

Report On
“An Evaluation on Business Model of Ten's 360 and the impact of
Digital Marketing on the restaurant business of Bangladesh”

By

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

BRAC Business School
Brac University
June 2021

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"An Evaluation on Business Model of Ten's 360 and the impact of Digital Marketing on the restaurant business of Bangladesh"

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 have acknowledged all main sources of help.

Student's Full Name & Signature:

Md. Julficar Jacaria

Student ID: 17204016

Supervisor's Full Name & Signature:

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Deputy Registrar, BRAC University
Lecturer, BRAC Business School
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Letter of Transmittal

10th June, 2021

Md. Shamim Ahmed

Deputy Registrar, BRAC University

Lecturer, BRAC Business School

BRAC University

66 Mohakhali, Dhaka-1212

Subject: Internship Report Submission on " An Evaluation on Business Model of Ten's 360 and the impact of Digital Marketing on the restaurant business of Bangladesh"

Dear Sir,

I, Md. Julficar Jacaria, a student of BRAC Business School, am hereby respectfully submitting my Internship report on "**An Evaluation on Business Model of Ten's 360 and the impact of Digital Marketing on the restaurant business of Bangladesh**" as per the requirements of BBA Undergrad program.

To fulfil the qualification of my internship, I worked at TEN's 360 as a client service Intern for two-month period from 10th January to 28th February. TEN's 360 is a one stop digital marketing solution for all type of legal business module.

In conclusion, I want to express my deepest gratitude for yours continues support and guidelines that helped me complete this report seamlessly. I really hope that you would like the effort I have given through this report and accept hereby.

Sincerely yours,

Md. Julficar Jacaria

Student ID: 17204016

BRAC University

Non-Disclosure Agreement

This agreement is made and entered into by and between TEN's 360 and the undersigned student at BRAC University.

As you have been employed at this organization, you may have access to the inside and confidential information. You hereby agree that this information will be remain unclosed by you and won't be public anyhow.

Md. Julficar Jacaria

Student ID: 17204016

BRAC Business School

BRAC University

Date: 10/06/2021

Acknowledgement

Throughout the semester I was fortunate enough to work with some great individuals who helped me to learn at my best and guided unconditionally whenever I needed. At first, I would particularly show gratitude to my internship advisor Md. Shamim Ahmed for giving me the opportunity to have his guidance and allowing me to submit me an official internship report on **"An Evaluation on Business Model of Ten's 360 and the impact of Digital Marketing on the restaurant business of Bangladesh"**.

I would like to thank RafeeMizan Khan Niloy(CEO and Co- Founder, TEN's 360) for being my on-site supervisor & providing me time to time information, suggestion as well as procedures to work with my topic. Next I would like to thank every member of TEN's 360 for helping me and guiding me whenever I was in trouble. In this 2 months I have learned a lot regarding the market and how it is being monetarising the digital network.

I hope this report will be beneficial to those who have an interest in digital marketing influence In restaurant business of Bangladesh and how it operates with growth. Though TEN's 360 is a start-up and a newly developed company, I have learned a lot about this restaurant business and digital marketing evolution, and how it has been monetarizing over the years.

Lastly I would like to appreciate Brac University for giving me the opportunity for 4 years of learning where I have been able to make myself capable of what I am today. This internship is an impact of what I have learned so far my beloved institute and how it has been monetarising me. I will always be great full to all the people from my university and corresponding institutes who helped me learned fluently and hopefully by the grass of the Almighty I will carry this knowledge for the rest of my life.

Executive Summary

This report is written with an intension to provide a thorough idea of the evaluation on business model of Ten's 360 and the impact of Digital Marketing on the restaurant business of Bangladesh. For this report, I have taken TEN's 360 the company which works as a digital catalyst of different brands specially has an extensive experience with various restaurants in Bangladesh. This report will underline the positive stories of TENS 360 for the restaurants of Bangladesh also how it evolved the digital marketing impact while making the digital contents and planning's. The report details the techniques and their outcomes. To fully comprehend Digital Marketing, it is also necessary to comprehend how Digital Marketing Agencies operate; the introduction to TEN's 360 will assist Digital Marketing enthusiasts in this regard. This seven-chapter internship report also contains suggestions for how TEN's 360 may enhance their service.

Table of Contents

Declaration	3
Letter of Transmittal	4
Non-Disclosure Agreement	5
Acknowledgement	6
Executive Summary	7
CHAPTER 1	11
1.1 Student Information:	12
1.1.1 Name & ID:	12
1.1.2 Program & Major:	12
1.2.1 Internship Company Supervisor’s Information	12
1.3.1 Benefits to the Students:	14
1.3.2 Recommendation:	14
Chapter 2	15
2.1 Background of TEN’s 360:	16
2.1.1 Introduction of TEN’s 360:	16
2.1.2 History of TEN’s 360:	17
2.2 Services Provided by TEN’s 360:	17
2.2.1 Offline Marketing Services:	18
2.2.2 Online Marketing Services:	19
2.2.3 IT Support:	20
2.2.4 Social Media Marketing:	20
2.3 Clients of TEN’s 360:	21
2.4 Accomplishments of TEN’s 360:	23
2.5 Scope of Learning:	24
2.6 Limitations of Learning:	24
2.7 Significance:	25
2.8 Vision:	25
2.9 Company’s Mission:	25
2.10 Functional Structure:	25
2.11 Porter Five Forces Analysis:	26

2.12 SWOT Analysis of TEN's 360:	29
2.13 Challenges and Solution:	30
Chapter 03-	31
3.1 Work procedure of TEN's 360 with clients:	32
3.2 Case Studies on how TEN's 360 is helping the restaurant clients:	33
3.2.1 Case 01: The Buffet Stories:	33
3.2.2 Case 02: FoodHD (Food Home Delivery):	35
3.3 Recommendation and Conclusion:	36
3.3.1 Recommendation:	36
3.3.2 Conclusion:	37

List of Figures

<i>Figure 1: Services of TEN's 360</i>	18
<i>Figure 2: Offline Marketing Products by TEN's 360</i>	19
<i>Figure 3: Unique Selling Points of TEN's 360</i>	20
<i>Figure 4: TEN's 360 YouTube Channel</i>	21
<i>Figure 5: Clients of TEN's 360</i>	22
<i>Figure 6: Experience of TEN's 360</i>	23
<i>Figure 7: TEN's 360 profile in CED Website</i>	24



CHAPTER 1

Overview of Internship

1.1 Student Information:

1.1.1 Name & ID: I am Md. Julficar Jacaria. I have started my undergrad studies at BRAC University in Summer 2016 session under BRAC Business School. My student ID: 17204016.

1.1.2 Program & Major:

Initially I had Electrical and Electronics Engineering as my first choice of subject and Bachelor of Business Administration (BBA) as my second. However, due to my passion for Business Administration I went for it. BRAC Business School is one of the country's most prestigious institutions. In this school, I believed I could attain my goals. For my major stream, I had chosen Marketing and decided to complete a minor program in E-commerce. Digital Marketing always attracted me to learn more about it and I believe I have the skills that are required in the sector. Persuasion skills and marketing strategy come easy to me, and as a student, I was able to gain a lot from my professors.

1.2 Internship Information:

Period, Company Name, Department, and Address: For me, the internship program, or the real-world experience a student must have before completing his undergraduate degree, was with a digital marketing start-up, TEN's 360. It was a great pleasure working with this company. The prime concern of TEN's 360 is to serve the clients with upmost overall digital marketing solutions and help them with providing newer marketing ideas. I gathered my experience of working in different departments under their supervision specially in client service. Majority of my work was in the client servicing department, while I also assisted the business development team and the content writing team. I have also directly worked with the designing team as I had to collect and forward the client's requirements to the design and content planning team. Along with these, my work also included communication with the corporate clients under the supervision of the seniors of after sales customer service department. I have worked at TEN's 360 for an internship of a total timespan of almost two months that started from 10.03.2021 to 28.02. 2021. The office of TEN's 360 is situated in 43, Mohakhali C/A, Dhaka, Bangladesh.

1.2.1 Internship Company Supervisor's Information

As an intern in the company, I was lucky to work directly under RafeeMizan Khan Niloy, CEO & Co- Founder of TEN's 360. From him, I have gathered a thorough learning of how to deal with the client's expectations and providing them the best possible outcome. He assigned me with several clients especially few uprising restaurants of Dhaka City. I have also worked under Senior Business Development Manager, InzamamulBipro. He guided me with the obstacles understanding the clients brief and forwarding to the main design team. I was also lucky to work with the research and content planning team, from which I have learned how to come up with recent and exciting ideas and make a win win situation for both clients and agency.

1.3 Internship Outcomes:

Contribution of student to the Company: As a new comer, I have tried to acquire all the knowledge I can get from a 360 agency especially maintaining an excellent relationship with the clients, as I served directly in the client servicing department.

I assisted in the communication with new clients while also forging new relationships with existing ones. Whenever they had a problem, I stepped in to offer all kinds of assistance, giving them correct solutions to their difficulties and answering any questions they had. Aside from that, I had a positive attitude toward the company's members and staff. I have successfully served 3 restaurant clients and an electronic device selling client providing 2 months' contents plans according to their budget and targets.

As for the specific work details, I negotiated more than dozens of new clients and got them take our different services for example, digital content, visuals, website, promo videos and different merchandise products. Aside from that, I assisted in the development of new concepts that may help improve the marketing process and attract new clients. Throughout my internship, I was responsible for maintaining a healthy working atmosphere that was both professional and inviting to clients and workers.

1.3.1 Benefits to the Students:

I have started doing this internship course as a last official activity of my undergrad study. However, once I began to gain real-world experience, I rapidly became engrossed in my work and the environment that the company had created. The other staff and my supervisor were really helpful in guiding me through all of the real-life events and key circumstances that emerge frequently while dealing with clients. When I first arrived and began working, I tried to watch my co-workers. The way they deal with clients, the way they deal with difficult and unwelcome situations, it all helped me a lot. I also learned a lot more about teamwork during this time. Working in a corporate environment necessitates being respectful of everyone on the team, and without effective collaboration, the organization would struggle to complete any assignment successfully. Learning to work with people and to take their ideas and turn them into actions has been a fantastic learning experience that I will be able to apply in the future. My confidence was greatly boosted by the real-life experience. Knowing that I have the ability to effectively manage corporate affairs motivated me to strive more. I believe that this event will inspire any student, not only me. It is greatly true that, this adds credibility to a person's résumé. A student learns and experiences a lot after completing an internship program. This assists them in preparing as a strong candidate and gives them a good attitude on their future employment opportunities.

1.3.2 Recommendation:

For critical positions, companies should hire individuals who have been trained and educated. In the long term, one's experience and work ethics are quite significant. My advice to them would be to experiment with new marketing strategies that would help them attract more customers. Also digital marketing has been the most fascinating ingredient for today's marketing approach and greatly proven to be a wonderful way of success and it really attracts the clients more. They should investigate it more and consider incorporating it into their current strategy. More interns and staff could be employed to alleviate work pressure and expand the pool of potential ideas.



Chapter 2

Business Model of TEN's 360

2.1 Background of TEN's 360:

2.1.1 Introduction of TEN's 360:

The principal goal of this study is to achieve knowledge from an indent firm, how they are doing their business with varies clients providing continues 360 solutions under one platform also examine their market performance as well as methods in which they might expand their business. TEN's 360 has enhanced their offline marketing capabilities while increasing our staff with professionals to assist our clients' digital needs, others, on the other hand, are rushing to abandon traditional advertising in favour of digital strategies.

Customers that use TEN's 360 as their promotional service company get a one-stop shop focused to preserving and expanding their identity, organization, and solutions. TEN's 360 promises to be one of the most creative marketing agencies in Bangladesh. By creating a Facebook page, they began a modest business that has grown into a large enterprise with a variety of retail products such as posters, stickers, badges, mugs, and other items. They are on the verge of extending their merchandising business after receiving positive response.

Currently, the marketing department, merchandise team, and website design team are divided into 3 areas. On the other hand, the marketing team is responsible for all of a client's digital needs, while the merchandising team is responsible for all of the client's offline needs. The third team is in charge of all IT and web solutions, including website and app development and maintenance. The digital component includes designing long- and short-term promotional activities for clients, managing Social media accounts, developing customer relationship surveys, bargaining various digital transactions, client assistance or query management, and ad buying. Facebook is one of the most widely used social media sites nowadays. Everyone in the country has access to the internet in some form or another. As a result, marketing on Facebook is the most effective way to reach the general public. This is what any business wants to do these days in order to reach out to potential clients. Another factor to consider is being current with your marketing strategy in order to attract the most attention. Various companies hunt for the most adaptable agency here. This is where the agency's inventive ways of grabbing customers' attention come into play. Their digital marketing strategy, which includes everything from clever static postings to videos to numerous campaigns, generates a lot of interest among the general public. On the other hand, TEN's Posters and Merchandise comes into play when it comes to offline promotion. They offer a diverse selection of offline marketing products. For example, billboards, placards, visiting cards, ribbons, and bands. Their digital experiences to RANGS, OnePlus Bangladesh, BRAC University, Ltd, and different international electronics brand available in Bangladesh

ltd, a spate of restaurants, and several others using these online and offline marketing skills. If they maintain their future initiatives intact and have a very clear purpose and target, TEN's 360 will be one of the country's top digital marketing organizations.

2.1.2 History of TEN's 360:

TEN's journey began in 2013 with the launch of Dhaka's first online poster and merchandise shop, TEN's Posters and Merchandises, which included a variety of merchandising items such as posters, stickers, badges, mugs, and more. TEN's partnered with renowned Bangladeshi businesses such as Artcell, Nemesis, and others in 2014-2015. Because of the positive comments it has received as a result of our passion, perseverance, and distinctiveness, TEN's decided to grow our business in 2015 and won the Business Plan Competition conducted by CED, BRAC University in 2016, and we are presently here.

2.2 Services Provided by TEN's 360:

TEN 360 provides a comprehensive range of traditional and digital marketing services. We stand out from other marketing services providers because of their ability to build and deploy integrated marketing campaigns leveraging a number of assets and platforms.



Figure 1: Services of TEN's 360

2.2.1 Offline Marketing Services:

With TEN 360's offline business solutions, our customers may achieve sustainable growth with the same efficiency, versatility, and customized targeting that online marketing networks provide. Anyone looking to target a large market or a highly specific demographic may use TEN's 360 to create offline marketing programs that provide results.

- Custom Merchandises: Mugs, Posters, Stickers, Wristbands, Key rings, Badges, Wood Engraved Frames, T shirts, Pens, Caps etc.

- Print Advertising: Notepads, Letter Heads, Visiting/Business Cards, Calendars, Diaries, Company Folders, Envelops, Banners, Backdrops, X-Banners etc.
- Printed collaterals.



Figure 2: Offline Marketing Products by TEN's 360

2.2.2 Online Marketing Services:

Different online advertising services from TEN 360 are a terrific method to take accelerate cutting-edge marketing technologies. Clients may implement a tailored digital strategy that provides results from day one, thanks to the start-up's experience and technological abilities. On the other hand, the marketing team is responsible for all of a client's digital needs, while the merchandising team is responsible for all of the client's offline needs. The third team is in charge of all IT and web solutions, including website and app development and maintenance. The digital component includes developing futuristic advertising campaigns for consumers, managing Social media accounts, developing customer experience reports, structuring various online transactions, client assistance or query management, and ad buying. Facebook is currently one of the most popular social media platforms. In some way or another, everyone in the nation has connection to the internet.

2.2.3 IT Support:

- Website Design & Development
- Using earned media such as Facebook, LinkedIn and twitter to strategically funnel customers towards client's website and acquire new customers.
- Native desktop and web applications
- Cross-platform applications (Android & iOS) to reach clients loyal customers
- Search engine optimization: Successfully position clients in search engines through a

Unique Selling Point



Figure 3: Unique Selling Points of TEN's 360

highly strategic and geographically-based use of keywords, a methodical SEO strategy, blog posts and high-quality backlinks.

2.2.4 Social Media Marketing:

- Promo Videos.
- Event Coverage.
- Event Management.
- Audio visuals.
- Animation videos.
- Info-graphics.
- Explainers.
- Product photo shoot.
- Event shoot.
- Graphics Design.
- Logo design.

- Advertisement designs.
- Creating engaging social contents.
- Media Buying.
- Online Community Management.
- Marketing Strategy Support and Consultancy.



Figure 4: TEN's 360 YouTube Channel

2.3 Clients of TEN's 360:

TEN's 360 has worked with over 500 clients since 2016, and they continue to provide services to the top tier businesses in Bangladesh and beyond. Anker Bangladesh, Walton, BRAC University, Rangs, OnePlus Bangladesh, Amazfit Bangladesh, Super Board, Xiaomi Bangladesh, and others have all collaborated with TEN's 360.

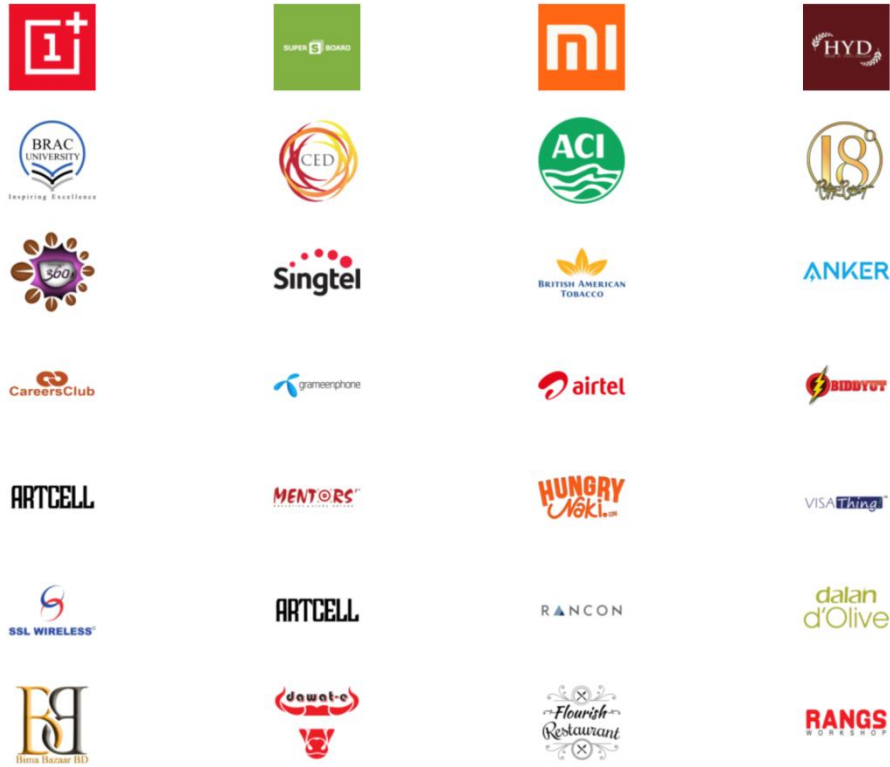


Figure 5: Clients of TEN's 360

500 SATISFIED CLIENTS	53 FINISHED PROJECTS	<h2>We convert your idea into a reality.</h2> <p>We offer a broad portfolio of traditional and digital marketing services. Our ability to design and deploy integrated marketing campaigns utilizing a variety of assets and channels sets us apart from other marketing services providers.</p> <p>SEE PROJECTS</p>
20 TEAM MEMBERS	22 WEB SUPPORT	
30 ONLINE CAMPAIGNS	353 DESIGN WORKS	

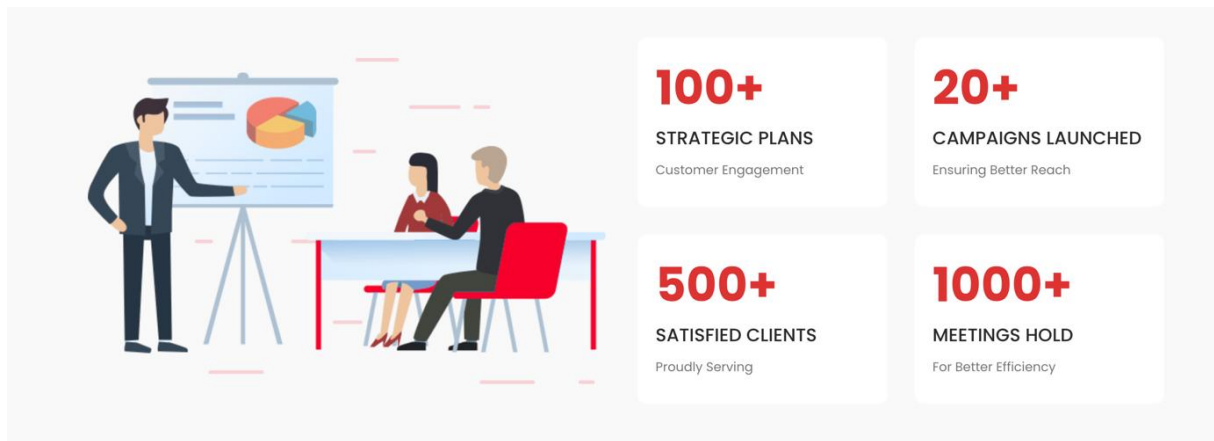


Figure 6: Experience of TEN's 360

2.4 Accomplishments of TEN's 360:

The Centre for Entrepreneurship Development (CED) held a Business Proposal Competition in 2015, and TEN's 360 submitted their business plan. Following a series of steps, TEN's 360 was named the Competition's Champion, receiving a seed fund, office space, and mentorship till 2022.



Figure 7: TEN's 360 profile in CED Website

2.5 Scope of Learning:

This report can provide the present picture of TEN's 360 about their performance, the marketing plans they are planning with and how they are handling those obstacles. I had the good fortune of getting a deeper look at their communication, operational, and marketing services. It provided me with a realistic experience that would surely benefit me in my future corporate career.

2.6 Limitations of Learning:

During my internship period the limitations I faced are discussed below:

TEN 360 is the first edge tech-inspired digital and conventional marketing services supplier in the sector. For businesses, they act as a Digital Catalyst. The goal of TEN's 360 was to help clients succeed in today's transformation and sales landscape, which is incredibly competitive. I had some difficulty acquiring information because the corporation takes its privacy very seriously and does not want any sensitive information leaked. Since the internship period is only two-months, the data collection automatically got limited. There was insufficient time to obtain any additional resources.

2.7 Significance:

The primary objective of this internship was to get a real corporate experience and getting the first-hand knowledge regarding digital marketing and how it is influencing the mass market. As a digital marketing agency TEN's 360 always looks for innovation in their works and how they can influence the clients over better creatives. Taking an internship in this field will teach a student about how the sector works and, perhaps, will help them make a better career choice. Anyone who is interested may make a decision about their future in this industry by learning about the many factors of digital marketing and how it can help a company expand significantly. Finally, my time working at this company will be with me forever, as it was my first exposure to the corporate world, and I learnt a lot. My past experiences should help me seize more possibilities in the future.

2.8 Vision:

To be the leading one stop digital marketing solution for all type of legal business.

2.9 Company's Mission:

- TEN's 360 aims to achieve all the possible accomplishments a digital marketing agency can achieve in Bangladesh within the next decade.
- Serving their clients with the best possible marketing and creative plans.

2.10 Functional Structure:

TEN's 360 follows an organized follow up structure for their micro management and co-operation. Following that, each person fills in their specialized positions in order to provide

the necessary service to clients and, as a result, a favourable performance for their company. The managerial organization is depicted in the diagram below.

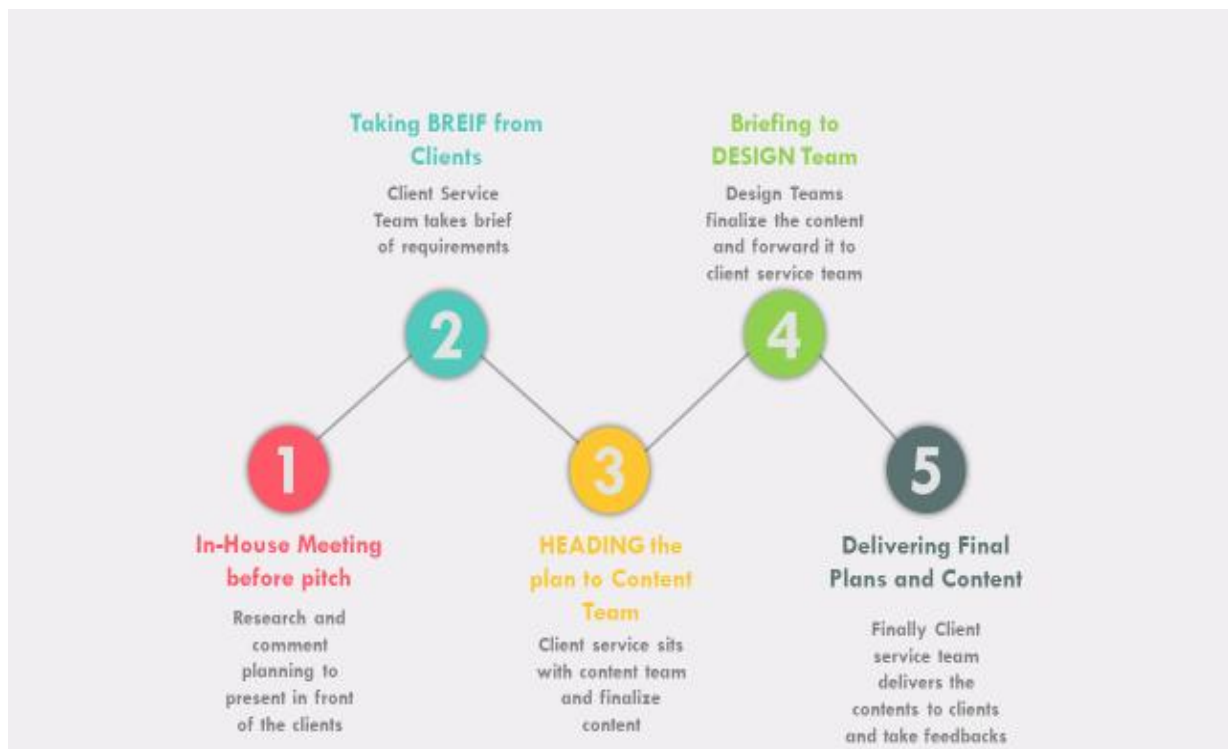


Figure 8: TEN's 360 functional structure

2.11 Porter Five Forces Analysis:

By using this strategy, we can determine TEN's 360-degree position in the industry. In order to establish the company's overall ranking, we employed a score in percentages that balanced

the criteria.

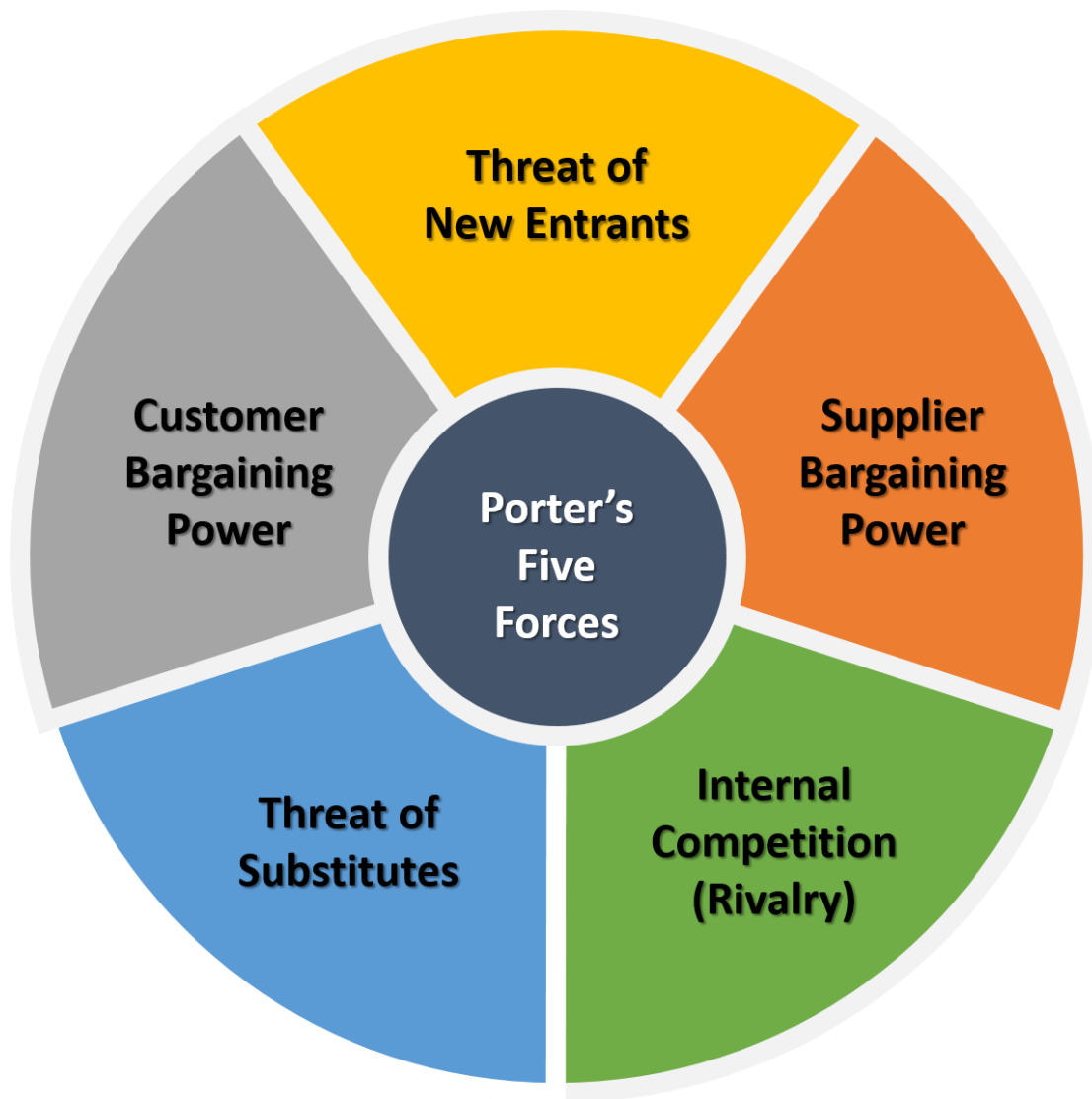


Figure 9: Porter's Five Forces

Competitive Rivalry: High

The competitive rivalry is very high due to the excessive availability of digital marketing agencies. The reason is because internet acceptance across the country and peoples growing intention of self-employment. So, the rival firms are also making their high end effort to accomplish the client's requirements. There are currently 1.3 million digital marketing agencies according to recent statistics. As TEN's 360 aims to serve the small and medium catalysts businesses they face these competitions stronger.

Threat of Substitutes: High

The threat of substitutes for TEN's 360 is also very high. This is because in Bangladesh is now in progressing in internet and digital facilities. Different business catalysts requiring newer digital facilities and as per their requirements agencies are making easy and lower price proposals to grab more customers which is making a complexity for targeting more clients at a time.

Threat of New Entrants: High

The Business idea of TEN's 360 is almost similar to majority of the digital marketing agencies. For this, in their case, risk of new entrants for this business is high. This is because there are many relative companies in this arena to serve the similar products regarding contents and planning. Newer digital marketing agencies are entering to this market daily and fracturing it.

Bargaining power of buyers: Moderate to High.

While taking digital services agencies like TEN's 360 who aims to serve small and mid-range start-ups, they seem to offer differ packages to their clients while pitching so that they can chose the services according to their budget. As followed, sometimes clients seem to bargain while taking different digital services to minimize their cost to the last extent. However, services like photoshoot, and video contents offer requires larger budget to have a better outlook to the bargain lower to the minimal limit.

Bargaining power of Suppliers: lower to moderate

Services like social media boosting and few other digital services often require some fixed cost which minimizes the position of suppliers like third party too get their commission. TEN's 360 always inspires its agents or external business development teams to a certain extend to get more clients and projects with attractive commission rate.

2.12 SWOT Analysis of TEN's 360:

SWOT analysis helps us to understand company's positioning over the market and the reasons being its sustainability or downfall. As a result, we employ SWOT Process as a method for evaluating these four characteristics of a company. This approach, which involves 'snipping back levels of the business,' is designed to be used in the early stages of verdict and will be used to examine a capital's or company's significant place. Its goal is to establish the objectives of the business venture or project, as well as the external and internal factors that are beneficial and unfavourable in achieving those objectives. The following is TEN's 360's SWOT Analysis.

Strength:

The online marketing sector resembles the IT business that we are familiar with. For TEN's 360, the market is global. TEN's 360 is flexible and adaptable to new technology. Each year, digital advertising tactics evolve, and the start-up has effectively adapted to these changes while maintaining its service to clients. Because TEN's 360 was given free office space by the Centre for Entrepreneurial Development (CED), the company's operating costs are lower than those of its rivals in the first 5 years, but it is the most crucial period for a company. Because the founders and team members are youthful and adaptable to change, the firm will be able to survive amid adversity. o TEN's 360 offers services that emphasize on Return on Investment (ROI), such as Pay Per Click advertising, which is a relatively new offering in the sector. The start-main up's strength is its ability to provide a range of options.

Weaknesses:

TEN's 360's digital marketing agency outperforms the IT team, which really is a vulnerability for the start-up. TEN's 360 has not a lot of money, which is a disadvantage since it will be difficult to stay afloat if the firm suffers. The market is incredibly competitive, and new advertising agencies are upsetting it, which is a flaw.

Opportunity:

As this sector is genuinely global, foreign markets may be tapped for growth. To extend the firm, offices in growing markets such as Myanmar and Singapore might be opened. The business model is scalable, which provides the start-up with additional prospects. o TEN's 360 might benefit from more diverse offerings such as chatbots and content promotion. TEN's 360 might search for extra cash investment in conjunction to the financial backing for quick expansion.

Threats:

Traditional advertising firms are establishing digital wings and gaining access to key customers through their connections and advocacy. Price discrimination can be detrimental to a company's bottom line. The market is saturated due to the large number of rivals, which poses a potential danger.

2.13 Challenges and Solution:

Traditional advertising firms are establishing digital marketing. There are few findings about TEN's 360 challenges and solutions I am mentioning below:

Challenges

- Circulating up to date content plans as per client's requirements.
- Clients budget limitations often became challenging to serve with better content ideas as it requires higher budget to accomplishment.
- Finding the market gap often seem unused as clients don't understand the possible outcomes of implementing the proper idea. This communication gaps becomes way more complicated with the budget strains when clients went for the cheaper contents to minimize costs.

Solution

- Offering customize packages with various digital services so that the clients get to choose convenient offers according their budget.
- Reduce the risk of losing clients by offering them exacting trendy content plans to maintain an active follower base.



Chapter 03-

How Digital Marketing is impacting Restaurant Business in Bangladesh

3.1 Work procedure of TEN's 360 with clients:

TEN's 360 is a one stop digital marketing solution so its work procedure is very organizing and versatile. Let's have a closer look how it operates usually with the restaurants clients:

- Examining the business: what is the present situation and where the customer desires to be.
- Manipulating competition weaknesses: What loopholes do they have and what may be improved on the client side.
- Having an impact on the TG: persuading of the appropriate individuals at the appropriate moment.
- Assessment: We maintain a tight watch on the whole company process while harmonizing present and projected sales.

Following that, TEN's 360 creates a flexible yet effective marketing strategy for the company.

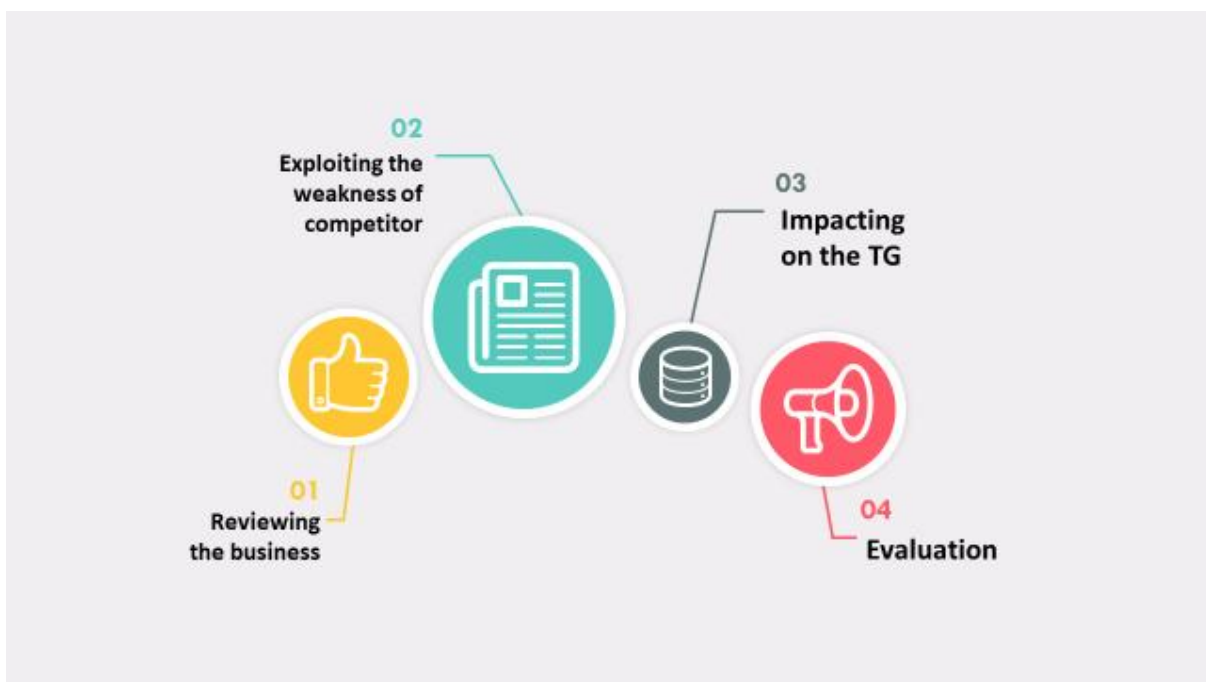


Figure 10: TEN's 360 work procedure

3.2 Case Studies on how TEN's 360 is helping the restaurant clients with Digital Services:

Let's have a look at how some of our restaurant clients with whom TEN's 360 has worked were able to achieve the client's stated goal and how they were able to achieve the desired outcomes. We'd be able to observe what kind of material was used and what kind of methods the TEN 360 team employed.

3.2.1 Case 01: The Buffet Stories:

Introduction: The Buffet Stories is a very frequent and popular venue for the city's buffet fans who enjoy an economical buffet for lunch or supper. The restaurant serves Deshi, Indian, Thai, and Chinese dishes, making it a foodie's dream. People come from across Dhaka to eat at the eatery, which is almost always filled. It is located in the middle of Dhanmondi, next to Rifles Square, and offers a tranquil view out from 5th level. Based on the success of the first location, which has been open for over a year, a second restaurant was established in late 2019 in Mirpur 11 with improved accommodations and roomier space.

Objective: The Buffet Stories intended to leverage its web channels to make further advancements in their different branches, which they did by carefully organizing their digital presence and highlighting platform. For more than one year, TEN's 360 has represented the brand, making one of the best choices for those who enjoy intense Buffet Feasting in Dhaka. We collaborated in a 360° manner, from picking the most crucial feature, the restaurant brand identity, through delivering physical and digital advertising. As part of the effective advertising solution, TEN's 360 supplied promotional strategies and developed the full menu, menu toppers, leaflet, branding, and all other printables. We built up their entire Facebook page and Instagram Page for the internet advertising. We came up with quarterly content ideas based on specific selling propositions (USPs) they offered to clients.

Reach: Our promos, such as Ramadan deals and numerous photo articles, propelled our page to 50k likes in just six months after it was created from the ground up. Each of the page's postings averaged 20k-30k views. Following the success of the Dhanmondi branch, we collaborated to open the Mirpur branch, which was really a massive success too.

Services for The Buffet Stories: Offline Printing Services, Digital Content Design, Digital Strategy and Plans, Digital Media Purchase, Strategic Planning, and Digital Appearance Setup (Menu, Banners, X Banners, Table Toppers, Flyers, Visiting Card, Discount Card etc.)

Budget: Low Expenditure.



Figure 11: Cover Photo Design for Facebook Page



Figure 12: Weekly Design for Facebook Page Figure 11: Restaurant Opening Design for Facebook Page

3.2.2 Case 02: FoodHD (Food Home Delivery):

Introduction: FoodHD was seeking for a firm that could help them promote their product and provide both physical and digital assistance, and they chose TEN's 360.

Objective: We maintained our target short and straightforward because FoodHD was a newcomer in the industry, so we kept it basic. We performed an all-around solution for Shakib Al Hasan, from drawing their logo to developing theme-based material. We sought to incorporate comedy, pop culture, and Bengali cultural heritage into their material, in addition to USPs. TEN's 360 produced t-shirts for their delivery people, leaflets, vouchers, discounts, and any other available stuff for their physical promotion.

Reach: FoodHD was introduced at the foundation phase to provide meals to three distinct locations in Dhaka. Customers throughout all throughout the town began to request that their meal be brought. Every piece of material on their Social media page was receiving a significant degree of engagement.

Budget: Low Expenditure



Figure 12: Opening Content for FoodHD Figure 13: Social Midea Content for FoodHD

3.3 Recommendation and Conclusion:

3.3.1 Recommendation:

Recommendation: In comparison with other industries, advertising agencies are a relatively new notion in Bangladesh. This industry is currently developing, although we have a great deal of potential since we have such a wide market, but most brands, particularly local brands, are unaware of how everything functions, how to utilize online technologies, and what to do and what not to do in context of online promotion. Here are my suggestions for making TEN 360's operations extra efficient:

As a well-known marketing firm, TEN's 360 has various duties to its consumers, including educating them regarding digital advertising. TEN's 360 can provide clients with a clear understanding of how to use networks and products responsibly. They must persuade customers that it is not a smart idea to utilize every channel for every advertisement, and that producing content does not necessarily result in revenues. TEN's 360 needs to be more aware of inquiry monitoring, since it is a crucial component of digital advertising in which brands connect with customers. The 360 division of TEN should be more proactive in attracting new clients. TEN's 360 should put more emphasis on developing intimate communication with key stakeholders, that will boost the likelihood of long-term engagement. TEN's 360 should provide some in-house coaching or mentoring to improve teammates' comprehension and performance, since this is critical if we must operate as a team here. Once synchronization is hampered, it is tough to re-establish a work cycle. TEN's 360 must put more emphasis on its own promotion.

3.3.2 Conclusion:

Only with capability of Digital Promotional tool like Internet Marketing, E-mail marketing, SME, and Search Engine Optimization, it has become more cheap to develop an online marketing strategy and attract your target clients under this era of Business Development. It has become up to the market to teach potential customers, who might range from major organizations to small businesses. TEN's 360 as well as other digital advertising organizations can play a significant role in this industry, allowing Bangladesh's economy to grow even faster.