

Report on

**“Role of Social Media Marketing in Expanding the Business of Student Overseas  
Consultancy firm: A study on PFEC Global”**

By

Khadiza Alam

20304099

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, 2022

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## **Declaration**

It is hereby declared that

1. The internship report submitted is my original work while completing my 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 that 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.

Students Full Name and Signature:

**Khadiza Alam**

**ID-20304099**

Supervisor's Full Name and Signature:

**Mr. Jubairul Islam Shaown**

Lecturer, BRAC Business School

BRAC University

Co-Supervisor's Full Name and Signature

**Ms. Mahreen Mamoon**

Assistant Professor, BRAC Business School

BRAC University

# Letter of Transmittal

Mr. Jubairul Islam Shaown  
Lecturer,  
BRAC Business Schol

BRAC University  
66 Mohakhali, Dhaka-1212

Subject: Submission of Internship Report on “Role of social media marketing in expanding the business of student overseas consultancy firm: A study on PFEC Global”.

Dear Sir,

With due respect , I am writing to submit my internship report, which was given the title “Role of social media marketing in expanding the business of student overseas consultancy firm: A study on PFEC Global”. I bring this to your attention since I am now delivering my Internship Report at this time. I have followed all the guidelines outline provided by BRAC University as well as my organization supervisor. Included in this is the entirety of my experience with "PFEC Global ." in the following report.

I am grateful for your valuable time and guidance while preparing the report , I have done all in my power to bring the report to a close with as many in the most condensed and exhaustive manner possible, relevant facts and recommendations are presented.so I would be grateful it you kindly accept my report .

Sincerely yours,

Khadiza Alam

20304099

BRAC Business School

BRAC University

June, 2022

## **Student declaration**

I hereby declare that the report of my internship, which is titled "Role of social media marketing in expanding the business of student overseas consultancy firm: A study on PFEC Global”

was written by me after the completion of three months of internship with PFEC Global and a thorough study of the activities that PFEC Global is currently engaged in and how it is putting those activities into practice. I want to express my acknowledgement to my Academic Supervisor, Co-supervisor and Industry

## **Acknowledgement**

I want to express my acknowledgement to my Academic Supervisor, Co-supervisor and on site Supervisor who supported me to complete my report on “ Role of social media marketing in expanding the business of student overseas consultancy firm: A study on PFEC Global”

To complete the report, my Academic Supervisor, Co-supervisor have always helped me whenever I needed their help regarding any problems or issues. My on site supervisor were also really helpful , he really helped me to write and complete this report successfully. That is why I want to express my deepest gratitude to all these people.

Moreover, I want to add that I am really fortunate to get an internship opportunity at PFEC Global which is truly one of the best education consultancy service provider of our country.

Needless to say, to complete this report properly, I got the help and guidance as well as the cooperation of my academic supervisor Mr. Jubairul Islam Shaown, Lecturer, Brac Business School and my co supervisor, Ms. Mahreen Mamoon, Assistant Professor, Brac Business School throughout my whole internship period. And also I want to thank Riaz Uddin, Regional manager, PFEC Global.

All my supervisors from my Institution and Organization have provided a great contribution in giving me guidance, co-operation and instruction that helped me to resolve any kind of issues that arose while writing my report. Therefore I am extremely grateful for having my supervisors by my side and giving me their valuable time.

And finally, I want to thank all my senior colleagues at PFEC Global for helping me and guiding me throughout my whole internship period and giving me the best suggestions on preparing a fine report.

## Executive Summary

This report has been prepared on the bases of my internship at the PFEC organization. I have tried to incorporate some crucial aspect of the report.

Over the last decade, social media has emerged as one of the best mechanisms to advertise and expand any business globally. At the same time, the basic Principle of marketing has to be creative to attract the target population so that they can make ensure profit maximization. Marketing has been considered a lifeline of the business. Because it helps to make profit maximization. The way of doing business and marketing has been changed globally. Nowadays organizations are much more dependent on technology. Digital is a buzzword and very popular among people. Most of them are using technology in their daily activities directly or indirectly. At the same time, the marketing policy changing due to changes of technological changes. To keep pace with the digital race, private institutions along with public organizations have taken a lot of initiative to establish digital marketing to reduce to expand their business. Information technology helps and shows how stereotype marketing changes into a tech-based process. Nowadays people are more and more counts on technology including mobile phones, the internet, Facebook, YouTube Instagram, and YouTube, etc. people are buying their daily necessary products from online shops. Nowadays medias a not only use only for entertainment but for expanding business, marketing, product launching, and promotion of the product.

During my internship, I have been assigned to work with the company's regular staff. I had to support the client over the phone. Because my job nature was service marketing. The client used to call us over the phone and used to ask several questions regarding their quarries. This report has identified the strength, weaknesses, opportunities, and threats of the organization.

At end of the internship, I have learn different knowledge how to talk over the phone smartly and confidently. At the same, time I was engaged in several activities of the organization. I considered this experience as life skilled experience. because during my 4 of years undergraduate program I have learn a lot of theoretical skills but this internship open a new window for me to make a ratioOn with my theoretical knowledge into practical knowledge. I also mention to the customer and service provider different issues including their nature of job and their satisfaction. Last but not

least, I have mention that how social media has been playing role to make the business make more easier and ensure more profit.

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# **Chapter 1: Overview of Internship**

## **1.1 Student Information**

Name: Khadiza Alam

ID: 20304099

Program: Bachelor of Business Administration

Major: Marketing

Major: Human Resource Management

### **1.2.1 Internship Information**

Period: In total 16 weeks (4 Months- 06<sup>h</sup> Janaury 2022 to 06<sup>th</sup> May 2022)

Company Name: PFEC Global

Department/Division: Service Marketing

Address: SIMA Blossom (5<sup>th</sup> floor) plot 390(old), 03 (new) Road-27(old)16(new), Dhanmondi - 1209, Dhaka, Bangladesh.

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

Name: Riaz Uddin

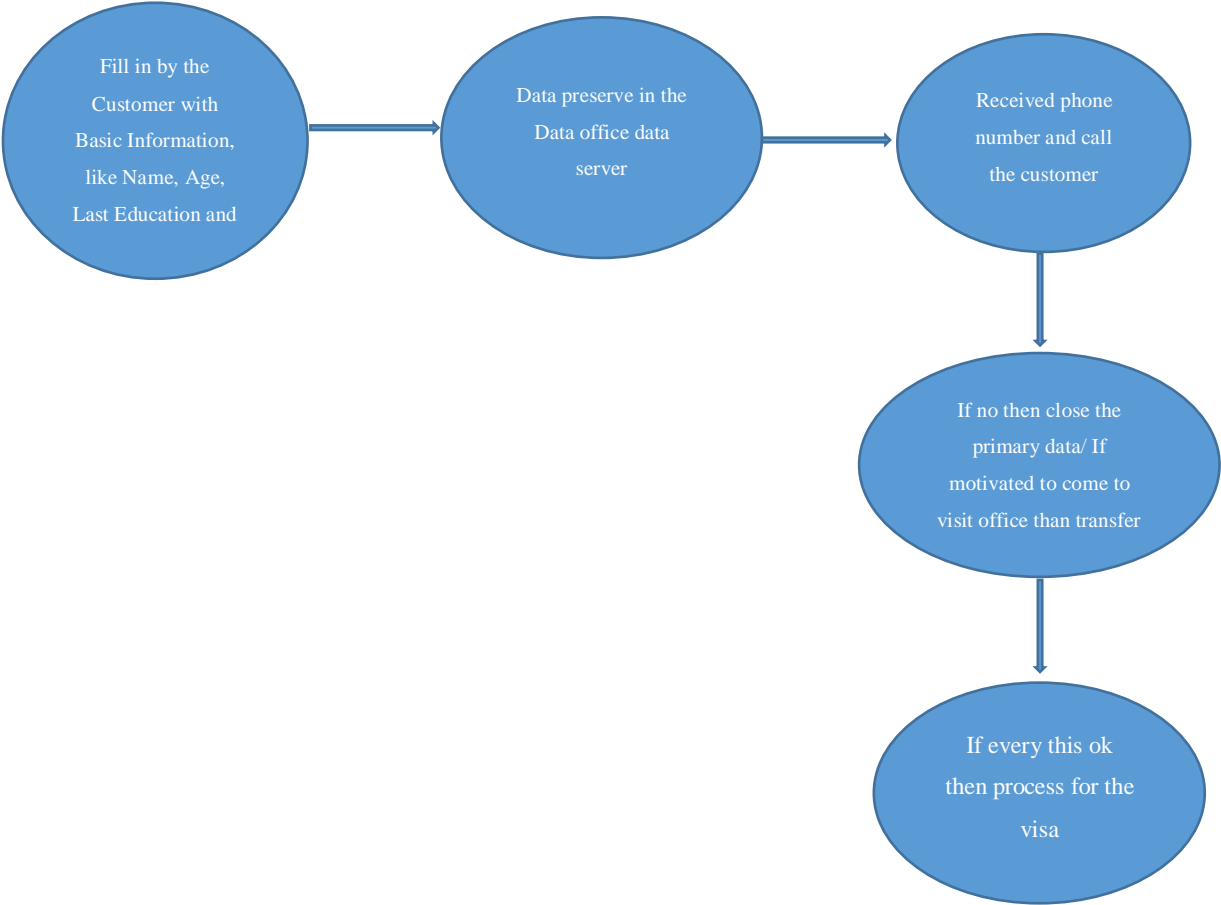
Position: Regional Manager

### **1.2.3 Responsibility**

Although I was a fresher's intern, I have been joined as a marketing executive in the PFEC global, my job responsibility was counseling and problem solving client and all of the process was done over the phone. The process of daily task used to be done under the following process , First of all, students have to fill in a form with some primary data like Name, age, phone number, and primary academic background. On the bases of data, I used to call them and answered them different queries. As this institution has been working to support the student to go abroad especially, in Australia, New Zealand, Malaysia, Canada and England. I used to face several questions and had to answer. Normally students used to ask me regarding total tuition fees, and in which session they shall be able to apply for admission. Whether IELTS is mandatory or not, if

yes then what is the minimum score of IELTS, what is the procedure for flying with the spouse, what about their concern courses, and which university and city are the best for them. The process of the data fill in by the customer is mentioned below.

Figure:1 The process data management and ininitial service



At the same time, they also used to ask me about the scholarship provision and what percentage of scholarship they shall be offered if they want to study at that particular university. They also asked me the pair policy that if they live and in the concerned country for a long time, shall they able to get any provision to get the permanent resident or not. Last but not least, one question was common to me that whether I have got any part-time job facilities in that particular countries.

### **1.3 Internship Outcomes**

#### **1.3.1 Student contribution to the company**

**Financial Benefit:** Every day I had to receive on an average 40/50 calls. Among them. Around 8 to 10% of phone callers used to come to visit our office to get the service in person. This number percentage is crate financial value for this company. Even after my internship, they literally offer me to join in this company with a promotion in a smart salary.

**Increaser number of clients:** I was the highest service provider on a single particular day which create a very good image among the service recipient of this company. Even they already made plan to inaugurate a new branch office in Banani, Dhaka where I shall be placed for a permanent employee if I agree to join and work with them.

#### **1.3.2 The benefit of the students**

**Women friendly work environment:** Before starting my internship in this company, I had a prejudice that most institutions do not have a women-friendly work environment in Bangladesh, especially washrooms prayer room as I have grown up in a Muslim conservative family. But this prejudice makes me wrong and this internship make clear about the women friendly work place in Bangladesh. At the same time, all of the members were very cooperative and friendly. They used to help me if I face any difficulties during performing my responsibilities. As we know, motivating human being is one the difficult task but I did perform very well with the assistance of my Regional Manager and other members of the PEFC Global.

**Knowledge about service marketing:** Since my childhood, I have been busy with my study and playing but did not get any chance to work in any kind of institution. For the first time, I have started to work where I had to receive hundreds 40/50 of calls every day and answered several

difficult questions and I have to motivate my client to come to our office to receive our service in person.

**Increase communication skills:** I used to become very extempore to communicating with my friends at school, college, and university environments. I become very much popular. However, I was not very much confident enough either that I am able to cope with the new environment. The week I started my job as an apprentice, I learned a lot. The single day I was passing, I was learning new things every day. How to communicate with strangers. As I have mentioned that I had to receive 40/50 calls every day, I have worked around 65 days and in total, I have talked with around 3800 strangers aged belong to 18-30 which was not a normal situation for me during my university life.

**Situation-based problem solving:** This internship assisted me to solve real-time problems. For most of my student life, I used to go through my congenial environment and used to solve the problem in my circumstance. But in this new world, I had to receive several dozen of phone calls and listen to their problems carefully and tries to answer their question. Sometimes I faced some questions that are not very familiar to me but I had answered that on the bases of my intuitions.

**Introducing work in the corporate sector:** For the first time, I have become accustomed to working in the corporate sector and how to work in a new environment which is not very usual for me in my previous life.

**Time management:** I have learned how to manage my time properly. Because this job makes very much punctual, discipline and force me to wake up early in the morning day after day.

**Familiar with corporate culture:** I was very much independent in my student life. However, when I started this job, I had been forced to change my behavioral pattern. Because the job environment is not similar to my home environment. The nature of the job and culture is quite different from my family culture. It helps me to take on challenges in every moment.

**Team works:** This job helps me to work together, learn together, win together and lose together. At the same time, it also assists me to share my story with my colleague and make networks with the other world. Because this institution has several branches in several countries including Australia, Malaysia, USA, Canada and United Kingdom.

**Confidence level:** It increases my confidence level unprecedentedly that I can handle and manage critical moments and solve problems as I have motivated and solve the problem in this environment. At the same time, it also helps me to become calm and quiet in a different situation.

I had to deal with different clients. Sometimes they behave in a unusual manner and it is very difficult to main my temper, but finally, I managed it very carefully and tactically which help me to complete my internship.

### **1.3.3 Problems/ Difficulties faced during the internship period**

One of the major difficulties that I have faced is that there are lack of proper guidelines or any formal way of the internship process. They have a very tight corporate culture. That why they could not offer internship opportunities earlier. However, they have already changed their mind to open up new window for the students to work with them. Though they are stragglng to deal with the fresher's intern now they are preparing a proper guideline to lunch paid internship program for the freshers. At the same time, I do not have any formal training facility for interns. However, I give my best and I was able to adjust and learn to cope with the new environment.

### **1.3.4 Recommendations (to the company on future internships)**

- First of all, although this company is quite big in terms of customer number of branches and employees, they need to launch a proper policy guideline for formal internship as early as possible. If they formulate a policy for the formal intern, students shall be able to benefit especially those who have strong eagerness in the service marketing.
- There should have a proper intern guideline includes working hour for the students, payments facilities etc. right now it is very difficult for student to make focus on their study.
- As there is no formal guideline for an internship, but I had to work as a permanent employee which was the biggest challenge for me. At the same time, I did not get very enough time to continue my academic study after the hectic workload. I had to work from 9 am to 5 pm as the regular staff.

## **Chapter 2: Organization Part**

### **2.1 Introduction**

#### **2.1.1 Objective**

The main objective of this part is to give a clear basic idea of the organization including its vision mission and how this institution is operating its business, especially its marketing. this section also gives an idea regarding the company structure financial scenario.

#### **2.1.2 Methodology**

The methodology is one of the crucial parts of the report. For completing this chapter, I had to depend on secondary data like the company website, Facebook page, website and some official published documents.

#### **2.1.3 Limitation**

As the company is not big enough to get enough resources in terms of published books or journals, they do not publish any books or journals. As result, I did not find any reliable financial information or marketing information that I might be able to incorporate into my internship report. Even they did not disclose their financial data. At the same time, I did not get any financial support from the university and sufficient time to continue my internship and conduct and complete my report. As a result, I had to reduce the scope of my study.

#### **2.1.4. Significance**

I have been an intern for 3 months in this company in the customer service department and I saw the real scenario regarding the student migration from Bangladesh to other countries. As this institution is one of the popular institutions for student emigration service, I saw how this institution is significantly working to ensure customer service over the phone. At the same time, I have seen that after the Covid19 pandemic, how frequently a number of students are willing to go abroad for different purposes.

## 2.2 Overview of the company

PFEC Global has set out its business in 2006 in Melbourne Australia under the motto of “We bring dreams to reality by providing educational and migration consultants to international students”. Since then this company has established several branches have been functioning in the different regions of Australia including Sydney, Adelaide, and Perth In Australia, and divisional cities like Dhaka and Chittagong in Bangladesh and now they are planing to open a new branche in Dhaka Banani very recently. This company has been working under broad vision that this company shall guide international student and different professional to make better carrier on the bases of quality education in abraade. At the same time, this company want to create a brand by providing best service to their client and this student oversees institution wanted to became market leader in not only Bangladesh but also in Australia.

Company Organogram and Management practice

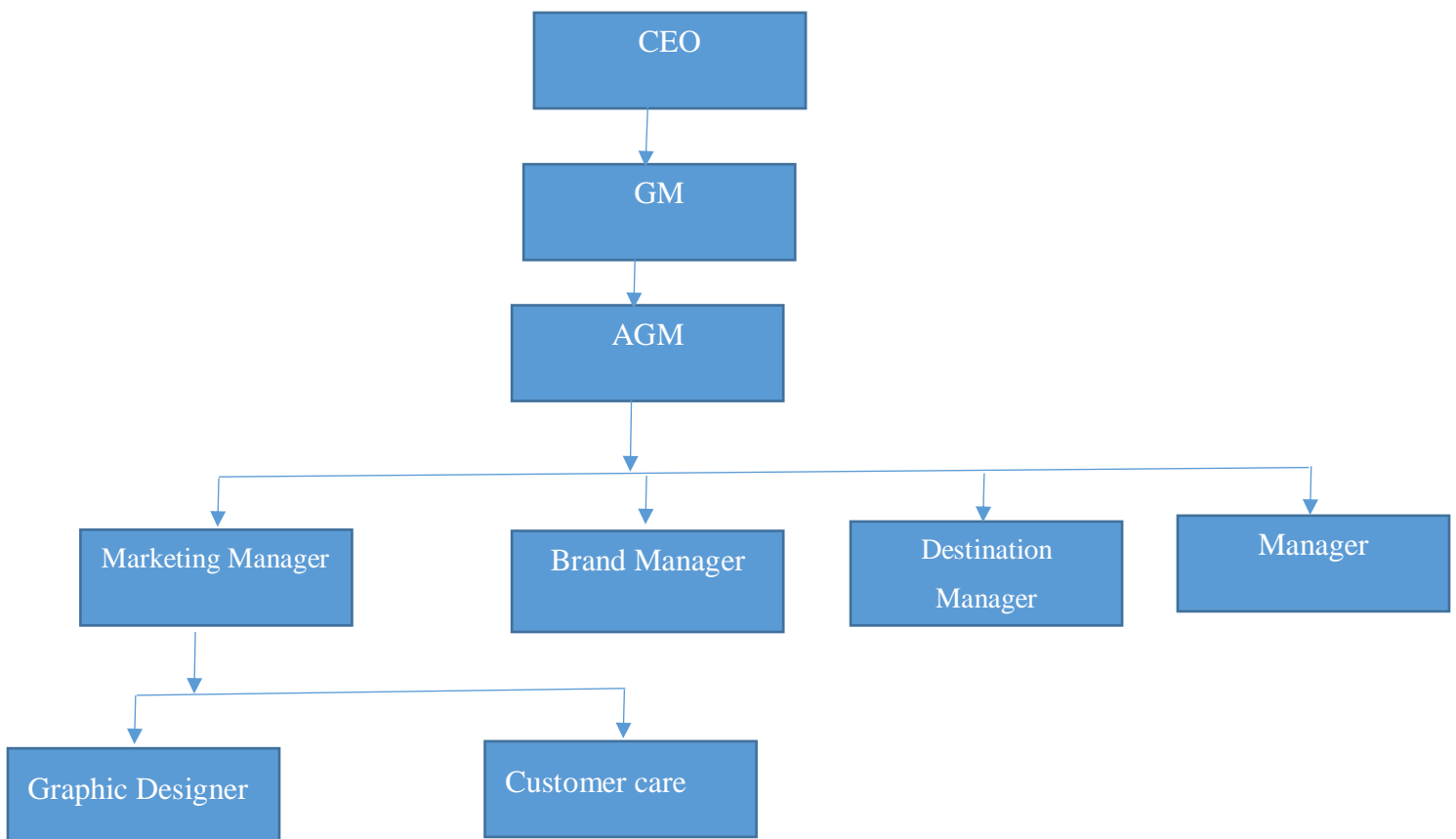


Figure2 : Organogram of the company

## **2.3 Management Practice**

This company is not very hierarchical. As a result, it is very easy to communicate with the head, the CEO. As it's not very hierarchical, it is very easy to share all of the ideas and solve problems very easily.

## **2.4 Marketing Practice of PFEC Global**

PFEC global is an educational consultancy firm. Beginning of its inception has been trying to provide the utmost service to its customers in different ways. Starting from a simple consultation to migration they provide step by step services. They provide precisely tailored service based on the needs of the clients. Operating in both Australia and Bangladesh, they have a dedicated marketing department to maintain their services to its clients. In this chapter, briefly the marketing practices of PFEC global will be presented.

### **2.4.1 Marketing Strategy**

Digging to the core, this firm has been following different strategies in order to attract new customers and ensure services to the existing clients. One of popular strategy for providing service is digital marketing which ensure customer satisfaction. PFEC global has a very well structured website, which in one side is very user friendly to operate and on the other side provide every initial information that a client needs to make contact with them. The website of the PFEC is also SEO optimized which incorporated different video for attracting new customer. One of the common videos, uploaded in the website is students testimonials who already taken services from PFEC global. In addition to that, it also promote their services through social media as well. Different kinds of Webinar with university industry experts are being organized and posted in their facebook page and website. This webinar helps customers to gather information on the field they want to study. With that, they also run PR activities collaborating with different published articles. They also channel their presence in social Medias with different digital banner, poster and flyers through paid promotion targeting certain base of customers.

Second is their offline strategy, which is the traditional marketing strategy they follow,

This institution also advertises through print media and organized seminars with the collaborative way. At same time it's arrange educational fair in finest venues in Bangladesh with the presence of foreign delegates from the concern universities. Here to mention, with digitalization this company has perfectly adapted the digital strategies to attract customers.



### **2.4.2 Market Segmentation**

PFEC Global has segmented their market based on geographic and demographic aspects. They provide service digitally across the whole country although their office are placed in two major cities like Dhaka and Chittogong. The reasons are: Dhaka is the capital, where they have their main branch, most of their customers visit this branch to acquire the service. On the other hand, Chittogong is the second developed cities in Bangladesh where students also have strong eagerness for higher study in abroad. However, this company has been providing its services all over the country through digital means.

### **2.4.3 Target Customers**

Demographically, PFEC Global target two groups of people based on their age. One is from 18 to 26 years- who are trying to enrolling themselves in undergrad program or PGD program and another is from 26 to 40 years- who want masters or post graduate degree. Based on the data, mostly second group acts as the cash cow in this business.

### **2.4.4 Targeting and positioning strategy**

PFEC global has been in the industry since 2006, within this time they have managed to place themselves in the minds of the customers through providing adequate services in their 5 global offices. As Bangladesh is a developing country, students opt to get scholarship in order to study abroad, in such case PFEC global has 92.7% success rate in managing funds for students. Not only that, last year, their VISA acceptance rate in Australia was 100%. More than 300 universities are affiliated with this global educational consultancy firm. In their website, they have more than 10,000 testimonials of the students who have taken their services. Still positioning PFEC global in the minds of the customer is stragglng to maintain its glory because of the nature of the industry.

### **2.4.5 Marketing Channels**

This is the tools used to communicate with potential customers about the services the firm provides. To communicate with the potential customers PFEC use facebook, instgram ads, youtube shorts, google ads, newspaper advertisement, leaflet, banner, and radio endorsement. The most effective tool is the social media advertisement. Also through sponsoring in different educational events the firm communicate with its customers. The service is distributed through direct consultation with the sales executive present in the firm.. This organization has MOU with some popular bank like HSBC, Dhaka Bank, Estern Bank ltd, Mututal Trust Bank Ltd to make payment

tuition fees and other fees of the students easily where as the customer deposit their amount in their desired university upon getting the full service.

#### **2.4.6 New Product Development**

PFEC is a dynamic consultancy firm which adapt with the current demand and requirements of their customers. For a hassle free service, it has developed one stop solution. As students need English proficiency certificate in order to apply for universities in Australia, PFEC has started new program called Enhanced English Program which helps the students to prepare for IELTS, PTE exams. Although this kind of coaching service is also provided by Mentor, IDB and other coaching centers but PFEC with their one stop solution service program wants their customers to carry in the same boot. They are going to add British Council's Examination center in their own roof.

#### **2.4.7 Branding Activities**

There are mainly three kinds of service PFEC provides which are, Student Visa Processing (includes student consultation, university selection, visa processing), PR and Citizenship and Enhanced English Learning Program. Out of these first two are regular services and third is in the development process. The branding of this services are done through Social media campaigns, newspaper advertisements. Infographic, referral program, sponsorship with local educational institutions and centers. Through providing value to the existing customers PFEC focuses on new customers through targeting specifically.

#### **2.4.8 Advertising and Promotion**

PFEC follows two ways for advertising and promoting their services. One is through online and other is through physical activities. Through using Meta business insights PFEC promote themselves in facebook and instagram. Through doing facebook live from their page they tend to introduce any new program in their service. For example, recently an educational fair was organized in Westine Dhaka, where the whole program was broadcasted using Facebook live. Also, they have SEO optimized website. In accordance to that, youtube ads are generated. Through referral marketing services are promoted through email marketing. On the other hand, their offline strategy includes Tele Marketing. PFEC have its own dedicated call center for any queries to answer. Also in sessional basis they advertise through newspaper. Educational events organized by them takes the major portion of the promotional area. They organize in house events, outdoor events with university representatives where students can directly consult with university representatives. Also Banner placement in front of educational institution, sponsorship are regular

in their promotional activities. Recently they have managed to work with different clubs inside the universities of Bangladesh where they place a stall presenting their services in the club events.

#### **2.4.9 Critical Marketing Issues and Gaps**

The consultancy industry in Bangladesh has not yet developed like other nations. Even for an established global firm like PFEC it is difficult to gain trust of the customers. It is because such business includes huge transaction after processing the visa for a student and from the perspective of Bangladesh, parents act as the sole sponsor of finance for a student. Also, there are gaps to recognize potential customers as most of the students do not provide real information in their social media profile. With that, the educational system of Bangladesh hardly matches with the global scale; this also acts as a barrier for a student to study abroad. One of the biggest challenges for this industry is fraudulent business. Some of the businesses are done in an abed manner. Because to set out this business, it does not require a huge amount of money. At the same time, there is not strong regulation by the government. On the other hand, the foreign university makes deals with the local agents without any prior investigation which leads to fraudulent business.

#### **2.6 Operations Management and Information System Practices**

PFEC Global is an adaptive firm with development of information technology in the business world. To operate smoothly and efficiently it uses different office software. These software are used in numerous functions of the operation. As this is a fully service-oriented firm, so most of its assets are intangible, that is, the employees, information about suppliers or the universities and students—mainly the clients.

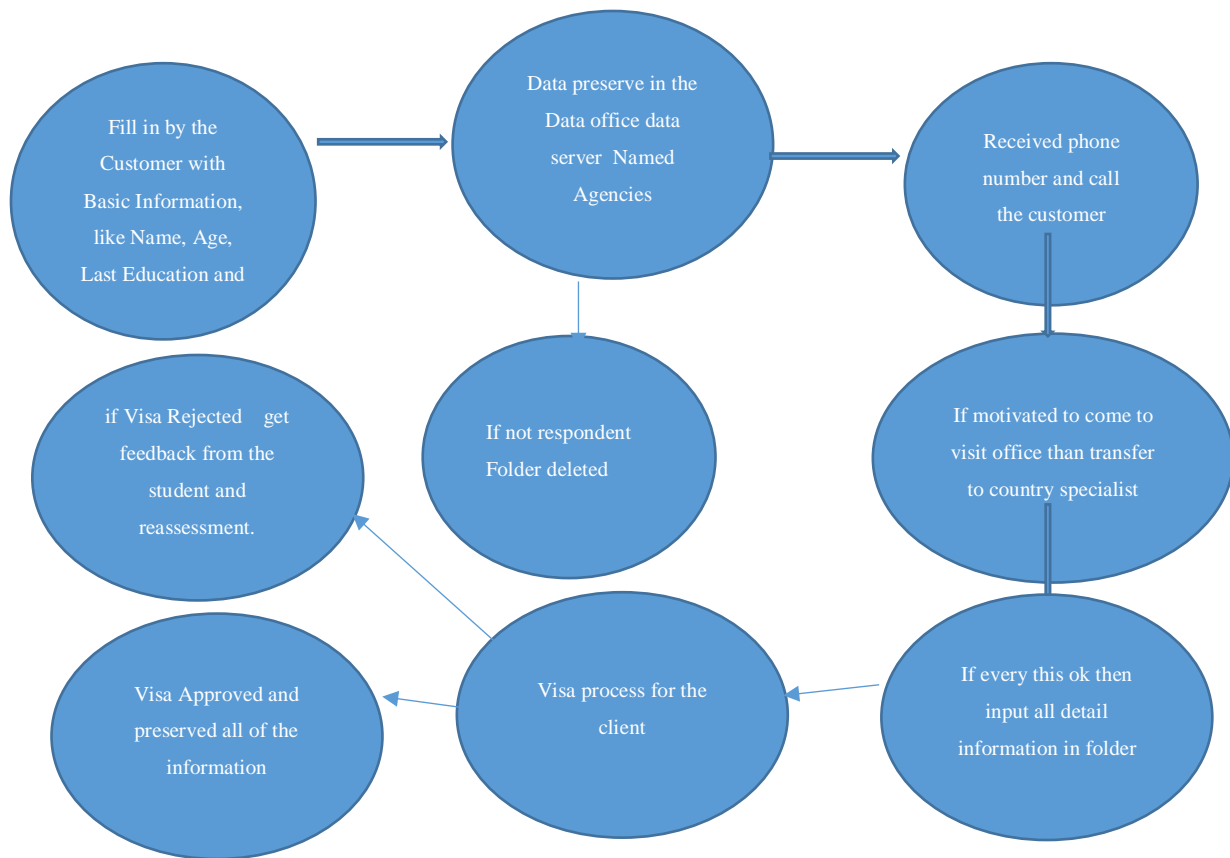


Figure3: Initial information processing

Mainly operations of a service firm limits to producing the service and provide it to its customers. But with dynamic business world and changing customer behavior has broaden the area in this field. PFEC global strategies with different aspects in order to effectively handle its customer base. Services are particularly designed on the basis of client's requirement and qualification. In order to do that agency software is used where clients data are stored. The information about different universities are stored in DROPBOX and cross checked with customer's qualification and requirement. Other Software named ZOHO is used for getting lead from social campaigns that is run in social media and also used for follow-up updates. Google sheet is used to allocate tasks to the employees and update their KPI.

Based on the information stored, the company forecast the demand from July to June of next year. The demand from the students can mostly be seen in the period after completing their college

which is during the month of May to September. Most of the campaigns, events are organized by the firm during this period of the year. From leading a customer to actually avail the service in average it takes 20 to 30 minutes for each. During this time, the executives try to match customer's requirement and qualifications with the demanding universities. The process are fully manual starting from Visa processing.

To communicate with customers mostly occurs through social media messaging tool but when that customer becomes a lead, the communication either take place in person or through emails. Also customer feedback is generated using google form and sheets. They are mostly stored for the purpose of future use. Although this is a big consultancy firm but a dedicated operation management team is not allocated but the process of building is on the move. Most of the operation functions is done in a collective manner teaming with other departments like sales, marketing, accounts and IT.

## **2.7 Industry and Competitive Analysis**

### **2.7.1 Porter's five forces analysis**

To begin with porter's five forces analysis, is way of looking at the challenges a business must address by dividing them into five factors: Suppliers, Buyers, Competitors, the risk of substitution and the Threat of new entry.

- **Threat of new entrants(high):**

A company's power is also affected by the force of new entrants into its market. The less time and money it costs for a competitor to enter a company's market and be an effective competitor, the more a company's position may be significantly weakened. An industry with strong barriers to entry is an attractive feature for companies that would prefer to operate in a space with fewer competitors. But the entry barrier of this industry is very thin. Universities does not verify before doing contract. It does not require financial investment so it is very easy to open business moreover they get payment from university after every visa.

- **Competitive rivalry(moderate):**

The importance of this force is the number of competitors and their ability to threaten a company. The larger the number of competitors, along with the number of equivalent products and services they offer, the lesser the power of a company. Suppliers and buyers seek out a company's competition if they are unable to receive a suitable deal. When competitive rivalry is low, a company has greater power to do what it wants to do to achieve higher sales and profit. IDP education Bangladesh is the biggest competitor for PFEC Global. Though PFEC has a different market strategy. PFEC is more service focused and client oriented. They always put their customer first.

- **Threat of Substitute products(low):**

Competitor substitutes that can be used in place of a company's products or services pose a threat. For example, if customers rely on a company to provide a tool or service that can be substituted with another tool or service or by performing the task manually, and if this substitution is fairly easy and of low cost, a company's power can be weakened. The threat of substitute product of PFEC global is low. We do not only provide education service we provide a better life style. People not only go abroad to study but also to upgrade their lifestyle and for settlement. But the local university like BRAC ,NSU are rising the threat as they are providing world class education.

- **Bargaining Power of Suppliers(high):**

This force addresses how easily suppliers can drive up the price of goods and services. It is affected by the number of suppliers of key aspects of a good or service, how unique these aspects are, and how much it would cost a company to switch from one supplier to another. The fewer the number of suppliers, and the more a company depends upon a supplier, the more power a supplier holds. Bargaining power of the supplier of PFEC Global is high . There are lots of agency in the industry ,supplier (university) can easily switch as they do not verify before contracting.

- **Bargaining Power of Customer(high):**

This specifically deals with the ability customers have to drive prices down. It is affected by how many buyers or customers a company has, how significant each customer is, and how much it would cost a customer to switch from one company to another. The smaller and more powerful a client base, the more power it holds. Bargaining power of the customer of PFEC Global is very high. As there are so many

## 2.7.2 SWOT Analysis

SWOT analysis is one of the very crucial for any company. It mechanism helps to analyze the company to find its strength, weakness an opportunity, and threat. Because this process help to scrutinize the institution and helps to face the future challenges.

| Strength  | weakness   | opportunity   | Threat  |
|---|--|---|---|
| the profit merging of this company is very impressive   | The number of the branch in Bangladesh is very limited 2 which create massive pressure on the 2 branches and its their staff.  | The brand of PFEC is very popular not in Bangladesh but in Australia and Malaysia,  | It has very competitors like VISA worldwide, Cambrian, etc        |
| The operational cost of the company is comparatively low  | Limited access to expand the business in Bangladesh  | The client feedback is very positive,   | Covid19 pandemic creates very much difficulties for their client. |
| The brand is very high because it has many branches out of Bangladeshis like it has 5 branches in Australia | The number of staff is not sufficient to fulfill the customer demand. Each of the staff a is overloaded to complete their task. Specially the service provider over is very much work pressure. every day each staff had to receive 40/50 call | This company has a very good advertisement mechanism. They use social media, integral and which reduces the advertisement cost. | Ukraine and the Russian war may jeopardize the whole process.     |

|  |  |  |   |
|--|--|--|---|
| The number of client is very high compare to the previous 2 consecutive years. |  | Very good connection with other universities in oversees | The financial crisis also reduce the student flow to the institution. |
| The location of the office is very congenial for communication for the client  |  |  |   |



## **Chapter 3**

### **3.1 Introduction**

#### **3.1.1 Background of the Study**

Over the last decade, social media has emerged as one of the best mechanisms to advertise and expand any business globally. At the same time, the basic Principle of marketing has to be creative to attract the target population so that they can make ensure profit maximization (Bolotaeva & Cata, 2010, Rugova & Prenaj 2016). Nowadays, the use of technology and massive use of social media has transformed the whole process to attract the customer in the very shortest period which reduces the total cost and visiting hours and last not but least saves valuable money for the organization. To keep peace of the global competition, the Bangladesh government and different private institutions have taken a lot of initiative to establish digital marketing to reduce the maintain ace costs and ensure profit. However, marketing and advertisement are very crucial factors to expand a business in the modern world (Dehkordi et al 2012). Without proper marketing and advertisement, any institution cannot survive. Because of the economic variability and profitability dependence on marketing. Most of the time marketing goes through different advertisement forms, like electronic and print media. However, the advertisement through this process is quite expensive and archaic.

##### **3.1.1.1 Literature Review**

Harris & Rae (2009) studied on role of social marketing in promoting small businesses and entrepreneurship. The study was conducted through an investigative process to determine how technological innovation has paved the way for entrepreneurial business with a special focus on West London. With the 30 case studies conducted among various entrepreneurship, the study finds that social networks have played a significant contribution to expanding small businesses and entrepreneurship. Even, it has eased networking and connectivity within the consumer community and business agents. Customers are easily engaged with the businesses and they can interact with them frequently and cost-effectively. As a result, the customers' response to products or services has grown dramatically.

Mitic & Kapoulas (2012) studied on role of social media and Web 2.0 to expand banking marketing in the world. The study has key attention to find out an answer to the question 'why some banks

and financial institutions are opposing Web 2.0' in their banking activities and procedures. Using the qualitative approach of research, the study has considered some case studies to understand the existing RM practices in the banking system. The study finds that customers have some security concerns, so they do not want to get connected directly on social networks. Though some banks are interested to continue social media, it is difficult to maintain security and safety. In the end, this paper has mentioned some requirements to adopt social media in banking and financial institutions.

Rukuni et al. (2020) studied the perception of the customers regarding the strategy of social media for business consultancy firms. Even, the study attempts to examine how any strategies relevant to social media can instigate and promote brand awareness of a particular company. It finds that customers can easily be attracted through social media to a company's product, services, and so on. Sometimes, customers have negative perceptions regarding the branding of products on social media. They cannot confidently rely on social media strategy as a whole. So, brand awareness is correlated with credible information, reliability, and timely information as well. So, companies need to be very careful to design social media strategies as a whole.

Zuhdi et al. (2019) studied social media's role to ensure proper implementation of business management. Social media marketing has got momentum in the 21<sup>st</sup> century to accelerate the business operation. The study finds that businesses and customers simultaneously expect business updates and details on social media so that they can easily connect with the business. Though there are some challenges regarding the credibility and authenticity of the information, companies can take the initiative of how social media can be used as a tool for business communication and business management. It is highly important that companies can utilize this platform as a means of business integration and expansion as well.

Du Plessis (2017) investigated the importance of content marketing especially among the communities that belong to social media content. Companies attempt to engage customers and buyers in a certain manner to attract their business strategy and techniques. Through content analysis using inductive and deductive reasoning, the study finds that social media can easily attract a targeted audience to particular content. So, there is required a bridge between content and the social media content community. However, content marketing can help to promote the brand value of the companies' product, in the long run, resulting achieving organization goals and objectives as well.

### **3.1.2 Research Objective(s)**

The broad objective of the study is- the role of social media marketing in the digital era in order to expanding the PFEC business firm and its challenges.

The specific objectives of the study are--

- To discuss the role of social media marketing in expanding the business of overseas consultancy firms.
- To analyze the role of PFEC as overseas consultancy firm to expand the business through social media marketing.
- To identify major challenges of PFEC to expand business in social media.

#### **3.1.2.1 Research Question**

The study has three questions.

- What is the role of social media marketing to expand the function of overseas consultancy firms for education?
- How does PFEC play its role as an overseas consultancy firm to expand the business through social media marketing?
- What are the challenges for PFEC to expand business in social media?

### **3.1.3 Significance of the Study**

Social media has been a significant platform to promote any kind of business all over the world (Tsimonis & Dimitriadis, 2014). Due to globalization education, student abroad consultancy for education has become popularized (Mok et al., 2021). Students nowadays have a high intention to get a degree from reputed foreign universities. Social media here can reach those intended students to guide them on how they can easily get access abroad for higher education. Social media can play very special role to ensure and expanding business and profit by reducing its all kind of cost and and save its value able time. Not only that it also can reduce the human resopucure effort ass well. That why i have chochen this topic.

## **3.2 Methodology**

### **3.2.1 Research Design**

In every discipline, research design helps researchers for collecting and analyze data. The research design includes a qualitative and quantitative approach (Williams, 2007). This study emphasizes mixed methods of qualitative and quantitative research. Since the 1980s, researchers have been very used to applying mixed methods (Clark, 2008). This study is to discuss and analyze the role of social media marketing in expanding the business PFEC as oversees consultancy firm to expand the business through social media marketing. So, both the qualitative and quantitative approaches are required to get the desired result of the study. Even, mixed-methods study assists in producing better outcomes in business activities and market research as well (Axin & Pearce, 2006). In the research study, there are two types of reasoning to conclude. The study covers inductive and deductive reasoning to meet the objectives of the study (Simon, 1996). Inductive reasoning helps to get generalized results from the population. As the study is concerned with social media's role in expanding the business of PFEC as an overseas consultancy firm, it is important to get results through the scientific process to generalize the population. It also analyses the role of PFEC as oversees consultancy firm to expand the business through social media marketing. So, some quantitative results will give a specific result in this context to find out context-specific results and outcomes. In that case, the study follows a deductive reasoning approach as well. A qualitative approach is such a research approach that highly demands multidimensional and multi-tasking skills, abilities, and aptitudes. Under this approach, researchers attempt to get a non-numerical explanation with a detailed description of particular events and phenomena (White, 2010). So, the study seeks to follow a qualitative approach for getting information on social media's role in expanding the business of overseas consultancy firms. Besides, it is also important to understand various cultural aspects and surroundings of the PFEC as oversees consultancy firm. The study is an exploratory one that attempts to assess the role of social media marketing in expanding the business of student oversees consultancy firms like PFEC global. Using the qualitative approach, the study follows a semi-structured questionnaire and interview method as well. The quantitative approach highlights describing statistical information with a numerical value to give a distinct meaning of the value in a certain study. It gives a specific meaning by narrowing down the result of the particular study within a given time (Aven, 2012). This study, study has applied survey methods with a special focus on closed-ended questions. The close-ended questions have helped

to analyze the role of PFEC as overseas consultancy firm to expand the business through social media marketing. The closed-ended questions help to attain a quick response within a shorter time (Zhou et al. 2017). Besides, some information from the study is measured using a scale to measure the data properly.

### 3.2.2 Sampling Method

Sampling is a method of systematically selecting several populations from the whole population of the areas (Gentles et al., 2015). The study has applied both the probability and non-probability sampling techniques. The study has chosen probability sampling because all the service recipients have equal rights and chances to come under this research as a sample. On the other hand, the study also looks at non-probability sampling because it is quicker to get the response of targetted audience very quickly. Considering the role of PFEC as overseas consultancy firm to expand the business through social media marketing, the study has chosen simple random sampling, purposive sampling, and multi-stage sampling. The study has taken a total of 100 respondents in this study to meet the requirements of the study. Based on purposive sampling, the study has chosen PFEC as an overseas consultancy firm to expand the business through social media marketing. So, a total of 100 respondents is taken where 90% respondents are service recipients and 10% from an interview of the officials of the PFEC.

| No | Research Method      | Number of Respondents |
|----|----------------------|-----------------------|
| 1  | Survey Questionnaire | 90                    |
| 2  | Interview            | 10                    |
| 3  | Total                | 100                   |

### 3.2.3 Research Method

The study follows survey methods which include questionnaires and interviews as well. The questionnaire is comprised of both open-ended and closed-ended questions. 90 respondents will be taken who have received consultancy services from PFEC. A semi-structured interview is considered to get a response from 10 PFEC employees. Data will be collected from both primary and secondary sources. Primary data will be collected through questionnaires and interviews. Secondary data will be collected from relevant literature, articles, journals, books, and so on. Simple random sampling will be applied to get a response from respondents.

| No. | Data Collection Methods | Instruments                                |
|-----|-------------------------|--|
| 1.  | Questionnaire Survey    | Question paper, Questionnaire, google form |
| 2.  | Interview               | Personal Interview, Using Recorder         |

### 3.2.4 Data Analysis

The study has applied multiple techniques to analyze both the qualitative and quantitative data as well. In this study, the qualitative data obtained from primary and secondary sources are analyzed through thematic analysis. The study has coded collected information from respondents through questionnaire surveys and semi-structured interviews. The study also applied closed-ended questions and the Likert scale to measure the role of PFEC as an overseas consultancy firm to expand the business through social media marketing. In the end, primary and secondary data are triangulated from various perspectives.

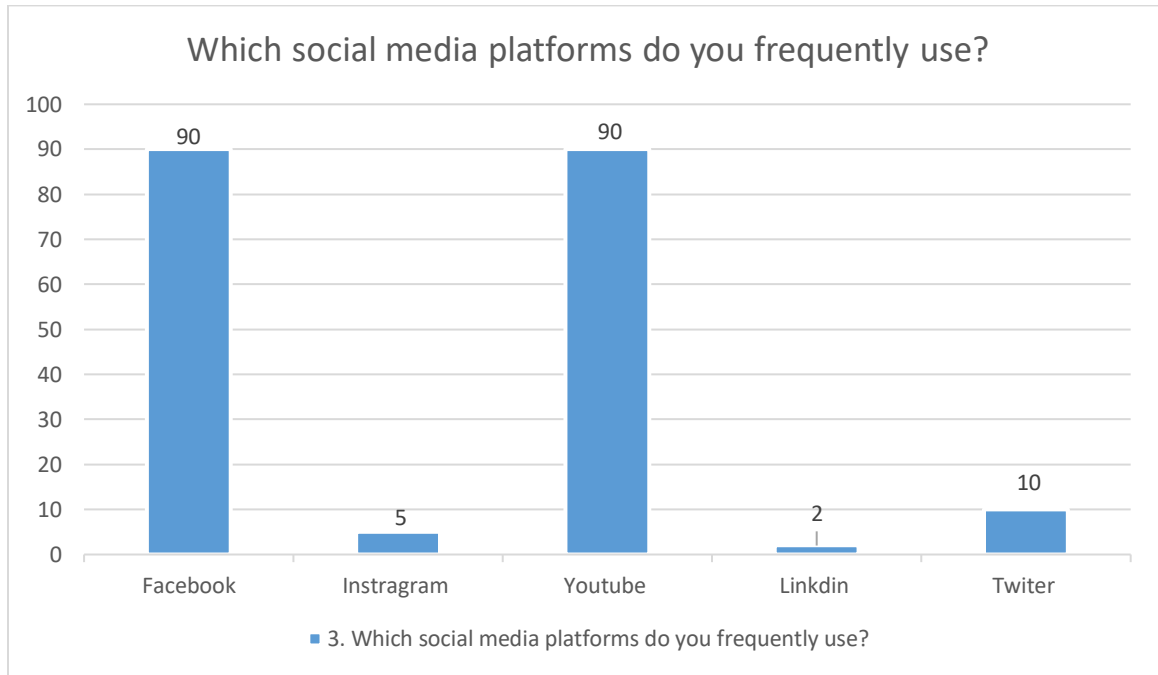
| No. | Areas of Triangulation | Ways   |
|-----|------------------------|--|
| 1   | By method              | The questionnaire, and Interview                       |
| 2   | By study               | Relevant articles, Government Reports, and statements. |
| 3   | By theory and Concept  | Analytical Framework                                   |
| 4   | By data Source         | Primary and Secondary                                  |

### 3.3 Findings and Analysis

To collect the empirical data regarding the use of social media for service marketing, 90 respondents were chosen randomly and data were collected face to face interviewer with a semi-structured question.

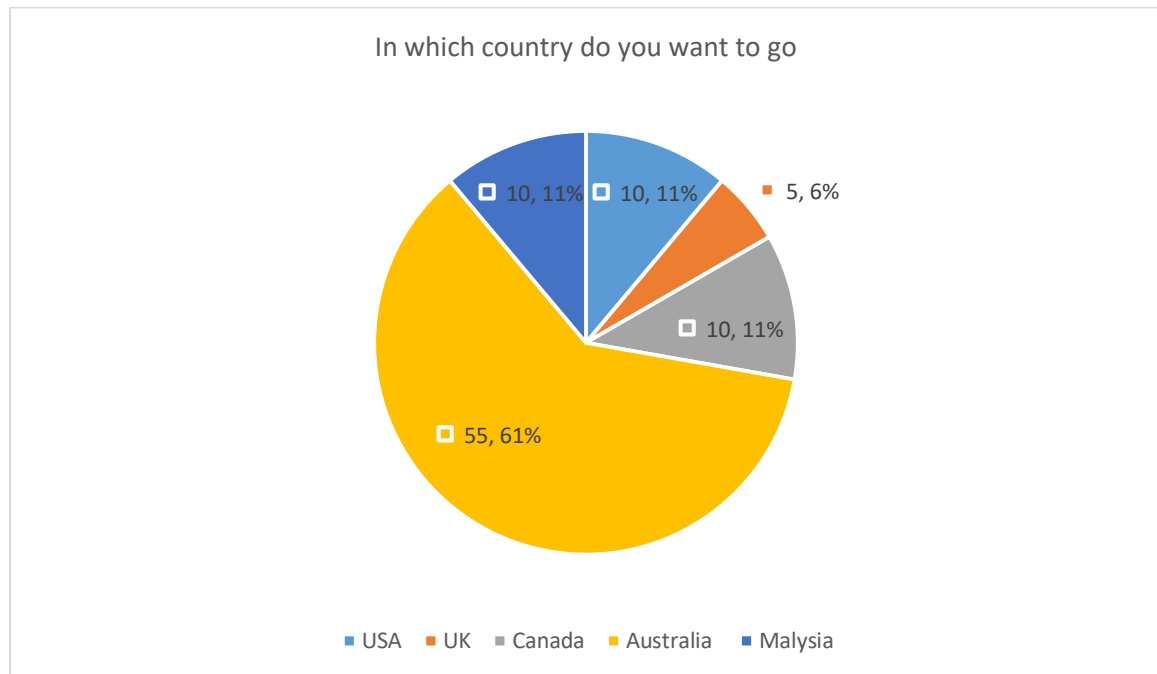
Respondents were asked whether all the respondents either use social media or not. all of the respondents use social media.

Which social media platforms do you frequently use? (Multiple Response Accepted)



To identify the service recipients reading the use of social media. Respondents were asked which social media they frequently use to go abroad, especially for higher study. There are different types of social media. However, some are very familiar with Bangladesh. The most popular social media are Facebook, Instagram, YouTube, LinkedIn, and Twitter. Among them, all of the respondents (90) use Facebook and YouTube for getting different information for higher study in different countries. At the same time, 10 respondents replied that they use Twitter. On the other hand, 5 respondents use Instagram and 2 respondents use LinkedIn. It is clear that Facebook and YouTube are very helpful and user-friendly for the service seeker for the higher study seeker abroad.

In which country do you want to go?



Respondents were asked about their willingness regarding their preference country. exactly half of the respondents answered that they have a plan to go to Australia while 10.115 respondents replayed that they want to go to Malaysia, Canada and the United States of America are the second preference. It is very clear that Australia is one of the very famous destinations for Bangladeshi students for higher study.

One of the respondents adds additionally

“I am planning to go to Australia for completing the Muster of Business Administration because the quality of higher study in Australia is very famous. At the same time, in Australia, there is huge scope to work simultaneously with the study”.

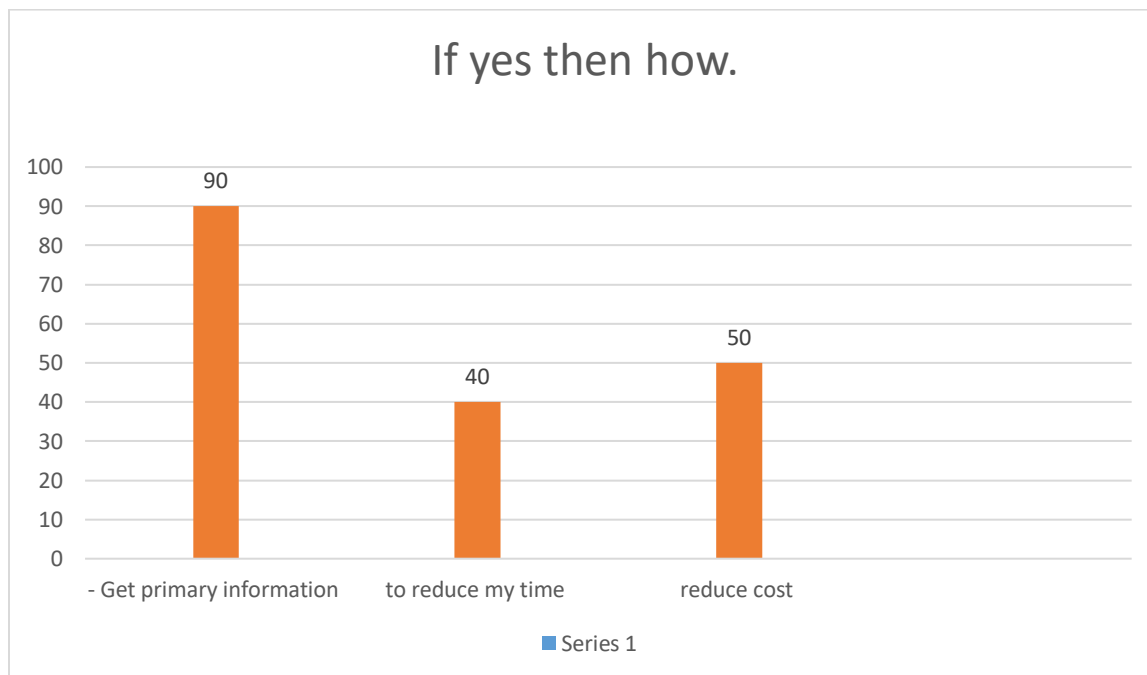
Another respondent mentioned that

“I would like to go to the United State of America. Because I have heard that America make relaxed its roles and regulations for developing countries. At the same time, I have seen on my Facebook that a huge number of Bangladeshi students are getting USA Visa every day which



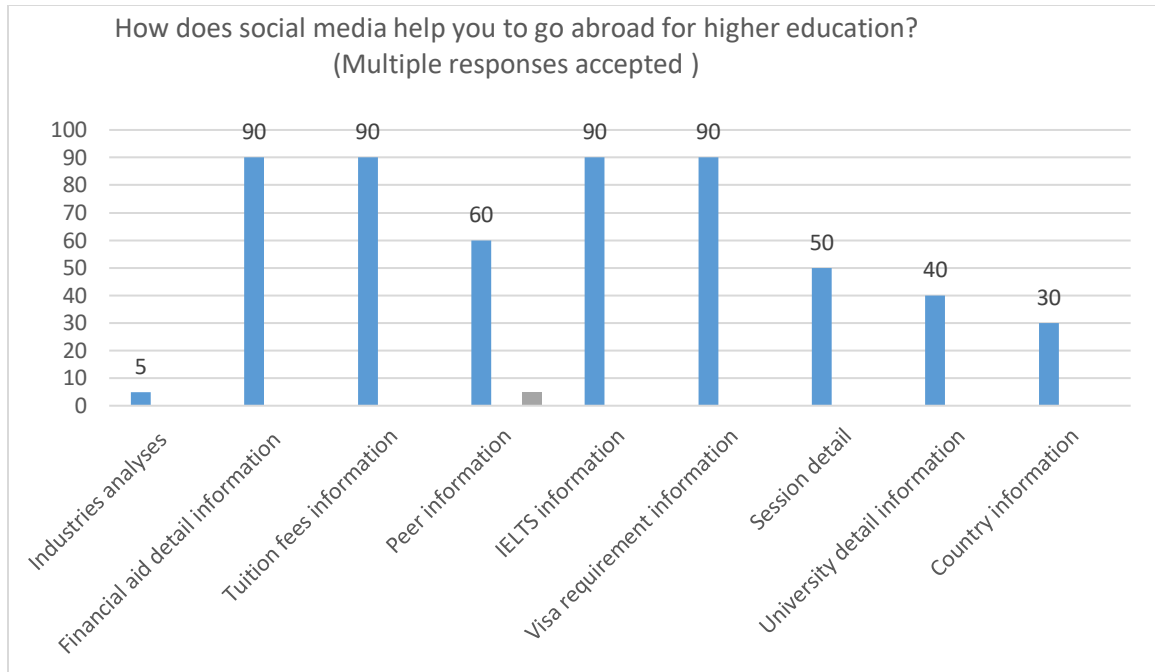
ignite me to search for my preferable subject. I have decided to complete my Master's program in the USA. At the same time, most of the USA universities have exempted' GRE and GEMAT due to Covid19 and I want to grave this opportunity”.

Do you get benefits from overseas consultancy firms for higher education in abroad? Yes/No  
If yes then how?



The respondent was asked whether they benefited from the overseas consultancy firms for higher education abroad. All ( 100%) of the respondents replied that they benefited from the consultancy firm.

How does social media help you to go abroad for higher education? (Multiple responses accepted)

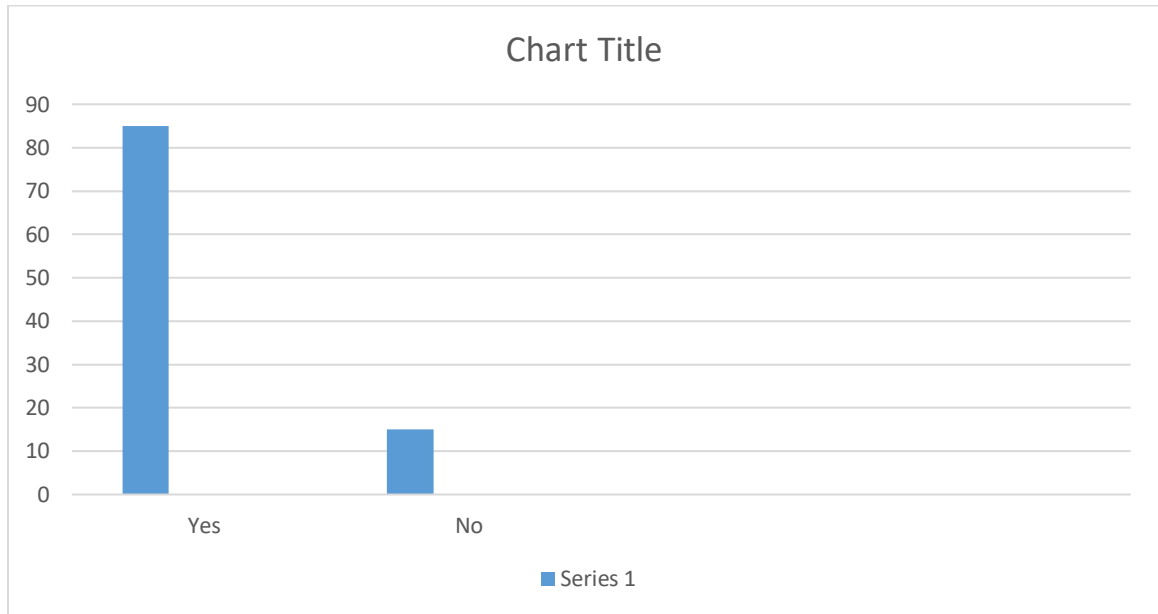


Respondents were asked how social media help them to go abroad for higher education. Before finalizing my question, I observed some of the service recipients it was not very difficult for me to do that because I was an intern in the same company and multiple respondents were accepted in this question. Some information is very popular among all of the respondents. Like financial aid information. At the same time, 90 respondents also search for tuition fees information, IELTS score, and Visa requirement information. At the same time, 60 respondents mentioned that they also search peer related information. 50 respondents mentioned that they search for session detail. Which semester is going to offer my concern course and which semester is convenient for me. they also ask for the university ranking and country information.

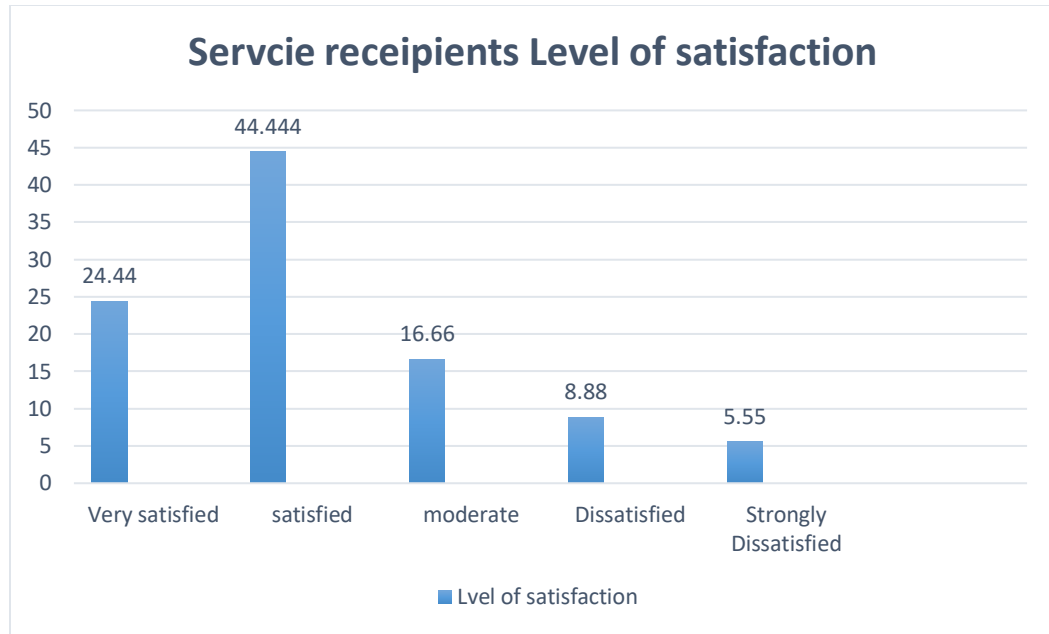
One of the respondents add some extra information and she mentioned that

“As he or she applies through our consultancy firm, he/ she does not need to pay the application fees. even we have collaborated with some Bangladeshi commercial banks which makes all of the financial transactions easier. at the same time, I have heard that if anyone can not managed the full bank statement, the consultancy also manages the bank statement with a very small amount of service charge”

Are you satisfied with support from PFEC as an overseas consultancy firm? Yes/ no



| Level of satisfaction | Number of Response | Percentage |
|-----------------------|--------------------|------------|
| Very Satisfied        | 22                 | 24.44      |
| Satisfied             | 40                 | 44.444     |
| Moderate              | 15                 | 16.66      |
| Dissatisfied          | 8                  | 8.88       |
| Strongly dissatisfied | 5                  | 5.55       |



Respondent were asked either they are satisfied or not regarding with support from PFEC as an overseas consultancy firm. All of the respondent replayed that they are satisfied.

At the same time they were asked to scale of level of satisfaction regarding the service of PFEC as an overseas consultancy firm. Majority of the respondent (44.44 % respondent) replayed that they are satisfied on the service of the PFEC while 22.44% respondents replayed that they are highly satisfied. On the other hand 16.66% respondent. On the other hand around 9% respondent replayed that they are dissatisfied and more than 5% respondent answered that they are highly dissatisfied on the PFEC services.

Do you find any challenges to expand business in social media?

Respondent were asked regarding challenges of the social media. Most of the student answered that they were face difference types of challenges. One of the biggest challenges is that take too much time to get phone call from the PFEC office. The application process is too lengthy process. Now a days, young student are very much acquaintance to digital means. All of the respondent are very much engaged with social media. However some of the respondent identified that their social media is too heavy to open. It took too much time and sometimes become time out.

One of the respondent answered that

“I have filled in the form with my personal information with my phone number. However I could not receive any phone call and had to wait 3 days”.

Another respondent replayed that,

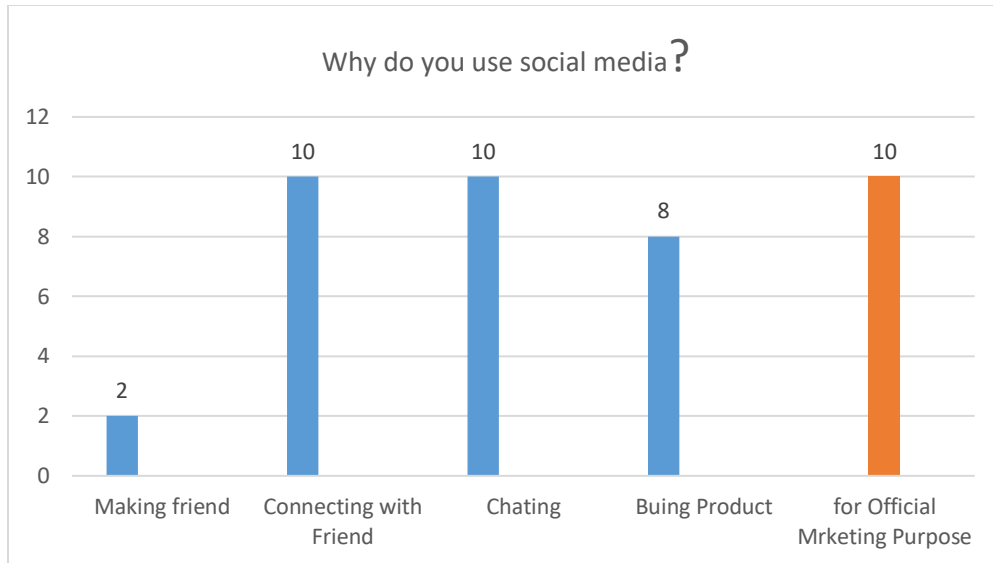
“I have applied 3 days back and then someone called me. But she could not give me proper information. She transferred her called to another body. Then after talking with him he told me to visit physically at their office. After several days I had received all of the required information. But it took lot of time and my money”.

Do you have any recommendations to overcome challenges?

Respondent were asked regarding the recommendation for the future implementation and improvement of the PFEC services. Some of the respondent mentioned that social media has to be very fast enough. The response time after the application has to be very fast. At the same time, the website is not up to the mark. They have visited their website but they could not find sufficient information from the website. So they have to improve their website. At the same time they have to add other important information which are related to oversee education.

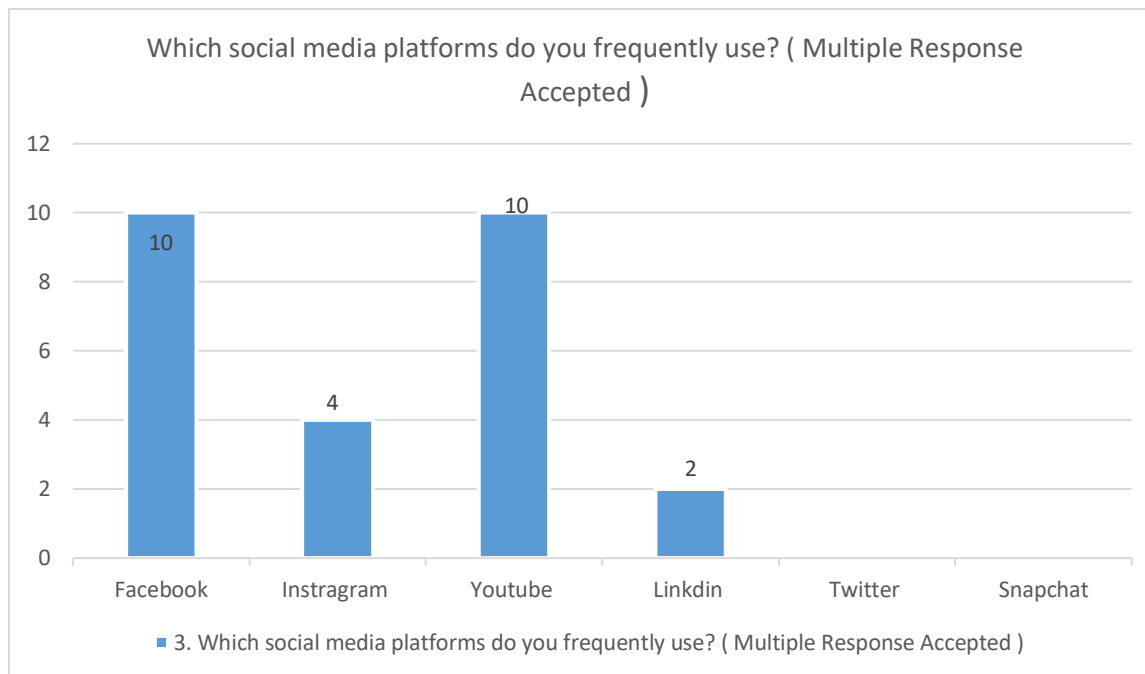
### **Interview: PFEC Employees**

| Why do you use social media ( Multiple response) | Number of respondent | Percentage |
|--|----------------------|------------|
| Making friends                                   | 2                    | 20%        |
| Connecting with friends                          | 10                   | 100%       |
| Chatting   | 10                   | 100%       |
| Buying product                                   | 8                    | 80%        |
| Official marketing purpose                       | 10                   | 100%       |



The study was conducted on social media on service marketing. Total responded were take 100. Among them 90 respondent were chosen from the service recipient and 10 respondent were chosen form the organization of PFEC. The question was asked to the official employee that in which purpose they use social media specially Facebook. All of the respondent replayed that they use social media for connecting with old friends, chatting with friend and last but not least official purpose. Especially 2 respondent replayed that they use social media for making new friend. At the same time 8 respondent mentioned that they also use social media for buying new product from the Facebook.

| Which social media do you use frequently? | Number of respondent | Percentage |
|---|----------------------|------------|
| Facebook                                  | 10                   | 100%       |
| Instragra,                                | 4                    | 40%        |
| YouTube                                   | 10                   | 100%       |
| LinkedIn                                  | 2                    | 20%        |
| Twitter                                   | 0                    | 0          |
| Snapshot                                  | 0                    | 0          |



Respondent were asked regarding their social media uses that Which social media do you use frequently? All of the respondent replied that they use Facebook and YouTube simultaneously. At the same time some of the respondent use Instagram and LinkedIn as well. However no participants has replied regarding Twitter and Snapchat that they are not using these kind of social media.

How many students can you serve every day for overseas education? 30/40

Respondent were asked regarding their service that How many students can you serve every day for overseas education? They responded that someday they use to serve 40/45 some student those want to abroad for the higher study. However they have served maximum 55 respondent in a single day.

One of the respondents replied that

“I used to serve 30-40 clients. However, during the peak session like November, December, July, August time, I cannot take breath because of student pressure. I had to

serve and talked with 50-60 students. Even it become very difficult to take our lunch and evening snacks”.

Which information do you collect in the primary stage?

Respondents were asked the types of information they used to collect from the online registration by the service seeker. They replayed that most of the time they used to collect primary information like Phone number, mail, name, current qualification, institution, Country choice, preferred place, and preferred method of communication. Normally the service recipient uses to visit our social media, especially Facebook and YouTube. At the same time, they use to visit their website as well to get the information and they fill in the form with primary information. Then they access their site to collect their information. On the bases of their filled in the information, they use to call them to collect more information.

One of the respondents replayed that

“This information helps us to short out the actual customer. On the bases of the information, we use to call them and try to answer their different question. If they become satisfied with our answer then we invite them to visit our office physically and if required we transfer to the concerned expert”.

What do you think that social media have increased your number of service recipients?

Employees were asked whether social media have increased your service recipient

All of the employees replayed that social media make our task very easy and customers become very much confident because they already informed different types of initial information through social media that information is disseminated by the PFEC employee through social media especial Facebook and YouTube.

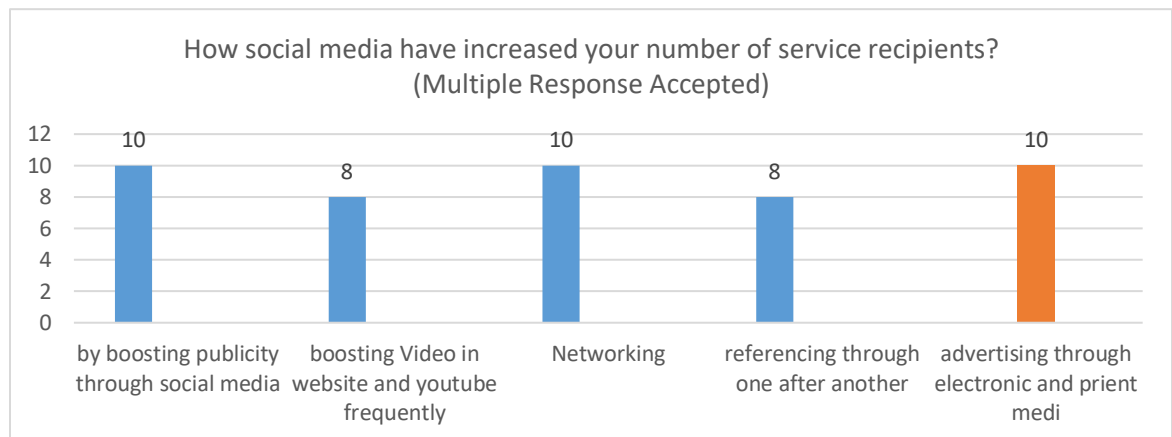
One of the respondents mentioned that

“We use to disseminate all of the new information through face book and regularly update our Facebook. Even we have Facebook page where most of the information is available. At the same time, we make some video regarding



overseas study for the student and uploaded in the YouTube and you shall see that our number of subscribers are huge”.

How social media have increased your number of service recipients? (Multiple Response Accepted)



Respondent were asked that how social media have increased your number of service recipients? In this case multiple response was mentioned. As a result respondent were mentioned multiple responses. 10 out of 10 employee replied that they use to make comment and post and disseminate information in the face regularly. At the same time, they also mentioned that they produce different video and post in the website and YouTube. They also mentioned network is one of the great mechanism to ameliorate our customer. They identified that referencing another mechanism.

One of the respondent mentioned that

“We are getting a huge number of student those come from taking different references. Because our visa and university admission percentage rate is more than 90%. Sometimes 100%. Because when we started to assess a student first we have to check their required document like academic certificate, IELTS score and if required the bank solvency. If everything is ok then he or she will go to the next steps. That’s why our visa confirmation rate is so high”.

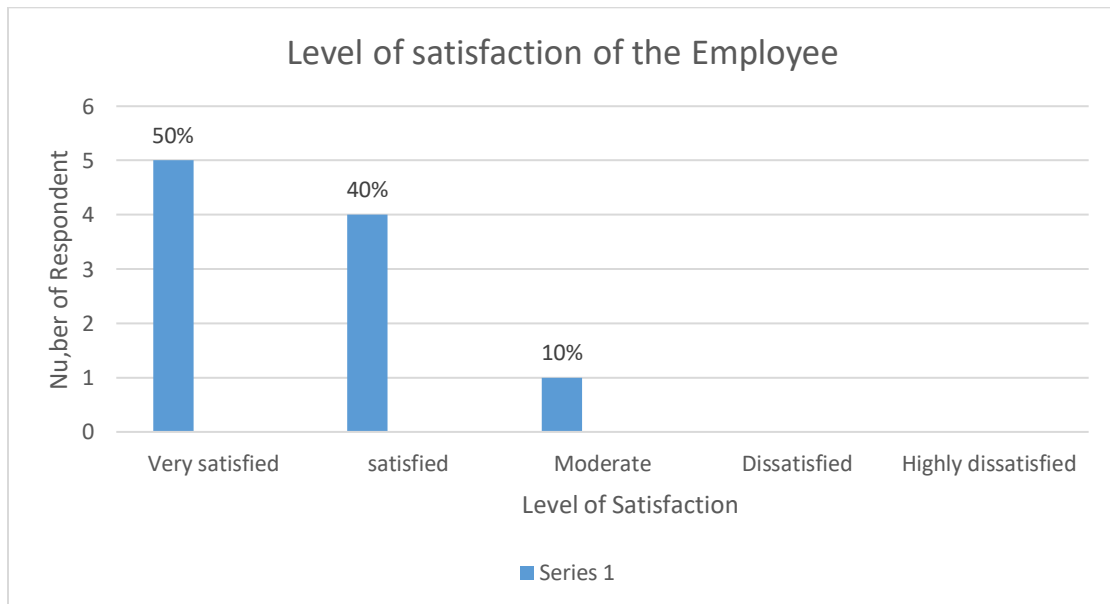
The consequence is the number of new customer is increasing day by day. At same time sometimes they asked how did they information and they mentioned that their relative and friends already taken services from this organization.

Their mechanism for the increasing of clients is advertisement throughout the electronics and prints media. One of the respondents mentioned that

“During the pick session our authority we use to make advertisement through daily renowned newspaper and program. At the same time we make spencer different TV program”.

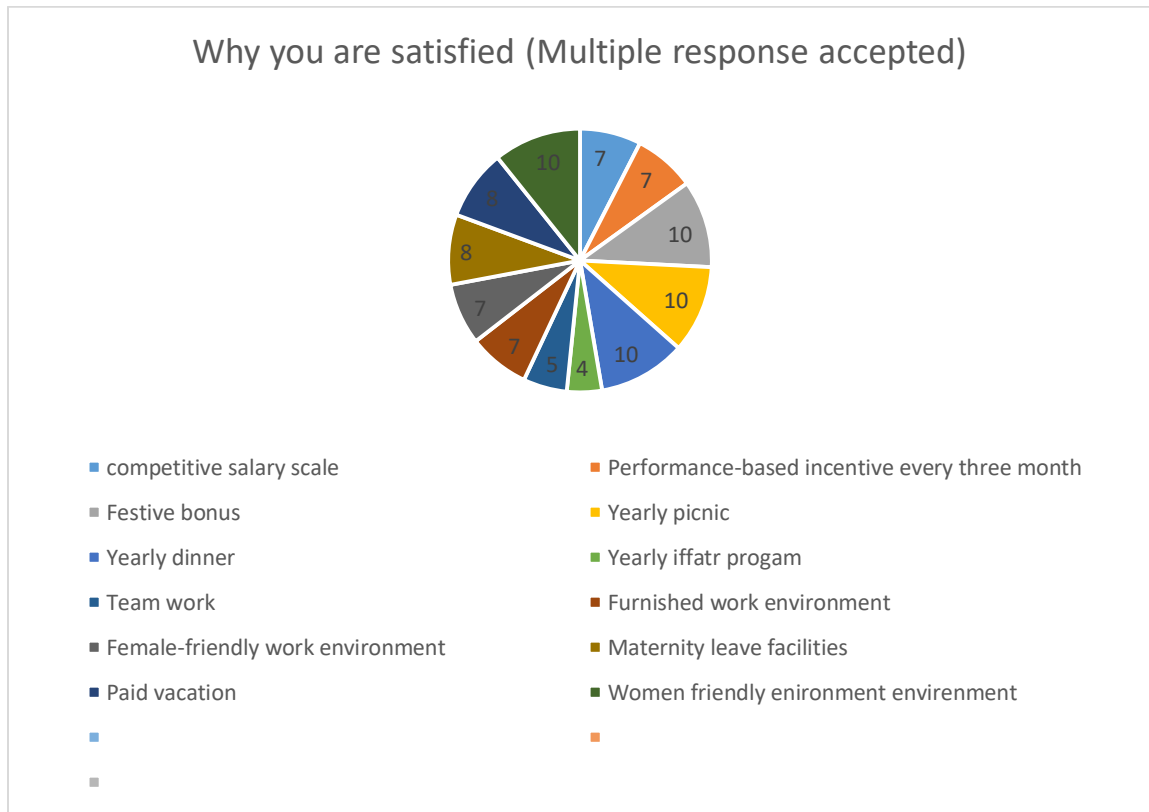
Are you satisfied to work in PFEC to work?

Respondent were asked either they are satisfied or not regarding working in organization of not. All of the respondent mentioned then they are satisfied and very happy to be part of the PFEC organization. They also were asked to scale their satisfaction.



Half of the respondent (50%) were replayed that they are very satisfied to be part and work of the institution and its service and facilities and 40% respondent replayed thgat they are satisfied to their institution while 10% resondent mentioned that they are modertly saisfied. On the other hand no responded mentioned nither dissatisfied nor highly dissatisfied.

Then they were asked Why you are satisfied (Multiple response accepted). Different types of opinion have been identified. Some of the respondent mentioned that they are paid competitive salaries and their salary scale id very high in term of other this kind of organization. Some of the respondent mentioned that they are paid performance based incentive and these incentive has been revise by every three month. At the same time every three month later they use to pay incentive on the bases of their performance. At the same time thy also get festival bonus like two eid bonus and one Bangla New Year bonus. Last but not least some female representative mentioned that this is one of best institution for working women.



One of the respondent replayed that

“As I have been working for a long time even I have been working for 7 years. I gave availed myself of a lot of benefits several times like maternity leave, and promotion facilities. Paid leave.at the same time this institution also arrange yearly picnic for refreshment and arranged religious program like iftar and other program for celebrate religious. I can assure you that once you have entered this institution he or she will not leave this institution. Even some of the employee got different type of job proposal from the other institution line BSB and Visa but they did not accepted their proposal”.

One of the female participants mentioned that

“I am very much pleased to work hear. Because this is one of best institution for the women to work. I have 2 babies. I have received maternity leave”.

Respondent were asked regarding the challenges that they have faced. The challenges have been divided in two sector one id intuitional perspective another one is personal perspective. For the intuitional perspective, sometimes we cannot replay in real time because everyday lot of forms have been filled in by the participants. It create huge file log. All of the forms have to collect and download form the online server then make print copy. On the base of that we have to work. As result sometimes it took 2 to 3 days. By this time the service recipients started to call us but we do not get the required primary information and could not replay them on time. At the same time there is no bug fixing system in our office which hamper our online activities and as some of the initial information are disseminate through social media but sometimes social media become slow due to internet speed. As result we can upload and download form and contents from the social media and website. Even sometimes some of online forms lost because of file log.

On the hand, from the personal perspective, most of the employee replayed that sometimes they faced heavy work load. Especially during the pick session. One of the respondent mentioned that

“During the pick session we could not take our lunch ion time. At the same time, there is no overtime facilities. Sometimes we have to stay at the office after our regular duties extra benefit. On the other hand there is no transport facilities and no health insurance policies”.

Do you have any recommendations to overcome challenges?

Respondent were asked to give some recomendation to overcome the challenges. Some of the rpsonbdent replayed that innitically the higer authority has to take iunnitiactive to increase the server capacity so that we can downlode the file. At the bsame time our web site has be changed and modified so that it can incorporate most of the information. Now students have to visit several sources like facebook. Youtube and website. If they can find all of the infromation from the single platform it will be easy form them get allmof primary information. At the same time they heve to arrage transpost facilities, helth insurence and luch so that they can get motivate from the organization.

### **3.4 Summary and Conclusions**

Student migration for the higher study is becoming very popular day by day. There are number of institutions we can find around the Bangladesh. But all of the institution are not working properly and they failed to ensure the customer satisfaction.

But PFEC intern of their service they're doing well. Because Majority of the respondent (44.44 % respondent) are satisfied on their services and 22.44% respondents are highly satisfied.

As a result the number of service receipt are increasing day by day which is refelcted by the respondent of the employee. Now a days they usually have to serve 40-45 clients eveyday. Sometimes this number become 50-55. at the same time, this increase number create massive file log in our office and we could not take our luch and had to stay in the office.

In this process social media is playing a very important role especially Facebook and YouTube. Majority of the students (participants) use Facebook to collect their primary information through Facebook, YouTube and website. Like 90% respondents use Facebook and YouTube for getting different information for higher study in different countries.

At the same time, official participants also mentioned the same information. All of the respondents replied that they use social media for official purposes, connecting with old friends and chatting with friends. They also mentioned that social media makes their activities very easier. Because most of the primary information is collected from the social media.

The website also plays an important role to disseminate the information among the students. On the other hand, the students are facing some problems as well. Students have to fill in a form online with primary information.

But sometimes the officials do not get or lose their primary information forms. As a result to some extent they are not fully satisfied with PFEC. The official participants mention that they cannot reply in real time because everyday a lot of forms have been filled in by the participants. It creates a huge file log. All of the forms have to be collected and downloaded from the online server then made into print copy. On the basis of that they have to work. As a result sometimes it took 2 to 3 days. By this time the service recipients started to call us but we do not get the required primary information and could not reply them on time.

Another problem faced by the employees is, social media becomes slow due to internet speed. As a result we can upload and download forms and contents from the social media and website. However it is clear that social media is helping and making easier the marketing policy and increasing service of the organization. At the same time it makes easier the activities of the PFEC and reduces their operational cost.

Although this institution has several branches those are situated in Bangladesh and globally include Australia. In terms of their number of clients and financial transactions are not small amounts. However they do not publish their financial statements. As a result as an intern I did not collect the real information of the institution.

### 3.5 Recommendations/Implications

Social is playing vital role to expand any business at modern time (Wigmo & Wikström 2010). At the same time, it make easier to reach the public very easily (Stephen2016). To maintain the global response in modern era all of the organization including public and private institution are using digital instrument to operate and expand their business smoothly. But all of the institution cannot maintain the same pace and same speed.

- They should explore different social media platform like Snapchat . Ticktock , Viber , Whatsapp, Wechat etc
- Though social media marketing is very crucial ,but as the marketing is not stable and fraudulence they should focus more on traditional media to gain trust of their customers, they are doing pr but they should focus more on newspaper advertising .
- They need a proper AI chatbot to manage their social media queries .
- Staff have to dependent on the third party like social media to expand our business. That means they're depends on this sector. So they have taken a preparation on making their own social media platform.
- Initially they strengthen their website which shall be one of the best platform to disseminate information.
- At the same time they have to upload new video in they website and in the social media to accelerate the activities.
- It has to be ensure that the concern personnel should give immediate response regarding the quarries of the students.
- The government should promote higher education and make a good negotiation with others countries so that Bangladeshi students can get flexible conditions in terms of higher education all over the world. In that way, education consultancy firm will get more applicants for higher studies in the abroad resulting ensuring more skilled sources.

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**Annex.**

**Questioners for the service recipient**

1. Do you use social Media?  
Yes/No
2. Which social media platforms do you frequently use? (Multiple Response Accepted)  
Which social media platforms do you frequently use? (Multiple Response Accepted)  
Facebook/ Instagram/ YouTube/ LinkedIn/ Snapshot/ and Twitter
3. In which country do you want to go? Please mention  
Australia/ USA/UK/ Malaysia/ Canada/ Newzealand
4. Do you get benefits from overseas consultancy firms for higher education in abrade?  
Yes/No
5. How does social media help you to go abroad for higher education? (Multiple responses accepted)  
Industries Analysis/ Financial detail information/ tuition fees information/ peer information/ IELTS information/ visa required information/ sessional detail/ university detail information/ country information.
6. Are you satisfied with support from PFEC as an overseas consultancy firm?  
Yes/ no
7. If satisfied then please scale  
Very satisfied/ satisfied/ moderate/ dissatisfied/ strongly dissatisfied

**Questioners for the service provider.**

1. Why do you use social media ( Multiple response  
Making friends / Connecting with friends/ Chatting /Buying product/ Official marketing purpose
2. Which social media do you use frequently?  
Facebook/ Instagram/ YouTube/ LinkedIn/ Snapshot/ and Twitter
3. How many students can you serve every day for overseas education?.....
4. Which information do you collect in the primary stage? .....

5. What do you think that social media have increased your number of service recipients?  
.....
6. How social media have increased your number of service recipients? (Multiple Response Accepted)  
By boosting publicity through social media/ boosting video on website and YouTube/  
networking/ referencing advertising through electronic and print media/
7. Are you satisfied to work in PFEC to work?  
Yes/No
8. If yes then please scale  
Very satisfied/ satisfied/ moderate/ dissatisfied/ highly dissatisfied
9. Why you are satisfied (Multiple response accepted).. .....
10. Do you have any recommendations to overcome challenges?.....