Report On

Business Development Activities through Digital Marketing of Orange Business
Development Ltd.

By

Zafreen Zahid

18104080

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

Bachelor of Business Administration

BRAC Business School

BRAC University

October 2022

Declaration

It is hereby declared that

1. The internship report submitted is my/our own original work while completing degree at BRAC University.

2. The report does not contain material previously published or written by a third party, except where this is appropriately cited through full and accurate referencing.

3. The report does not contain material which has been accepted, or submitted, for any other degree or diploma at a university or other institution.

4. I/We have acknowledged all main sources of help.

Student's Full Name and Signature:

_____

Zafreen Zahid

18104080

Supervisor's Full Name and Signature:

_____

Shihab Kabir Shuvo

Lecturer, BRAC Business School

BRAC University

Letter of Transmittal

Mr. Shihab Kabir Shuvo

Lecturer

BRAC Business School

BRAC University

66 Mohakhali, Dhaka-1212

Subject: Submission of internship report on **Business Development Activities through Digital Marketing of Orange Business Development Ltd.**

Dear Sir,

It is a great honour for me to be able to do my internship report on the topic of "**Business Development Activities through Digital Marketing of Orange Business Development Ltd.**" under your supervision to complete my graduation with the BUS400 course. This report will provide all the necessary information about the company where I have pursued my internship. Moreover, it will also let you know all of the activities of Orange BD, which plays a significant role in digital marketing. I am fortunate and grateful to you for your continuous support and guidance towards me to complete the report on time. I hope that this report matches your expectations.

Sincerely yours,

Zafreen Zahid

ID-18104080

BRAC Business School

BRAC University

Date: 19th October, 2022

Non-disclosure Agreement

Following all the instructions and guidelines of this report and the company Orange Business Development Ltd., Zafreen Zahid, ID-18104080, has completed her internship report as a requirement to complete her BUS400 course.

Acknowledgement

First of all, I am sincerely thankful to the almighty Allah for his shower of blessings which came to me as a form of knowledge and wisdom that helped make me capable of completing this report on my own satisfactorily. Then, I would also like to show my gratitude to Orange Business Development Ltd., the company from where I experienced corporate life for the first time and learned many new things. I would have lost a significant chance if I hadn't been chosen as an intern at this office.

Then, I would like to thank my honourable faculty**, Mr Shihab Kabir Shuvo** Sir, for the ultimate guidance and motivation throughout my internship. I have got to know every solution in detail to my problems from him regularly. Without him, I would not get to finish it. I have his incredible moral support and time to complete this report nicely. After that, I want to thank my Co-supervisor**, Mr Abir Chowdhury**, for the person whose support was there throughout the journey.

Then, I would also like to thank my office supervisor**, Mr Al Ashraful Kabir Sir**, for helping me to understand my work and pick up new things. And let me express my admiration to my coworkers for their assistance. I got to experience a lot of new things during my internship period.

Last but not least, the immense support of my family and group mates is unforgettable in this project.

Executive summary

Since 2005, Orangebd has provided its clients with high-quality IT solutions and services to numerous public and private organizations, businesses, and enterprises. Orangebd is one of several successful IT firms in Bangladesh working toward "Building IT solutions for life." Utilizing marketplaces, building solid partnerships, utilizing clients, and boosting an organization's image are all business development components. The techniques and strategies employed in business development aid an organization's growth and increase in profitability. Campaigns to build partnerships, widen markets, and increase brand awareness are examples of business development techniques which Orangebd employs through its services. Promoting brands utilizing the Internet and other digital communication channels to reach potential clients is known as digital marketing. Everything is a part of digital marketing, including email, social media, online advertising, and website building.

The first chapter of this report gives a quick synopsis of the internship. Along with my unique information, I've included all the necessary details about my job, the company, and my supervisor in this chapter. Additionally, it details the duties I completed, what I learned about the company, what I gained, what I encountered difficulties with, and any advice I have for aspiring interns. The second section is devoted to the organization where I finished my internship. Here, I've discussed Management, financial, and marketing tactics. In the third chapter, I showed the survey's results.

Table of Contents

List of figures:

Chapter 1: Overview of Internship

1.1 Student Information

Name: Zafreen Zahid

Id: 18104080

Program: BBA

Major/Specialization: Computer Information Management (CIM)

2nd Major: E-Business

1.2 Internship Information

1.2.1 Period, Company Name, Department/Division, Address

Period: 3 months

Company name: I have completed my internship at the IT Company **Orange Business Development Limited.** In the three months of my internship, I have learned a lot of things and prepared myself for a regular corporate job.

Department: My department was Information Technology, and I worked as a Business Analyst there.

Office Address: House- 171, Lane-1, Baridhara DOHS, Dhaka.

1.2.2 Internship Company Supervisor's Information

Mr Al Ashraful Kabir

Director and CEO

1.2.3 Job Scope – Job Description/Duties/Responsibilities

As an intern, I had many duties and responsibilities, which led me to complete all the tasks in my organization.

- I collect necessary information from meetings with many parties and create pertinent reports.
- Provide layouts and configuration details for business analysis.
- Help in reporting and documentation.
- I am gathering knowledge of the system processes.
- Report on typical sources of technical difficulties and suggest the team.
- Analyzing the requirements for reporting
- Creating ideas from the results of the firm
- Help in relationship management with partners and customers for the company's growth.

1.3 Internship Outcomes

1.3.1 My Contribution to the company

My dedication towards my work was appreciable by my coworkers and my supervisor. My efforts were to fulfil my duties and complete the primary tasks on time.

- I have prepared reports and documentation on different projects.
- To conduct meetings, I have worked to schedule and invite everyone on the list of stakeholders and employees inside the organization.
- I prepared a presentation for the projects and presented in front of them.
- I have also analyzed the client's requirements and delivered the information on time.
- This helped me to develop an interpersonal relationship with the partners and the stakeholders.
- I have developed marketing campaigns and conducted promotional activities.
- I have compiled and distributed data statically.
- Along with that, I have managed campaigns on social media.
- I have worked on project scheduling as well.

1.3.2 Benefits for me

As this was my first-time experience in any official job, my whole experience was very much overwhelming and informative at the same time for me. Working here with my little education, I have gained a lot of experience for a lifetime. The benefits are uncountable.

- Developed skills in Microsoft Excel and Microsoft Office
- Experienced customer handling
- Learned customer relationship management
- Learned time management
- Learned project managing
- Improved time management
- Improved social media management
- Experienced corporate world
- Learned about work ethics and workload

1.3.3 Problems/ Difficulties faced during my internship period

For me, the office environment was amiable and supportive. My teammates and supervisor were always there for me. Still, the office was male-oriented, and it was difficult for me to communicate freely with everyone. With time, I recovered that as well. As an intern, I did not have access to everywhere in the office but had to work wherever and whenever a senior leader asked for me under any department, regardless. And that is why the workload was a pressure for me as I was new here.

1.3.4 Recommendations to the company on future internships

Orange Business Development Ltd, the organization I interned for, is doing great now. The employees are satisfied with the work environment, and the company gets new projects and works regularly. I have seen that the team tries to perform at its best, and the leaders benefit and support everyone inside the office.

One thing I would like to recommend is to change the work environment a bit. I mean the work environment's location, social dynamics, and physical conditions. These are the few

things that change the mood of any person to work. The physical conditions someone works under play a vital role in making someone unable to reach his full potential. The better the environment is, the better performance an organization can honestly expect from the workers. Now, the setting is like a typical traditional office setup with cubicles and other dividers which separates the employees. What they can do is they can change it and make it more open and more relaxed. Introducing workstations instead of desk jobs will bring a positive change as well. It will significantly impact workplace relationships, overall well-being, and efficiency of teamwork and employee health.

Chapter 2: Organization Part

2.1 Introduction

Orange Business Development Limited (**OrangeBD**) is a corporation that offers IT support to the government and other private and public organizations. They started their journey in 2005 and have been giving solutions to their customers since then. Orangebd aids in business development by offering various services and platforms to businesses.

This organization considers all viewpoints of the people who work for it while upholding democratic and participative leadership styles. The management bases every decision on the team's perspective. To support e-government, e-newspaper, e-commerce, learning management systems (LMS), software development, website application, UX/UI design, and mobile apps,

Orangebd is devoted to offering high-quality IT solutions. They have been offering the best services and goods to a variety of our clientele, ranging from entrepreneurs to those in government. They provide reliable and secure services and interests, so Orangebd is a reliable medium for many.

2.2 Overview of the Company

Orange Business Development Limited (Orangebd) is an IT support provider company. Many private and government organizations take quality IT solutions from this organization. From the beginning, Orangebd has emphasized quality management procedures. Without any delay, Orangebd provides the best services to its customers with great care and professionalism. Deliver smart and secure IT solutions that are also time-efficient, cost-effective and reliable simultaneously. Customer satisfaction is the ultimate goal of this company.

To put it briefly, we can say IT Orangebd offers support. This company provides high-quality IT solutions to numerous corporate and public organizations. This company has prioritized quality management practices from the start. Orangebd immediately provides its clients with the most effective services with great care and professionalism. Deliver intelligent, secure, time, cost and reliability-efficient, dependable IT solutions. This business's ultimate purpose is customer pleasure.

2.2.1 Departments

The following departments with a location in Dhaka run Orange Business Development Limited:

- Information and technology department
- Marketing department
- Operational department
- Financial department
- Quality control department
- Human Resource department

2.2.2 Board of Directors

1. Md. Rezaul Haque [Managing Director]
2. Al Ashraful Kabir [Director & CEO]
3. Hafez Ahmed [Chief Operating Officer]
4. Rokibul Hossain [Chied Technical Advisor]
5. Munir Hossain [Chief Technical Advisor]

2.2.3 Services Offered
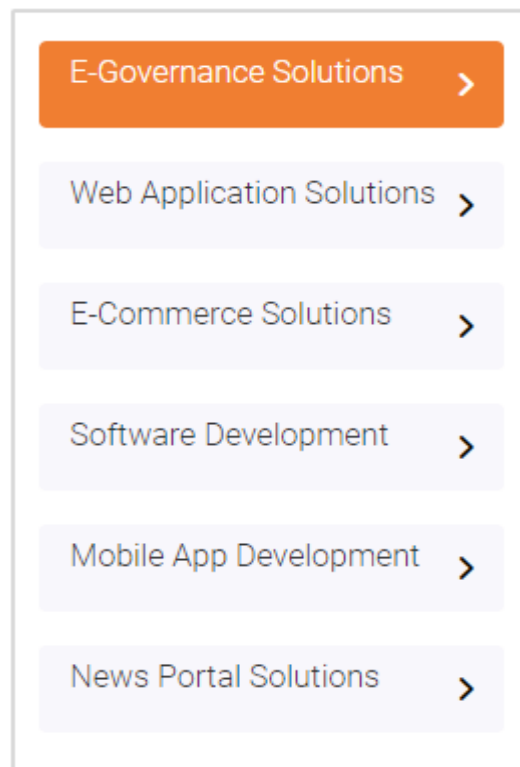
Figure 1: Services offered by OrangeBD

1. **E-governance solution**:

   Orangbd provides a range of high-quality services in an effective, efficient and user-friendly manner to people, businesses, entrepreneurs and other government entities. Their purpose is to enhance the procedures and benefits of public administration. Their services work to combine technology, human resources, expertise and mechanisms into a useful overall product.

2. **Web application solution:**

   Various web development options depend on the customer's specific requirements and budget restrictions. Customers are always looking to gain the most value possible from the vendors they work with, and OrangeBD excels at this. Website development, maintenance, and design are areas of expertise for Orangbd. Our web experiences are fast, feature-rich, and user-friendly. These are also entirely functional, secure and safe, and they can scale as the customer's business expands.

3. **E-commerce solution:**

It is a type of full-stack web development. A solution designed to aid a business in conducting business online is an e-commerce website application. The front-end and back-end web technologies required to operate an online store are also included. E-commerce businesses get the option of creating stores from scratch as well as putting a shopping cart add-on to an existing website. It takes care of inventory management, payment processing, product listings, and more. Many e-commerce options are available, including solutions that let conventional businesses develop, manage, and operate websites online. Some solutions concentrate on a particular issue, while others take a broader approach and aim for a more comprehensive product selection.

4. **Mobile app development:**

An application for a mobile device, such as a phone, tablet, or watch, is a computer program or software. Our mobile application developers are skilled at creating solutions that satisfy consumer needs and promote company growth and progress. OrangeBD provides an entire cycle of application design, integration, and management services. Whether a consumer app or a corporate solution, our company manages every step of the development process for mobile apps, from planning to delivery to ongoing support and maintenance.

5. **Software solution:**

Software development involves conceptualizing, outlining, specifying, designing, programming, documenting, testing, and bug-fixing software programs, frameworks, or other software components. The set of instructions or programs a computer follows is known as software. It makes computers programmable and is independent of hardware. This function service aims to create, engineer, support, and evolve different software. At OrangeBD, we give our customers high-quality services and help them as much as possible.

6. **News portal solution**

The public can receive the most recent updates or national news here on the news portal. Since most people these days may not have the time to read newspapers at home, they rely on online news portals to acquire the most recent news and magazines, and they prefer it when everything is in one location.

2.2.4 Projects of the company

Projects are done till now: (From 2007 to 2021)

Year	Project	Client
2007	News Portal CMS Development Server & Site Management	The Financial Express
2008	BD Laws	CIDA & Ministry of Law
2009	Website Development Server & Site Management	TOM Colombo Process BMET
2009	News Portal CMS Development Server & Site Management	Samakal Sangbad News Today
2010	Website Development Server & Site Management	SOS
2010	News Portal CMS Development Server & Site Management	Kaler Kontho Bangladesh Protidin Daily Sun Sheershanews Barta24

		Bangla Mail Jaijai Din
2011	News Portal CMS Development Server & Site Maintenance	Akito Bangladesh Notun Barta
2012	Website Development Requirement Management Consultant Roaster	UNFPA
2012	News Portal CMS Development Server & Site Maintenance	Ittefaq
2013	News Portal CMS Development Server & Site Maintenance	Banik Barta Jugantor
2014	RMG Database, DIFE Website, Trade Union Automation	ILO
2014	News Portal CMS Development Server & Site Maintenance	NTV
2015	News Portal CMS Development Server & Site Maintenance	Barbara
2016	TOR for CISF	UNDO
2016	News Portal CMS Development Server & Site Maintenance	Dainik Amader Shomoy
2016	News Portal CMS Development Server	RTV

	& Site Maintenance	
2016	Open Government Data Portal	A2i
2016	Judicial Portal & Cost List	A2i
2017	Fatwa APPS Development	A2i (PM Office Bangladesh)
2017	Imam Portal Development	A2i
2017	News Portal CMS Development Server & Site Maintenance	Purboposhchim
2018	National Portal	A2i
2018	Eksheba Development & Post Development Support	A2i
2018	Muktapaath	A2i
2019	MyGovApp	A2i
2020	Sisimpur E-Learning Platform Instructional Design & Mobile Applications Development	Sesame Workshop, USAID
2020	Learning From Home (Edu Hub)	A2i
2020	Virtual Class System	A2i
2020	Virtual Class System	Bangladesh Supreme Court
2021	Development of Judicial Portal	A2i
2021	myGov	A2i

2.3 Management practices

2.3.1 Hiring process:

The hiring process is done in four distinct stages.

Firstly, the requisition is open for candidates. Jobs are circulated through a variety of channels. The applicants are then chosen from the pool.

Secondly, of everyone who submitted for the open position, the HR department reviews and compiles a short list of qualified applicants. In this process recruiter, along with the hiring manager, discuss whom they should hire and why. No biasness is allowed in the whole recruitment process.

Thirdly, the shortlisted candidates are called for an interview. The Chief Architect of the company and the Chief Operations select their preferred candidates and assess them through the assessment form.

Fourthly, the selected candidates face an interview with the Chief Executive Officer, who finally selects the candidates who shall be appointed. And this is the final selection of the process.

In this whole process, through these four steps, candidates are hired. I like the process, as the candidates are selected through a transparent and deep assessment.

2.3.2 Training process:

The employees are trained from time to time in the organization. They are allowed to develop themselves and prepare for the corporate world. In two ways, the training processes are done. This training development process is undoubtedly beneficial for each employee. A group of freshers or interns are trained, and they learn about the office culture and practices. The newcomers explore the organization and learn to work here slowly.

Senior current or former employees attend training sessions in the workplace as well. This training is provided before or during any project activity. Training and development processes are done in two forms.

<u>Internal Training:</u> This training is not mandatory for all. Those who want to learn anything new can take the training every Saturday. Currently, they are giving training on

<u>External Training:</u> The Company permits any employee who needs training on a particular subject before starting work through specific approved sites, such as Coursera, Udemy, etc.

2.3.4 Performance Appraisal:

Performance appraisal helps individuals in developing careers, especially if they intend to one day rise within the organization to a more senior post. Orange Business Development Limited believes in performance appraisal as constructive criticism that motivates employees to accomplish well. When company management appreciates employees, they are much more willing to work harder. Orangebd has quarterly, half-yearly, and yearly evaluation programs.

I have seen involving employees in this way lead to more engagement and a desire to stay in the company for the long run. The organization uses employee reviews to decide how to award performance bonuses simply; they also believe employers should be rewarded and given incentives for their efforts. This also shows staff members how their supervisor values them and is willing to take the time to provide them with the advice they need to succeed by demonstrating this to them in various ways. While I was working there, managers often reinforced their expectations, and this made it easier for me to comprehend what their daily tasks were at work and what their Management expected from me.

A performance appraisal form (PAF) periodically assesses every member's performance. Every manager has to evaluate the productivity of those under them. Supervisors deliver the PAF form to the HR department after the evaluation. The HR then compiles the findings and relays them to managers to publish them.

2.3.5 Leadership Style:

This organization possesses strong democratic leadership. It may be characterized as employee participation and leadership behaviour. It ensures that everyone in the organization is well-connected.

The whole organization is separated into several teams that are based on projects. The project manager from each team prepares the report for the Management, and the Management takes all the decisions with the help of the opinion of the members in the office.

The day starts with a meeting with the team members of each team and their managers. And every week, a central panel is conducted where the organization's members can voice any concerns or suggestions and hear inspiring speeches from the administration.

2.4 Marketing Practices

2.4.1 Target Audience:

Target marketing of Orangebd is segmenting the customer base and centring marketing efforts on one or a limited number of core groups. Their marketing methods hold the secret to boosting their revenues, drawing in prospective clients, and turning the company into a profitable venture. The segmented groups are customers whose requirements and interests most closely align with Orangebd's offerings of goods or services.

The primary target market of the organization is the government organizations that need to develop digitally. So, they mainly focus on these sides and do promotions accordingly. Orange Business Development Limited develops and builds its solutions based on its market research,

2.4.2 Geographic Segmentation:

Based on where it is in Dhaka City, Orangebd divides the market into parts. As it is located in Baridhara DOHS, depending on the scope of business, it is done by:

- Neighbourhood
- Post code/ zip code
- Area code

- City
- Reign
- Country

2.4.3 Marketing Strategy:

We may observe that the business keeps an eye on online advertising, including social media marketing. Digital marketing is their key area of concentration. They keep their Facebook page and resources updated for everyone. A brief corporate profile was included in their brochure, which was also distributed in printed form. Additionally, they spent money on giant banners. Although their digital marketing produces positive outcomes, they should prioritize buzz marketing and traditional marketing.

Figure 2: Marketing Strategy (Advertisement by OrangeBD)

2.4.4 Branding Activities:

Whatever service Orangebd provide, they attach a tag saying "Developed by Orangebd" to them. This is how they mark themselves. For instance, different websites and platforms they have created have this tag that identifies them as a brand. Here at the bottom-most, we can see their label.

Figure 3: Branding Activity

2.5 Financial Performance and Accounting Practices

How successfully a firm earns income and handles its properties and liabilities, as well as the financial needs of its shareholders and creditors, are determined by its financial performance. On the other hand, a company's accounting practices refer to a corporate entity's daily financial operations that must be recorded to compile legally mandated financial statements.

In Bangladesh, Orangebd is a multi-award-winning web development company that has been in business for 17 years. The CEO and the Accounts & Finance Department keep an eye on the company's financial performance, accounting activity and budgeting.

2.6 Operations Management and Information System Practices

The Management of business procedures to achieve the highest possible level of productivity within an organization is known as operations management (OM). To increase an organization's profit, transforming resources like labour and materials into products and services as efficiently as possible is required.

The Chief Operating Officer (COO) of Orangebd is in charge of managing and directing all operations. The HR department is responsible for managing the company's human resources, the Admin department is for handling administrative tasks, and the Finance & Accounts department is accountable for supervising all resource acquisitions and financial affairs. The COO is the primary manager of the Business teams and Development teams. These teams work on project management, so project managers answer to the COO for operations. G-suite, GitLab and ClickUp are also used by Orangebd, respectively, for document management, project management and code archiving. These programs are excellent for organizing company and development strategies.

Our company's operations management keeps our functions rolling by updating a corporation's hardware, software, and human resources. Operations management is closely tied to the IT sector's computers, the cloud, software, networking, etc. These resources are necessary for customer service, efficiency, competitiveness, and internal corporate operations. Information Management works with data. They gather, organize, secure, and save data as it moves through overall internal and external business operations. Thanks to information management, organizations can use data and information effectively and utilize their full potential.

2.7 Industry and Competitive Analysis

Figure 4: SWOT Analysis

2.7.1 SWOT Analysis:

The term "SWOT analysis" refers to the internal variables, such as strengths and weaknesses, and the external characteristics, such as opportunities and threats. It is beneficial to comprehend a company's position and status in terms of how well-equipped it is to compete, handle threats, and make daily improvements. With this understanding, seizing an opportunity is easier.

Strengths:

- This company has gained a lot of reputation since its inception till date. It gives the advantage of having a solid brand identity and the confidence of the clients. This brand value is aided by a reliable capacity to communicate supplier and customer trust and market durability.

- Startups and other companies can take their services or products to develop their own website.

- They never compromise with their services and ensure quality services.

Weaknesses:

- They lack flexible product segments, which limits their ability to compete in the market. Orangebd must broaden its product offering to accommodate customers with various needs if they want to remain in the market and compete with others.
- It's challenging to get in touch with those consumers who don't understand digital marketing and aren't interested in using their services.
- Because using their services requires upfront money. Even if investing in their company will benefit them in the long run, people in business or organization owners may not desire to do so.

Opportunities:

- It has already been said that the company has a firm brand name and face value, making it simple to expand its service lines and develop new websites. It will enable them to increase market share, revenues, and clientele.
- Orangebd also collaborates with governmental institutions. Since they have already participated in 4-5 government initiatives, this is a beautiful chance for them to work on other projects for the nation, which is exciting for them.

Threats:

- One of the biggest threats is "**Malware Attack**s." By using digital devices, malware seeks to harm a person or business. Depending on the kind of malware our device acquires, it may slow it down, steal data, leak data, or even block our network and prevent us and everyone else from our organization from accessing our database. Using a rogue USB flash drive, downloading a malicious file, or clicking on a bad link can all lead to malware infection in our device.
- Another threat is **"PHISHING".** Phishing is the practice of tricking someone into divulging private information or clicking on a malicious link. Any employee can unintentionally reveal our workplace passwords or bank account details if he falls for a

phishing scam. Recently, phishing tactics have become so prevalent that it is exceedingly challenging to identify them.

▪ The new emerging competitors in the form of online and offline IT solution service centres are always a threat to us.

2.7.2 Porter's Five Forces

Porter's five forces

Figure 5: Porter's Five Forces

As I've mentioned in the SWOT analysis, my organization has many threats and opportunities. Bangladesh is in the process of digitization as a developing country.

Threats of new entrants: This is a pervasive threat for any company. But in the case of Orangebd, it's a different scenario. They do their best to cope with emerging businesses and new technologies to be in the first position in the market. And they are the first company who has supported E-governance.

Bargaining power of suppliers: As in Orangebd, suppliers can negotiate here. Business owners and our nation's government are their most pleasing clients and provide the best services.

Bargaining power of customers: The customers are not putting any pressure on Orangebd. Considering that the Bangladeshi government is a client, they receive the first and most support.

Competitive rivalry: There is no competitive rivalry in the market as Orangebd is doing a monopoly business in the market, being the only IT supporting company to the government.

Threats of substitutes: Orange Business Development Ltd. has no equivalent, as I've already mentioned. For the past 17 years, they have been the sole ones creating websites and platforms for the government and offering IT assistance.

2.8 Summary and Conclusions

In conclusion, it can be said that Orangebd has worked as a top IT firm and serving smoothly for the nation and other people's businesses for a long time. They have worked on many projects for the government and other citizens, which has significantly impacted the IT world. They have a very good and transparent work environment which is another good thing about them. But the most important thing is that they are the only IT solution-giving company that also works for the government. Throughout its history, Orangebd has consistently upheld a positive family culture. And that's I want to express my gratitude to Al Ashraful Kabir, Sir, Director and CEO of Orangebd, for his incredible commitment to this business and his vision. It's extraordinary how our CEO and Director cleared the road for Orangebd's success. Without his efforts and vision, Orangebd would not have been able to see the success it is currently experiencing.

2.9 Recommendations/ Implications

The work being done by Orange Business Development Ltd. on its own is excellent. But several things need to be prioritized to increase the organization's profitability. In my opinion, they ought to work on traditional promotion for their business.

Internship Opportunity: As I've completed my internship here, I've seen that there aren't many openings for internships throughout the year. Orangebd can consider it and take on more

undergraduate students in their area of expertise. Following a three- or six-month internship, students can get a lot of knowledge, and at the same time, the business can do internal hiring.

Office structure: It's OK how their office is set up. However, if they thought about restructuring or interior design, this office would become a more desirable place to work for everyone. A tastefully arranged workplace will make it simpler to hire staff members and find fresh interns.

Seminars: They might conduct additional meetings to promote their offerings. Different marketing teams from various firms are welcome to attend their conference and learn more about the range of services offered by Orangbd.

Workshop: Orangebd can schedule a few sessions every two to three months. They may temporarily collaborate with their customers or other businesses and offer complimentary services. These organizations will have this trial time to learn about the offerings and become interested in the business.

I think Orangebd can choose one of the possibilities mentioned above if it wants to grow and hire additional people.

Chapter 3: Project Part

3.1 Introduction

The Bangladeshi government drafted a program after the 2008 elections with some seemingly impossible goals. "Digital Bangladesh" and "Vision 2021" were two goals, both of which aimed to transform Bangladesh from a relatively low-income nation to one with a middle-class economy. This entire idea has inspired a significant number of technological advances in our country. The Bangladeshi government has indeed eventually adopted this strategy as part of a broader aim to help the country's citizens advance both academically and culturally.

"Digital Bangladesh" is a dream of our country Bangladesh. This dream contains a vision commonly referred to as "vision 2021". According to this vision, Bangladesh will go entirely digital in 2021, while e-governance will rule over the nation with democracy and transparency.

The concept of "Digital Bangladesh" upholds the core principles of democracy. It pledges to defend both peoples' fundamental human rights—such as easy access to essential services—and their right to democracy. The vision is to promote greater transparency and accountability when it comes to ensuring the government provides the administration of justice and that services

.

Bangladesh's digitization would impact the services provided by various sectors through the integration of ICT. It will, for instance, make every effort to fully establish a paperless work environment where everything is stored electronically. In the long term, it will also cost less money. To increase involvement and outcomes, several government agencies have changed these processes. Using social and electronic media to promote critical local, regional, and international issues and advocate for them will be advantageous. This will help with executing a people-centred integrated strategy by getting the population's matters of national importance and knowledge about sustainable development.

3.1.1 Background/ Literature Review

By the end of December 2021, there were 123.82 million active Internet subscribers in Bangladesh and 47.61 million internet users in January 2021. Between 2020 and 2021, there

were 7.7 million (+19%) more internet users here. In Bangladesh, 28.8% of people had access to the Internet in January 2021. This enormous number demonstrates the significance of the Internet for the average person's everyday life. Additionally, every class, practically every career, and all types of companies require digital marketing in this modern digital lifestyle.

Digital marketing, according to Neha's (2014) theory, is the stage in which marketing operations are changed. As opposed to using the phrase "digital marketing," Elisabeta (2014) used the term "e-marketing," which she defined as the use of both web and intuitive advances to forge a link between businesses and their clientele—added using the Internet and information technology. They also stated that e-marketing focuses, in particular, on providing an IT-enabled or interactive relationship with its customers.

Different approaches to digital marketing have been discovered as the method, and the idea of the advanced stage in the marketing segment has changed throughout time. As indicated by (Times, 2015), digital marketing refers to promoting goods or services through technological means to reach the intended consumer. Promoting the company also includes offering marketing services via cell phones, selling ads, and any other digital platform.

Marketing is essential to a company's growth, and a business developer can assist an organization in constructing a better brand. As far as organizational change is concerned, we know that business development strategy already works like magic and unifies all the activities and functions within a company.

This research aims to demonstrate several business growth techniques and why they are crucial in the modern world. Additionally, I want to show that digital marketing through the media is used to implement strategies for various people and organizations. That is what we call business development. A business developer might collaborate closely with the marketing department to create initiatives that expand the company's target market and attract new clients.

A robust digital infrastructure and marketing mix is necessary for today's fiercely competitive market economy to launch, expand, and sustain a business. (Kiria and Sumaiya Binta) Connecting with customers, coworkers, and other people in one's network can be crucial for seeing new business prospects, generating leads, and making essential hiring. Additionally, fostering existing connections will help bring in repeat business or present a chance to develop

internal talent. It's a vital tactic for increasing sales and cutting expenses. A skilled business developer can focus on the connections that take the utmost concern.

In today's chaotic and competitive business industry, using digital platforms to increase consumer loyalty has become a necessity. Online retailers should have a solid online presence, conduct customer surveys, monitor 24-hour news sources and offer criticism, value review websites, and provide loyalty programs to run their businesses more effectively.

3.1.2 Objectives

Broad objectives (Business Development Activities through Digital Marketing of Orange Business Development Ltd.)

This project aims to understand the business development strategies of OrangeBD through Digital Marketing, providing customized IT services to customers and businesses.

Specific objectives

- To get an overall idea of the business development activities of Orangebd
- To understand how digital marketing creates an impact on its customers and businesses.
- To understand the importance of digital marketing that influences customers to go for customized IT services

3.1.3 Significance

The interviews for this report were conducted to learn more about how beneficial digital marketing is for business development and how it aids various firms in creating an overall strategy. So that companies can develop fresh approaches to draw in new organizations and better appraise the competitive landscape. It helps to gain knowledge. Orange Business Development Ltd. wants to build IT solutions that would simplify daily life.

3.2 Methodology

3.2.1 Framework of the report:

There are three chapters in this report as a whole. The information on me and my internship are all contained in Chapter 1. The information about the organization where I completed my internship training is collected in the second chapter. The final chapter includes the findings of my investigation and my project.

3.2.2 Target Sample:

The study's target sample consists primarily of BRAC University students and a small number of Orange Business Development Ltd. employees. And two people conduct online commerce. For the sake of this report paper, I created a survey form with a limited number of questions and allowed the respondents to fill it out.

3.2.3 Data Collection Method:

From the topic selection until the creation of the final report, the investigation is carried out methodically. The essential step was gathering data from many sources, followed by the correct classification, analysis, and interpretation to produce the necessary knowledge on the subject. The data's sources are divided into two categories:

I. **Primary Information**

For primary resources, I have chosen a few students of Brac University and employees of my organization. I have prepared a questionnaire. According to their responses, I have collected my findings and analyzed them.

II. **Secondary Information**

Once more, I have looked for articles on the original website of Orange Business Development Ltd. I also used data from a few other publications on digital marketing and Bangladesh's business development environment. I discovered other publications from which I gathered a wealth of knowledge and facts. These have been included in the reference.

3.3 Findings and Analysis

For findings and analysis, I have created a questionnaire with approximately nine questions designed to explain the development of offline and online businesses in Bangladesh through digital marketing. I have received 38 responses in total. According to that, I will come to my conclusion.

Question 1

It is already known that digital marketing is trending now, and more or less, people will try to apply this for their business or organization to reach people in the market. My first question inquires about familiarity with "Digital Marketing." It will measure the knowledge of people about "Digital Marketing". Meanwhile, 97.4% of the responses were in favour. This demonstrates how prevalent or well-liked digital marketing is.

Have you heard about Digital Marketing?
38 responses

97.4%

- Yes
- No
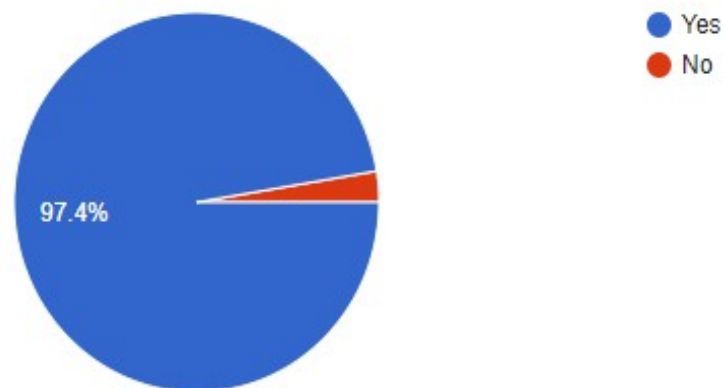
Figure 6: Question 1

Question 2

The second query concerns the use or acquisition of any digital marketing services from any IT firm or other similar entities. This evaluates Bangladesh's present and future use of digital marketing. I've seen a wide range of responses to this straightforward question. According to their desire, 63.2% of people have already used any services. 18.4% haven't. However, the amusing thing is that 18.4% of respondents selected "Maybe," which indicates that there is a potential they will use IT services at some point in the future.

Have you or any of your known people ever taken any Digital Marketing services from any IT firm/company?

38 responses

- Yes
- No
- Maybe

18.4%

18.4%

63.2%
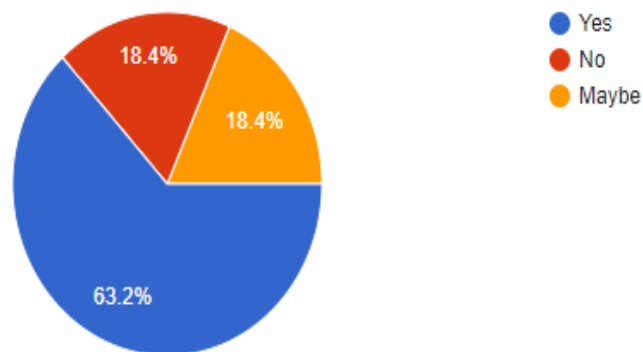
Figure 7: Question 2

Question 3

The third inquiry asks respondents if they have ever used any specially designed IT services. We can estimate whether or not consumers prefer personalized services based on their responses to these questions. Finally, 18 respondents (47.4%) indicated that they had already used customized IT services. 28.9% of respondents chose "MAYBE," while 23.7% gave negative responses, meaning that more than 50% of respondents had never used customized services.

They would gain a lot if they were aware of the features and services offered by our organization.

Have you or any of your known people ever taken any customized IT services from any IT firm/company?

38 responses

- Yes
- No
- Maybe

28.9%

23.7%

Yes
18 (47.4%)
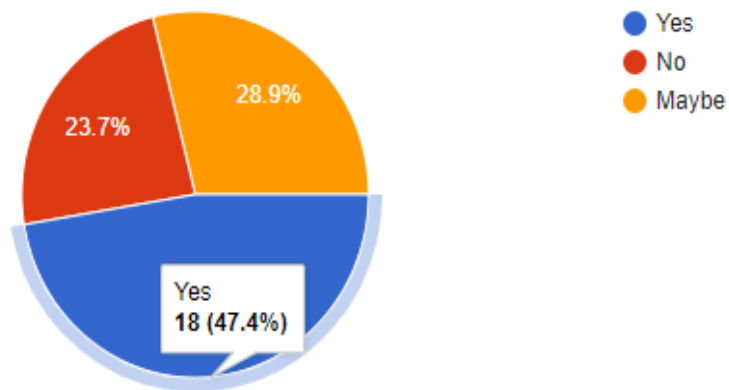
Figure 8: Question 3

Question 4

This question validates why customers choose IT services or what factors lead them to IT service-providing companies.
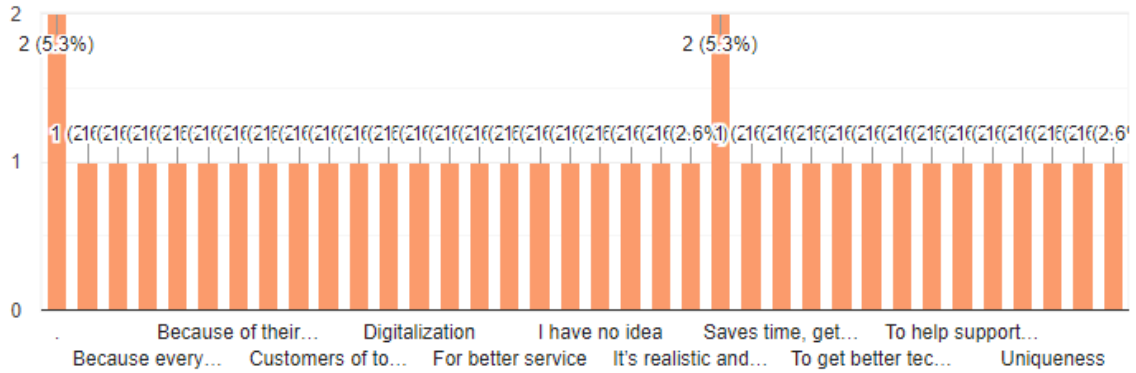

Figure 9: Question 4

Question 5

The topic of the fifth number question is the significance or importance of business development strategies. The first choice, "Company's growth and value depend on business development strategies," obtained the most votes (78.9%), followed by the second choice, "It helps to form crucial relationships with stakeholders," which got the second-highest number of votes (57.9%), before the third and fourth choices, "It helps in business expansion" and "to reach new customers," each got the same number of votes (50%).

It implies that there are numerous reasons why business development plans are significant.
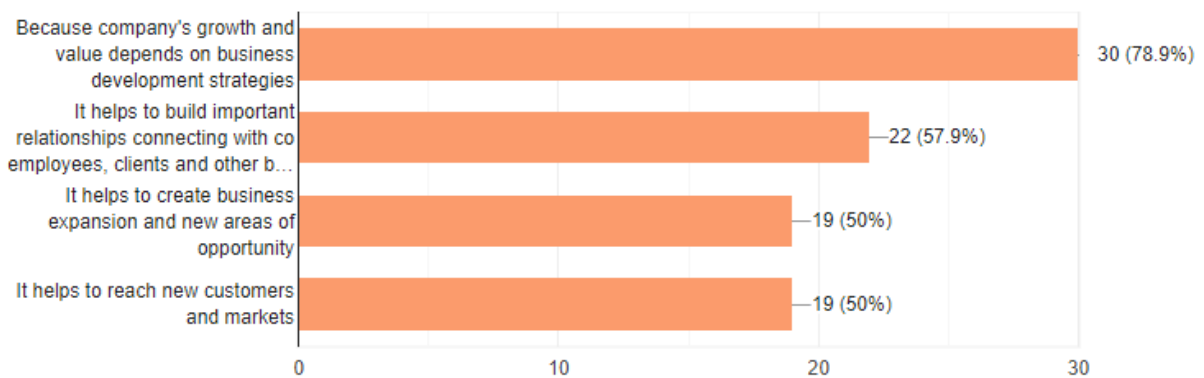

Figure 10: Question 5

Question 6

How significant are digital marketing tactics for new firms and other types of businesses? This was the sixth rating-based question. Thirty-eight people responded, and 26 of them selected the highest number, indicating that it is indeed very important. After that, just three persons scored 3, while nine others rated 4. Consequently, it is clear from all of the responses that most respondents believe digital marketing tactics are crucial for all businesses.
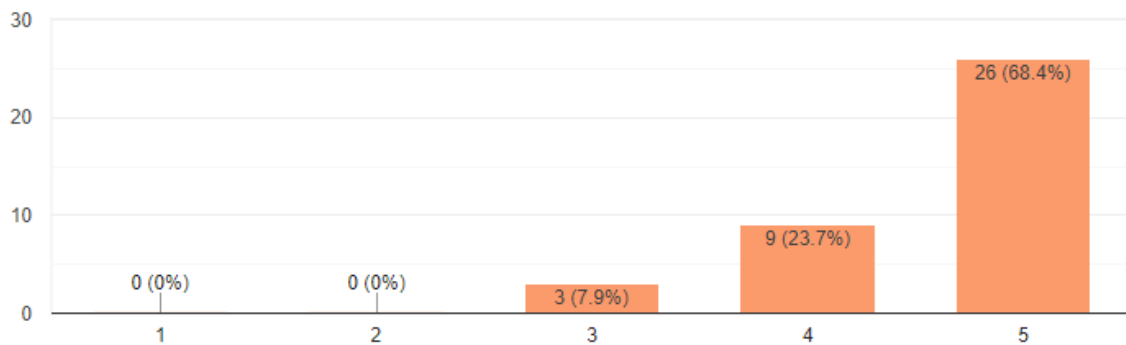

Figure 11: Question 6

Question 7

To determine the best possibilities, I addressed my seventh question about the popularity of social networking platforms. I gave seven options; among them, Facebook, Instagram, and GoogleAd received respectable votes of 32, 20, and 20. Their responses indicate that Facebook is the best platform, followed by Instagram and GoogleAd simultaneously, and then Linkedin, Youtube, etc., as the final few possibilities.
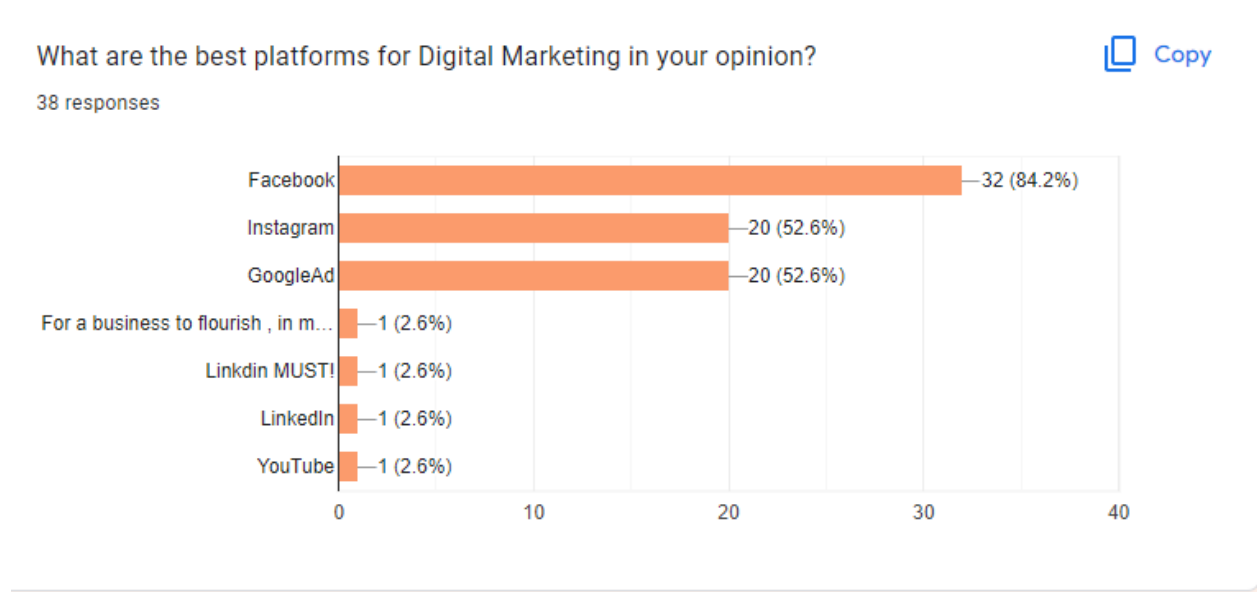

What are the best platforms for Digital Marketing in your opinion?   Copy

38 responses

- Facebook — 32 (84.2%)
- Instagram — 20 (52.6%)
- GoogleAd — 20 (52.6%)
- For a business to flourish , in m... — 1 (2.6%)
- Linkdin MUST! — 1 (2.6%)
- LinkedIn — 1 (2.6%)
- YouTube — 1 (2.6%)

Figure 12: Question 7

Question 8

After asking them all the "get to know you" questions, I finally inquired about their intention to engage in digital marketing should they own a company. This is to determine whether they were persuaded or not. As I predicted, 92.1% of respondents replied yes. Only one person decided against it, and 5.3% of respondents stated they might.

The survey clearly shows that people will intentionally engage in this activity.

Will you go for Digital Marketing if you have a business?
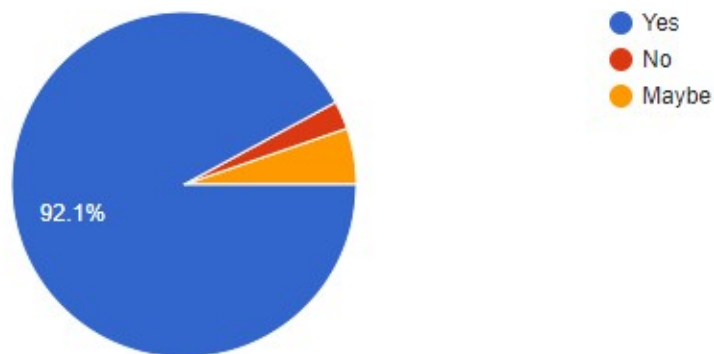38 responses

Figure 13: Question 8

Question 9

The subject of my final inquiry was whether the respondents would advise others to pursue digital marketing. The total number of respondents that selected "Maybe" was 29, or 76.3% of the total.
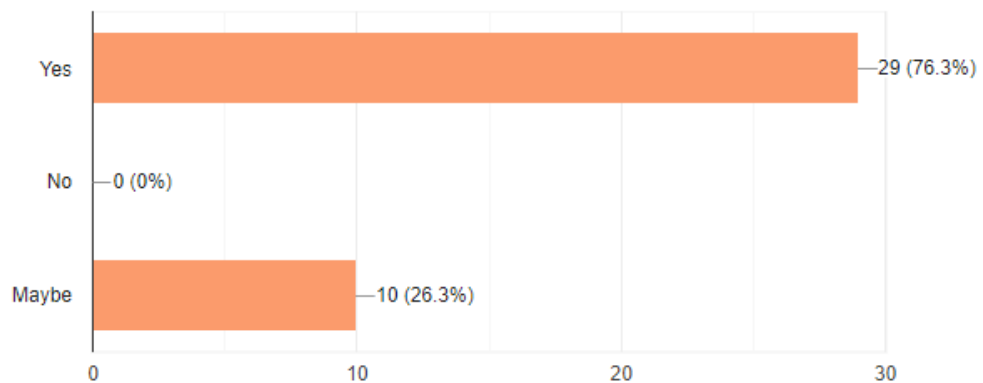

Figure 14: Question 9

3.4 Summary and Conclusions

 With the objective of "Building IT solutions for life," Orangebd is one of several profitable IT companies operating in Bangladesh. It wants to establish itself as a company that supports the use of digital marketing. By providing a range of platforms and services to businesses, Orangebd promotes the growth of its operations. This business is now expanding on its own and assisting other organizations in doing the same. Through my survey form, I have collected thoughts on this issue from many people.

Finally, it may be said that people of different ages and occupations tend to hold the same views about the subject. They firmly believe that business development is essential for all organizations and businesses. And Orangebd ensures the nation gets the safest and hassle-free services. A smooth service will bring happiness and success to the business entrepreneurs or owners' life. That's why they are building life solutions. The best media in this contemporary period for

accomplishing this is digital marketing. However, not everyone can achieve this while at home. Therefore, they require the unique services organizations like Orange Business Development Ltd provide. To compete in the market and stay strong, they need to focus on their traditional marketing, and if they can ensure this, they will be every organization's first choice.

3.5 Recommendations/Implications

New enterprises are starting every day. Someone new with new aspirations enters the corporate world every day. And daily, many business owners fold their handcrafted empires because they lack information. They suffer from falling behind in this cutthroat society. For them, organizations like Orange Business Development Ltd. create a solid foundation from which they can govern the market. The present IT world is undergoing a significant transformation thanks to services like e-governance, web application solutions, e-commerce solutions, software development, mobile app development, and news portals. Because of the Internet and digital marketing, something we never imagined is happening. A primary organization receives this support, becomes well-known, and soars above people's wildest expectations. These things are all occurring as a result of digital marketing. Without it, life is currently impossible. Here are some of the recommendations for the organization.

Since Orangbd provides IT solutions, it can consider alternative business lines because of its services. They may establish their marketing firm. Top graphic designers, photo editors, and other specialized staff are already working for them. A new business line will change their perception of it and make the organization appear larger.

The establishment of a training facility will increase the company's profit margin. If they have a sister concern academy where they can train unskilled workers, they will find new students. Many people are interested in learning IT in today's society, even before they have finished their undergrad. Unemployed people without jobs will also be drawn to this task.

Any IT business has a wide choice of new technology adoption options at its option. They can always use evolving technology for improved branding and significantly modify people's lives. They might utilize technologies like RPA (Robotics Process Animation), 5G, AR/VR, blockchain, etc.

References:

Duggal, N. (2022, October 11). *Top 18 new technology trends for 2023*. Simplilearn.com. Retrieved October 18, 2022, from https://www.simplilearn.com/top-technology-trends-and-jobs-article?fbclid=IwAR13tn4NvNQSh0iX7hZj94VJFuNS-4-0mfh7ZXo5VModW_2j658kIQ_lv1Q

Express, A. (2020, February 6). *Business development and its importance*. Business Class: Trends and Insights | American Express. Retrieved October 18, 2022, from https://www.americanexpress.com/en-ca/business/trends-and-insights/articles/business-development-and-its-importance/

Joy, I. (n.d.). *Report on marketing strategy of IT companies in Bangladesh - academia.edu*. https://www.academia.edu/. Retrieved October 18, 2022, from https://www.academia.edu/39990748/Report_on_Marketing_Strategy_of_IT_Companese_in_Bangladesh

Kemp, S. (2021, February 11). *Digital in Bangladesh: All the statistics you needed in 2021 - DataReportal – global digital insights*. DataReportal. Retrieved October 18, 2022, from https://datareportal.com/reports/digital-2021-bangladesh

Khan, A. R., & Islam, M. A. (2017). *THE IMPACT OF DIGITAL MARKETING ON INCREASING CUSTOMER LOYALTY: A STUDY ON DHAKA CITY, BANGLADESH*.