abuse, language barriers, a lack of education, a lack of support from the community, etc.

Furthermore, the main purpose of the report is to show how Dokkho Solutions Ltd.'s marketing and branding strategies assist recruitment agencies in using technology to help with recruitment. It will also tell you important things about job opportunities overseas and how the lives of migrant workers are changing.

## **2.1.2 Methodology**

**2.1.2.1 Primary Sources:** In order to complete this section of the research, I contacted the executives, senior executives, project manager, consultants, and managers of the different departments. My goal was to obtain as much information as possible regarding Dokkho Solutions Ltd. I also talked to the newest employees and interns who started working at Dokkho after I did.

**2.1.2.2 Secondary Sources:** I have used its company website, social media sites, and reports as secondary sources. Moreover, I got information from recent computer data, presentation files, and newspaper articles. I also used the websites of Bangladesh Overseas Employment and Services Ltd. (BOESL), the Bureau of Manpower, Employment, and Training (BMET), and the International Labor Organization (ILO) to gather information.

## **2.1.3 Scope**

The report offers a summary of Dokkho Solutions Ltd. as a company, including information on the company's management approach, marketing initiatives, financial performance, and

accounting procedures. Here, we also talk about how it works with partner recruiting agencies and expats from all over Bangladesh.

#### **2.1.4 Limitations**

In this report, I was constrained mostly by the need to protect sensitive financial information. Dokkho Solutions Ltd. is in the very preliminary stages of developing a more stable operation and management procedure. Therefore, it was hard for me to get enough information about the financial data.

#### **2.1.5 Significance**

Dokkho Solutions Ltd. is a startup company in Bangladesh's IT service industry that helps recruiting agencies use technology to their advantage. Remittances play a big role in the social and economic growth of migrant workers. It makes workers financially stable and raises the standard of living (Karim et al., 2020). In addition, this report will assist in understanding how Dokkho engages with other recruiting firms and utilizes technology to provide services to expats. About 13 million people from Bangladesh are currently employed outside of their own country (Karim et al., 2020). Therefore, this research can provide insight into the foreign labor market and future prospects for Bangladeshis.

### **2.2 Overview of The Company**

#### **2.2.1 History of The Company**

Dokkho Solutions Ltd. is a portfolio company of SBK Tech Ventures. The Chairman of Dokkho Solutions Ltd. is Sonia Bashir Kabir. Dokkho Solutions Ltd. started its journey as a startup company whose goal was to provide recruitment assistance to recruiting agencies and create an impact in the lives of migrant workers.

Dokkho intends to become a one-stop-solution for the migrant community by offering a platform that is available at any time for information, skills development for better employability and living, legal, medical, and financial assistance, as well as investment opportunities. Its ultimate goal is to improve the lives of the millions of Bangladeshis who are actively working in other countries through the use of a single platform.



Primarily, the organization has four departments. Accounts and Finance, Admin and HR, the IT department, and Marketing & Branding Each department plays an important function within the organization. Dokkho's Marketing and Branding Department has the greatest impact on the organization currently. Through its strategies, promotional activities, and digital marketing, they are always working toward making Dokkho available to a larger number of Bangladeshis located in different parts of the world.

### **2.2.2 Vision and Mission of Dokkho**

It is important for an organization's strategic direction that it develop a vision and mission. It helps the employee know the purpose of its existence and the core values on which it is based. It is an integral part of a company's strategy that helps to set priorities, allocate resources, and ensure that everyone is working towards common goals and objectives, thus providing a road map for the future.

- **Vision:** Through a technology-driven recruitment system, we envision migrant workers developing their skills digitally for jobs abroad.
- **Mission:** Our mission is to help our partner agencies find skilled workers and train unskilled workers so they can get jobs abroad without any middlemen.

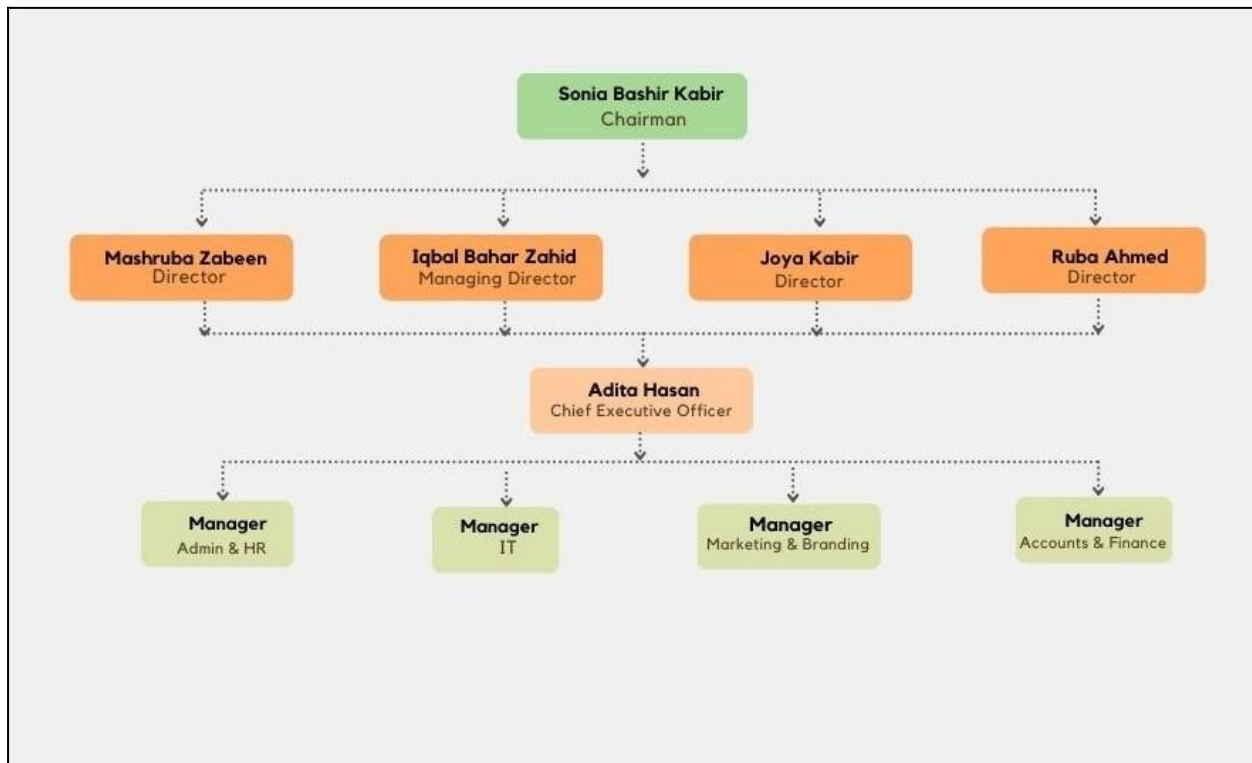
### **2.2.3 Strategic Objectives of Dokkho Solutions Ltd.**

- collaboration with the recruiting agencies to find suitable candidates.
- giving access to skill development training for all Bangladeshi people all over the world.
- Eliminating the brokers in the recruitment process.
- Striving to enhance the service and satisfaction of workers through the use of technology to maintain transparent communication.

## 2.3 Management Practices

### 2.3.1 Organizational Structure

The significance of organizational structure lies in the fact that it enables the accomplishment of objectives through the coordination of all operations. Effective planning requires a strong foundation, which can be provided by a company that is well-structured. Structure will make things clearer for employees, assist them in managing their expectations, make it easier for them to make decisions, and keep things consistent. Dokkho Solutions Ltd. is an emerging startup that values open communication and encourages all employees to contribute to the organization's growth. The following diagram depicts the organizational structure of Dokkho Solutions Ltd.



**FIGURE 10: ORGANIZATION HIERARCHICAL STRUCTURE**

The Chief Executive Officer (CEO) is responsible for overseeing Dokkho's operations. The Chief Executive Officer of Dokkho is responsible for leading the company's overall strategic direction and developing effective business plans and strategies that align with the company objectives. The CEO is directly accountable to the Chairman, Managing Director, and Board of Directors. Dokkho's department managers, on the other hand, report directly to the chief

executive officer. The CEO provides the appropriate feedback to managers, which contributes to the increase of growth potential. Within their respective departments, the managers oversee the senior executives, executives, and officers.

### **2.3.2 Functions**

Admin & HR, IT, Marketing & Branding, and Accounts & Finance are the several departments that make up Dokkho Solutions Ltd. Every department helps the company run smoothly. The different functions of each department, which each have their own set of responsibilities, work together to move the company's mission forward.

### **2.3.4 Admin & HR**

The manager leads the department. The manager is accountable for the administration and human resources departments' operations. The position is important to Dokkho's capacity to function efficiently and effectively. Also, the other people who work in the department, like senior executives, executives, and officers, do their jobs, which include organizing HR and administration tasks, keeping an eye on the hiring process, handling salaries, making and enforcing organizational policies and procedures, and running the day-to-day operations of the office.

### **2.3.5 IT Department**

The IT department tackles all technology concerns. Essentially, troubleshoot network problems. They set up and improve communication channels. They fix bugs in software and help new users get started with computers. Also, they help with backing up and restoring digital assets. In addition, the IT team also determines and implements any changes to the network's hardware or software that are required to ensure its continued viability. Currently, the IT team is working to build a Dokkho Solutions Ltd. mobile app to facilitate greater accessibility for all Bangladeshi people.

### **2.3.6 Marketing & Branding**

Marketing strategy, social media advertising, market analysis, promotion, branding, and corporate communications are the responsibilities of the marketing and branding team. The most

significant job of the marketing department is to develop a defined set of marketing objectives and strategies for Dokkho Solutions Ltd. The marketing team creates a customer-centric business plan that differentiates the company's offerings in the marketplace. With the support of partner recruiting agencies, marketing campaigns, and social media ads, Dokkho established a foothold in the market and persuaded more individuals to register for the service digitally, thereby removing the need for brokers. Furthermore, the team promotes Dokkho to recruiting agencies and explains how they may profit from cooperating with Dokkho. Dokkho's marketing and branding department works tirelessly to brand its services. It facilitates improved engagements, increased lead generation, and more sales.

### **2.3.7 Accounts & Finance**

The accounts and finance team are in charge of the company's regular payroll, as well as income and expense reporting and economic research to help shape and refine the company's most important strategies. They are in charge of the incoming and outgoing funds for the bank account payments. Overall, they supervise Dokkho Solutions Ltd.'s financial operations.

### **2.3.8 Hiring and Recruitment Process**

The employment and recruiting of employees for Dokkho Solutions Ltd. is primarily the responsibility of the HR team in the Admin & HR department. Dokkho looks for skilled and qualified candidates who are eager to learn and think creatively. Being a startup, Dokkho focuses primarily on skills and seeks out fresh talent to join Dokkho Solutions Ltd. In Dokkho, there are five stages to the hiring process. Dokkho first creates the job descriptions and specifications whenever a position becomes available. Second, they promote it using the Google Form on their website, LinkedIn, and several university career sites. The candidates are then narrowed down. The candidates are then contacted to participate in an online interview. The second interview will take place in the office with the HR and department managers if the candidates succeed in the first. The wage and compensation packages are discussed with the candidates during this stage. Following that, the candidates are chosen by the department managers and HR for the final interview and viva with the company's CEO. The chairman or another member of the top management may occasionally attend the last interview. The chosen individuals will then get calls and letters inviting them to join. New hires are constantly inspired and given the training

they need to perform their jobs by the experienced professionals and seniors in the HR department. The HR manager genuinely cares for each employee and checks to see if they are having any issues. The department is in charge of giving any kind of leave or break.

## **2.4 Marketing Practices**

Dokkho Solutions Ltd. works mostly with staffing agencies to help them use technology to find good candidates for jobs overseas. The Marketing and Branding Department of Dokkho is working relentlessly regarding marketing practices.

**2.4.1 Marketing Tactics:** The marketing strategy is based on work requirements provided by overseas manpower firms. There are two main kinds of jobs overseas: skilled and unskilled. The marketing strategies for skilled and unskilled jobs are distinct. Most skilled job circulars are posted on the company website and job portals, while unskilled job circulars are posted on both social media sites and websites. The main reason is that unqualified candidates aren't good with technology and don't know how to use job portals and company websites. They are primarily active on Facebook and other social networking sites. Therefore, job advertisements put on social networking platforms will attract more applicants than those posted on websites or job sites. On the other hand, skilled candidates are more tech-savvy and stay active on several job portals and employment sites, which leads them to the company website.

Additionally, various posts and contents are constantly uploaded to social media platforms such as Facebook Pages and Groups in order to keep people engaged. Moreover, diverse posts about foreign employment prospects, income, benefits, and the standard of living in foreign countries, accompanied by different visuals and creative phrasing, may attract individuals seeking overseas employment. Also, potential candidates and agencies get emails and texts with information about the latest job openings and what the company has to offer.

## 2.4.2 STP Analysis of Dokkho Solutions Ltd.



**FIGURE 11: STP ANALYSIS**

### 2.4.2.1 Segmentation

- Geographic Segmentation: Bangladeshis living in Bangladesh, Middle Eastern countries, and European countries
- Demographic Segmentation: Both males and females between the ages of 18 and 48
- Recruiting Agencies of Bangladesh

### 2.4.2.2 Targeting

Dokkho Solutions Ltd. mainly works with licensed recruiting firms and people who want to travel abroad and make more than BDT 30,000 a year. Dokkho's customers are, essentially, those who can afford to pay any price for the services they receive.

### 2.4.2.3 Positioning

Dokkho Solutions Ltd. positions itself in such a manner that, when a company or individual hears the word Dokkho, the first thing that should come to mind is an online platform that assists recruitment agencies with recruitment through the use of various types of technology. Due to the complexity of the manpower or labor market and the abundance of intermediaries, it is nearly impossible to initiate the process without speed money. Because most people don't know how to

use technology, they are more likely to become victims of human trafficking. Dokkho Solutions Ltd. helps people go abroad by using technology and making connections with reputable recruitment agencies.

## **2.5 Financial Practices**

Dokkho Solutions Ltd. is a startup company that began operations two years ago. The CEO and Accounts & Finance Department are responsible for monitoring the company's budget, economy, and financial activity. The business is still in a transitional phase, on the verge of reaching its full development potential. Because financial and accounting information is sensitive, the company will follow any decision made by a higher authority and not share such information.

## **2.6 Operations Management & Information Systems Practices**

The Admin & HR department of Dokkho Solutions Ltd. oversees the company's operations, while the IT department manages the information system. Both departments fulfill their jobs cooperatively and collect, store, and share information as needed. In addition, the Admin section obtains data from recruiting agencies and communicates with individuals seeking employment abroad. The IT department manages and processes the data for future usage. Moreover, with the assistance of the Marketing & Branding department, the Admin department engages with the public and provides services based on their needs. Furthermore, the Admin section manages all company-hosted social media promotions and campaigns. In the end, the Admin section takes care of company policies and makes sure that data belonging to the organization's stakeholders is kept private.

## 2.7 Industry and Competitive Analysis



**FIGURE 12: SWOT ANALYSIS**

### 2.7.1 Swot Analysis

The SWOT analysis assists in identifying and analyzing the internal and external aspects of an organization. Doing a SWOT analysis, which involves looking at the company's internal variables (strengths and weaknesses) and external factors (opportunities and threats), is a good way to figure out what makes Dokkho better than its competitors and to start making a business plan.

#### Strengths

- Dokkho is a reliable online platform that keeps every step of the process, from collecting documents to processing visas, clear and secure.
- Through the website, Bangladeshi expats and job seekers can use Dokkho's services from anywhere in the world.
- Partner recruiting agencies of Dokkho can find the right people for any particular job from the pool of available candidates on Dokkho's website.



- There are individual portals for job seekers and recruiters where they can design their own profiles and add necessary details.
- Dokkho works with recruiting agencies to give them all kinds of help and direction with documents, files, and legal support.
- Dokkho also provides necessary guidance for the BMET Smart Card and Medical Test.

### **Weaknesses**

- With little knowledge, it is very difficult for rural people to guide themselves through the online process of Dokkho.
- If a job seeker doesn't have technical skills, it's hard for a recruiting agency to work with them.
- The candidates may not always be available online and ready for an interview.
- The candidates sometimes feel hesitant to post their personal details and information on the website.

### **Opportunities**

- As Dokkho Solutions Ltd. has a pool of skilled job seekers, many firms and companies want Dokkho to find some suitable candidates as per the job requirement for that company.
- Dokkho Solutions Ltd. works with recruiting agencies, which enables them to get a wide view of the manpower industry in different countries.
- Dokkho Solutions Ltd. is more open than other staffing agencies on the job market because it uses technology to handle the whole visa process.
- In Bangladesh, exporting human resources is a major source of GDP, but this sector is not structured properly. Dokkho Solutions Ltd. can play a vital role in making the whole process of exporting manpower overseas more structured.

## **Threats**

- There are some HR recruiting services that also recruit or supply candidates to many companies.
- Job seekers can choose to work with traditional recruiting agencies rather than Dokkho Solutions Ltd. at any time.
- Every day, more and more online platforms offer services for hiring people or getting visas. This could lead to a lot of competition in the future.

## **2.8 Summary and Conclusions**

Dokkho Solutions Ltd. is a digital platform to help recruiting agencies with recruitment by leveraging technology. Dokkho works to facilitate the pursuit of employment opportunities in foreign countries. But the labor or manpower market is very complex. Bangladesh's labor market doesn't have a reliable platform that provides visibility and makes it easy to do business. This would facilitate the hiring process. There are too many intermediaries, and it is almost impossible to start the process without speed money. Expats are exploited in the current process in multiple ways, and with poor visibility and knowledge, it is very difficult for rural people to guide themselves. Since most of the people are not technologically sound, they also become victims of trafficking. For this reason, Dokkho Solutions Ltd. assists people to go abroad through the use of technology by connecting them with trustworthy recruiting agencies. Moreover, Dokkho opens up many job opportunities for the people, helping recruiters find the right people for any particular job and, at the same time, opening the door of opportunity for aspiring expats. In the end, Dokkho wants to be a trustworthy platform that keeps every process, from collecting documents to processing visas, open and safe for individuals.

## **2.9 Recommendations**

Dokkho Solutions Ltd. is a growing startup that is working for the development of aspiring expats and overseeing job seekers. From my internship experience in Dokkho, I felt that there was a shortage of employees who would be working for market visits and data collection. This is very important for Dokkho, as they mainly work with different recruiting agencies. So,

experienced people who understand the manpower business are needed for the Marketing and Branding department. More innovative marketing ideas and advertisements can be introduced to attract people living in remote areas of Bangladesh. Dokkho should carry out promotional activities and seminars in local areas and communities. This will help to create better visibility for Dokkho among the public. Setting up booths in local bazaar areas and letting people know about Dokkho will be a good marketing strategy. This will help to generate more engagement and enhance reliability. People looking for overseas jobs can come and talk about their problems, interests, scopes, budget, and skills. Dokkho Solutions Ltd. will be able to reach more individuals and establish a solid reputation in the market as a result. Dokkho should also work on their website to make it more user-friendly and easily accessible for mobile phones and tablets.

## **Chapter 3: Project Part**

Project Part: Branding and Marketing Strategies of Dokkho Solutions Ltd. in helping recruiting agencies with recruitment leveraging through technology

### **3.1 Introduction**

Marketing and establishing a brand are significant aspects of a successful business. Thus, marketing and branding are crucial components for new businesses to focus on in the modern era. The startup business is more popular in Bangladesh now than at any other period in the nation's history. Branding and marketing contribute to the process of building a unique brand image for a new business. The success of a company's branding and marketing plan is more important than its brand name and logo in the manpower industry. Therefore, the process of marketing, branding, and promoting a brand enables a company to represent its essential business values and practices, which clarifies the organization's objective. Because it requires a firm to define its goals in exact terms, and having a clear vision may enhance the likelihood of a new business's success.

Dokkho Solutions Ltd. is an online platform that works with recruitment agencies to provide comprehensive application support to job-seekers. The number of Bangladeshi migrant workers is enormous. Approximately 12.1 million Bangladeshis have left the nation in search of employment over the past 42 years. The inherent difficulty of the recruitment process can

threaten a worker's opportunity to work overseas, even if they are qualified, during the hiring process and beyond. In the past, individuals seeking employment outside of Bangladesh had to travel to Dhaka in order to speak with recruitment firms. Overall, it was a lengthy, expensive, and incredibly rigorous process to accomplish. Dokkho strives to make the process of seeking a job, relocating to a new country, or working in migration simpler, more enjoyable, and more convenient for its customers. Dokkho Solutions Ltd. is attempting to connect employers and job-seekers.

With the help of this research, a comprehensive overview of the manpower industry in Bangladesh has been presented, including how it creates employment opportunities for job seekers across the country and the marketing strategies it employs to attract potential candidates. This research also demonstrates how Dokkho Solutions Ltd.'s branding and marketing strategies help recruitment agencies discover eligible job candidates.

### **3.1.1 Background**

Marketing and branding can help a new business stand out from the competition. A new company attempting to create its brand must first gain a deeper understanding of its target market and the competitive landscape. Consequently, firms are better equipped to identify their niches and the market needs they fulfill. If the firm can effectively market its unique product, it may attract many customers who have been searching for it.

Dokkho Solutions Limited is more than simply a recruiting agency; it aspires to be a technological platform that provides job seekers with easy access to employment opportunities in Bangladesh and beyond; even people in rural areas of Bangladesh will be able to access this platform. Dokkho will collaborate with recruitment agencies and, with their assistance, will find the most qualified individuals for any given job. The "manpower business," sometimes known as the "manpower industry," is dominated by brokers. (Cranston et al., 2017). This incorporates a multitude of players, entities, and systems that collaborate to make migration happen. (Wee et al., 2020). The Ministry of Expatriates' Welfare and Overseas Employment (Expatriates' Welfare Ministry) is in charge of overseeing and regulating Bangladeshi labor migration. It monitors the migration from beginning to end. The Ministry is responsible for drafting and implementing legislation and policies governing labor migration. The Ministry supervises numerous

specialized agencies. The Bureau of Manpower, Employment, and Training (BMET) is in charge. Its primary responsibilities include issuing licenses; regulating recruitment firms; registering and maintaining a database of prospective migrant workers; registering and training prospective workers; hearing and arbitrating complaints from migrant workers; conducting information sessions for leaving workers; and, most importantly, granting emigration clearance to all departing workers. (Azad, 2018)

As of the end of 2017, there were 1168 registered recruitment agencies in Bangladesh. The Ministry of Expatriates' Welfare and Overseas Employment (MEWOE) and the Bureau of Manpower, Employment, and Training control them all (BMET). (Barkat et al., 2014). In addition, there are many intermediaries and subagents ("dalals") operating in every region of Bangladesh. Too many intermediaries, including brokers and dalals, make it nearly impossible to initiate the procedure without speed money. As global labor migration has become more commodified and structured, recruitment agencies and agents have gained increasing significance. (Kern & Müller-Boker, 2015). In the perceptions of people, however, recruiting agencies, staffing agencies, agents, and brokers are viewed inconsistently.

Why do some individuals have a negative impression of recruitment agencies, brokers, and dalals? The process of labor migration and job seeker migration is facilitated by a number of different actors, including legal entities known as licensed recruiting agencies and illegal entities known as unlicensed recruiting agencies. The agencies collect demand letters or information on job openings from foreign recruiters. The agencies then recruit candidates for the open positions. According to (Azad, 2018), when migrant workers are hired, they are frequently given false or misleading information, which can have a variety of negative consequences. The government has taken significant measures to regulate labor migration, but these attempts have been impeded by the widespread use of unethical practices by unlawful middlemen and sub agents known as dalals. (Barkat et al., 2014). Unlike genuine businesses, dalals operate without a legal framework. Because of their dishonest acts, the cost of employing employees and migrating increases.

Therefore, it is essential for job seekers to visit the appropriate places where the procedure will be transparent. They will not be deceived and they will not lose money. However, Bangladeshi

recruiting agencies rarely utilize digital promotional activities or online marketing efforts. In some instances, there are also government prohibitions. This makes it tough for job seekers to utilize technology to search for services.

Social media and other online technologies are being included into marketing and branding strategies and plans. Social media marketing is any form of advertising in which you hire a social media company to promote your products on their network (for example, Facebook, Instagram, Twitter, Pinterest, LinkedIn, and Snapchat). (Olson et al., 2021). As a growing number of consumers choose to get services online rather than by visiting offices or stores, the use of technology in the marketing and branding strategies of recruiting agencies is becoming widespread and effective. The labor market in Bangladesh is quite difficult. There are numerous intermediaries between employment agencies and job-seekers, making it difficult for job-seekers to accurately know which ones are reputable. This business supports marketing and branding less frequently than other industries. Consequently, the significance of intermediates cannot be overemphasized. Taking advantage of this, some dishonest people commit fraud involving money, resulting in the impoverishment of the average job seeker. Dokkho Solutions Ltd. desires to bridge this gap, and as a result, it has developed a variety of tactics to inform potential job candidates about the digitization of processes.

### **3.1.2 Objectives**

#### **Broad Objective:**

How effective branding and marketing techniques have enabled Dokkho Solutions Ltd. to build brand recognition and assist recruiting agencies in finding suitable job seekers using technology.

#### **Specific Objectives:**

To identify the branding tools that enabled Dokkho Solution Ltd. to build brand recognition.

To identify the marketing techniques Dokkho Solutions Ltd. uses to attract skilled workers.

To understand the role of technology in implementing branding and marketing techniques.

### **3.1.3 Significance**

The purpose of the interviews was to get insight into the effectiveness of Dokkho Solutions Ltd.'s marketing and branding strategies in establishing brand recognition for the company and helping recruiting agencies find qualified candidates. So that businesses are better able to assess the competitive landscape and devise new strategies to attract skilled workers. The goal is for Dokkho Solutions Ltd. to reach more people in rural areas and among people who move around. Dokkho aspires to simplify the migration process for people and help them understand the usefulness of technology in this process. This would also assist Dokkho in expanding their customer base and developing their brand name. The recruiting agencies will have access to thousands of qualified candidates for any open position. The interviews will also help us understand the manpower industry and labor market of Bangladesh. It will eventually provide a comprehensive picture of the traditional migration process, the authorized agencies and unauthorized actors (such as the agencies, brokers, and dalals) actively involved, and their outrage in the process. It will provide an overview of the process, recruiting agencies, brokers, and dalals from the perspective of those seeking employment overseas. This will also show what branding and marketing strategies must be set up using Dokkho's technology for the company's future benefit, as well as how the general public can get in touch with recruiters.

### **3.2 Methodology**

This analysis aims to determine the extent to which Dokkho Solutions Ltd.'s effective branding and marketing tools will assist recruiting agencies in finding qualified applicants and help Dokkho increase its own brand recognition.

The following methods were used to collect the relevant data for this study:

In Dhaka, Bangladesh, primary research was undertaken by interviewing three renowned recruiting agencies. After more than 30 years in the industry, they have earned a positive reputation. They are also registered recruitment agencies for Saudi Arabia based in Bangladesh.

I interviewed two managers and one managing director. They are very experienced and have been working in this sector for a long time. They have outstanding networking in this business. Therefore, obtaining information from them on how the manpower industry operates, how the

labor sector functions, and what methods and techniques are utilized to discover individuals who are interested in working in overseas jobs will be accurate, reliable, and trustworthy. There were also questions regarding digitization and the use of technology in this industry, as well as how Dokkho's tech branding and marketing tactics may assist them and expand the Dokkho brand in the future. Certain information is confidential and hence cannot be disclosed. However, the majority of the data was useful to the research.

This research utilized secondary sources such as websites, social networking sites, newspapers, journals, publications, and reports.

### **3.3 Findings and Analysis**

Based on my interview, I have discovered the following:

Dokkho intends to assist staffing firms with recruitment through the use of technology. In this procedure, the use of technology is generally rare, and very few marketing techniques are adopted and applied. Therefore, there is always a gap between job seekers and recruiters. The entire process is carried out step-by-step, and it can become rather complicated in some instances due to the fact that the majority of job applicants are poorly educated and unaware of government, BMET, and ministry regulations.

#### **3.3.1 Overview of Traditional Visa Processing**

The procedure begins with a letter of demand. In response to a demand letter, recruitment agencies generally collect job applicants through brokers, dalals, or other middlemen. Newspaper advertisements are occasionally utilized. The workers being recruited must be included in the BMET database maintained by the government. In contrast, recruiters often violate this guideline. If not already enrolled, a worker is registered with the BMET after being selected. Typically, the dalals, brokers, and other intermediary entities manage the entire system. In response to a request from a company, the agency contacts the broker or dalal network and provides them with information about the available job position, including information about the company, the position's duties and responsibilities, the broker's commission, a visa processing fee, and the candidate's salary and benefits. The majority of brokers and dalals are from small



towns and rural regions. They are really popular there. They attract individuals from surrounding towns and communities.

Brokers provide recruitment agencies in Dhaka with candidate information, including copies of their passports, NID cards, pictures, and other documents. In most instances, the broker who is referred by the recruitment agency will also require an initial payment. Recruiters will then move on to the next steps. However, there are some differences between countries. Many of them are identical, such as the application for a work visa. Once the candidate has paid in full, the visa approval letter will be delivered to them. Lastly, it is the responsibility of the recruiting agency to obtain the appropriate emigration license from the BMET and the government. The individual must also obtain a smart card and a medical clearance certificate. As per the agreement, the final step is to purchase a plane ticket, the price of which is typically included in the visa fee.

### **3.3.2 People's Perceptions Regarding the Traditional Visa Process**

I discovered that the majority of job seekers do not investigate the authenticity of employment intermediaries such as recruiting agencies when asked about their opinion on the traditional visa process. For them, reliability and security gained from earlier interactions are important. If a job seeker from a village or rural region has a personal connection to a broker or dalal in Dhaka, they are more likely to use them than a legal or illegal employment agency. Additionally, I understood through the interview that even if a licensed agency offered to send the candidate for free and cover all expenses, the candidate would not trust the agency enough to travel to the office for an interview.

This is primarily due to the fact that job seekers in rural areas and villages are often ignorant. They have difficulty putting their trust in recruitment agencies situated in Dhaka. They have a complete lack of trust in government personnel and laws. Therefore, they believe they will provide the money to the dalals and brokers they know, despite the fact that they are not allowed by the government and lack the legal license. This is why obtaining a visa involves so many middlemen (brokers, dalals, etc.).

It was evident from the interviews that neither the existing labor market nor the manpower industry in Bangladesh employ digitalization. Recruiting agencies and legal intermediary entities

are hesitant to search for and recruit job candidates using branding and marketing strategies that leverage technology. Dokkho Solutions Ltd. can build brand awareness and help other recruiting agencies by using branding and marketing strategies. The following describes them:

### **3.3.3 Effectiveness of Branding and Marketing Tools By Dokkho Solutions Ltd.**

Establishing brand recognition:

#### **Dokkho Branding Activities**

Process:

- Carrying out social networking promotions and seminars in local areas and communities introducing Dokkho Solutions Ltd.
- Carrying out a skill assessment with rewarding prizes and discounts
- Informing the job seekers about how Dokkho solves their problems

Outcome:

- Better visibility of Dokkho Solutions Ltd. among people
- Engagement will create reliability
- Rewards are more likely to retain potential candidates
- Scalable operation

Finding workers through technology:

#### **Agent Acquisition**

Setting up booths in local bazaars to let people know about Dokkho which will act as a registration booth as well. Local agents of Dokkho will be given tabs, laptops, and phones for signing up workers. People will come and talk about their problems, interests, scopes, budgets, and skills.

## **Process**

- There will be booths placed on the side of the road in Bazar or community areas
- Agent acquisitions can be places like top up booths and local PC shops
- Sign boards, banners, and tables will be set
- Agent training and activation will be carried out with frequent market visit
- Agents will get a premium for acquisition and a successful lead

## **Outcome**

- The agents will create more visibility for Dokkho Solutions Ltd.
- It will help to create a local presence for Dokkho, its services and enhance reliability.
- Once Dokkho's reliability is established, we can reduce agent acquisition and commission.

## **3.4 Summary and Conclusions**

Dokkho Solutions Ltd. is a service platform that utilizes technology to help recruiting agencies locate qualified candidates. Dokkho seeks to build itself as a brand that encourages the migration community, aspiring expats, and job seekers to use technology for the visa application process. Presently, Dokkho is partnering with various recruiting agencies to locate qualified and suitable individuals for all job opportunities. We conducted three interviews with recruitment agencies to gain an understanding of the current state of the labor market in Bangladesh and the role of intermediaries in the entire process. Dokkho aspires to make this procedure more convenient and effective, so that people from all across Bangladesh can search for jobs based on their abilities and education without any additional hassle. To make this achievable, Dokkho Solutions Ltd. must apply new branding and marketing strategies to distinguish itself in the competitive manpower sector in Bangladesh and establish a pool of qualified individuals that recruiters can use to locate and hire job seekers. If the ideas are correctly implemented, Dokkho Solutions Ltd.

will have a positive impact on the minds of job searchers and the Bangladeshi manpower business.

### **3.5 Recommendations/Implications**

Dokkho Solutions Ltd. intends to make Dokkho accessible to job searchers throughout Bangladesh. Dokkho is in the midst of building a processing service platform that embraces technology. A significant number of Bangladeshis leave the country each month in search of employment and a higher standard of living. Therefore, in order to attract these potential job searchers, Dokkho has adopted tech branding and marketing strategies to establish its brand reputation and help other recruiting agencies. Until now, Dokkho Solutions Ltd's branding and marketing approaches have been effective. Nevertheless, given that Dokkho is a developing firm, there will be some recommendations for the company, according to my research.

- have an alternative business plan

Dokkho needs to build an alternative business plan as well. Dokkho should also work on creating a job portal. When users visit the Dokkho website, they will be directed to create a free account separately for general job seekers and recruiters (it might be subject to subscription later). After creating an account, the recruiter can post new jobs, and the user can apply to existing pools of live jobs. It will also have a portal for Dokkho to carry out collaboration and verification and monitor the overall operation in connection with the admin portal. There will also be a know-how section on the website where people can learn about important processes and how to proceed in specific scenarios.

- Introducing student and other types of visa processing services

A large number of students from Bangladesh are going abroad to receive higher education every year. This is a big opportunity for Dokkho Solutions Ltd. Dokkho can also act as a student counselor and educational consultant. Dokkho will then provide the necessary visa processing services to the students and help them with their visa processing for going abroad.

- develop more networking

Dokkho should be linking with foreign universities and creating networks with them. Dokkho will help them find potential suitable students from Bangladesh for higher education. This will be very helpful for the underprivileged students of Bangladesh in getting scholarships through those foreign universities.

- Directly partnering with foreign recruiting agencies

Dokkho is now working with local recruiting agencies in Bangladesh. The recruiting agencies that get the demand letter start processing. If Dokkho can collaborate with foreign recruiting agencies, it can directly get the demand letter from them, which will help them earn more profit.

- Training and Development of Employees

Another important thing that Dokkho should work on is the training and development of employees. The employees should be given training on digital marketing and IT services. This is very important for the employees who work in fields and visit markets on a regular basis.

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