

Report On
Services Marketing and Branding Strategies of
Englishplz Limited

By

Zarif Morshed
19364062

An internship report submitted to the Graduate School of Management in partial
fulfillment of the requirements for the degree of
Master of Business Administration

Graduate School of Management
BRAC University
October 2021

©2021 Zarif Morshed
All rights reserved.

Declaration

It is hereby declared that

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

Student's Full Name & Signature:

Zarif Morshed
19364062

Supervisor's Full Name & Signature:

Syed Ibrahim Saajid
Adjunct Faculty, Graduate School of
Management BRAC University

Letter of Transmittal

Syed Ibrahim Saajid
Adjunct Faculty,
Graduate School of Management
BRAC University
66 Mohakhali, Dhaka-1212

Subject: Submission of Internship report on “Services Marketing and Branding Strategies of Englishplz Limited”.

Dear Sir,

This is my pleasure to present you my internship report on “Services Marketing and Branding Strategies of Englishplz Limited” as part of my MBA program for your review. I completed my internship from Englishplz Limited, an EdTech based startup. The preparation of the report was quite interesting for me as it gave me the opportunity to apply the lessons learned in the MBA program.

I have attempted my best to finish the report with the essential data and as per your guideline.

I trust that the report will meet the desires and expectations.

Sincerely yours,

Zarif Morshed
19364062
Graduate School of Management
BRAC University
Date: October 5th, 2021

Non-Disclosure Agreement

This agreement is made and entered into by and between Englishplz Limited and the undersigned student at BRAC University StudentZarif Morshed....

Acknowledgement

It gives immense pleasure to express my gratitude to the individuals whose contributory guidance enabled me for preparing this report. I am thankful to the management of Englishplz for allowing me the opportunity to work in such a harmonious cooperative environment for gathering information.

I would like to convey my gratitude towards my internship Academic Supervisor Mr. Syed Ibrahim Saajid, Adjunct Faculty, Graduate School of Management, MBA Program, BRAC University, who has assisted and guided me in the preparation of my internship report on Englishplz Limited's service marketing and activities and brand strategies. A warm thanks would go to my boss, CEO of Englishplz Limited, Mr. Tonmoy Khandakar, for sharing essential information and data to prepare this report. Additionally, I am thankful to our marketing strategist, Mr. Tanveer Tushar, for sharing the marketing related information, which was crucial for completing the report.

At the very end, I am grateful to the writers of service marketing and brand management books and related articles, which I used as a reference for completion of this report.

Executive Summary

The internship report is a prerequisite for the MBA program completion at BRAC University. The internship report focuses on the EdTech startup named Englishplz Limited's service marketing and branding strategies. Englishplz is the country's first English speaking practice application, which started its journey with the aim of providing English language learning through using an app. Several aspects of the service marketing are discussed in this report, which ranges from the gap model analysis, service blueprint, service marketing triangle, service recovery to managing capacity and demand. Aside from the service marketing aspects, marketing promotions and medium through which promotions are carried out also discussed in the report. Being a remote based service, Englishplz focuses on marketing promotions through digital communication channels. In terms of brand strategies core focus was given in the brand positioning and pricing strategy. Despite being a service organization, the report states some major difficulties Englishplz is facing at present and some possible solutions are provided to make the service more attractive towards the customers.

Table of Contents

Declaration.....	ii
Letter of Transmittal.....	iii
Non-Disclosure Agreement.....	iv
Acknowledgement.....	v
Executive Summary.....	vi
Table of Contents.....	vii
List of Figures.....	ix
Chapter 1: Overview of Internship.....	1
1.1 Student Information.....	1
1.2 Internship Information.....	1
1.3 Internship Outcomes.....	2
Chapter 2: Organization: Overview and Operations.....	3
2.1 Introduction.....	3
2.2 Management Practices.....	5
2.3 Marketing Practices.....	7
2.4 Operation Management Practices.....	9
2.7 Industry and Competitive Analysis.....	13
Chapter 3: Project Part.....	16
3.1 Introduction.....	16
3.2 Literature Review.....	17

3.3 Methodology.....	19
3.4 Findings.....	19
3.5 Conclusion.....	20
3.6 Recommendations.....	21
Reference.....	22

List of Figures

Figure 1: Oranogram of Englishplz.....	Error! Bookmark not defined.
Figure 2: Service Marketing Triangle of Englishplz.....	10
Figure 3: Flower Service Model of Englishplz.....	18

Chapter 1: Overview of Internship

1.1 Student Information

Name: Zarif Morshed

ID: 19364062

Program: MBA

Major/ Specialization: Marketing

1.2 Internship Information

1.2.1 Internship Company: “Englishplz Limited”

Internship Period: 3 Months (December 2020 – February 2021)

Department: Training & Strategy

Address: 284/3, Tejgaon I/A, Dhaka- 1208

1.2.2 Internship Company Supervisor’s

Information Name: Tonmoy Khandakar

Position: Founder & CEO, Englishplz Limited

1.2.3 Job Scope

Job Responsibilities:

- Building and executing strategic plan for best suited for organizational growth
- Developing effective steps for ensuring proper instructor recruitment
- Arranging effective training sessions for speaking instructors to ensure quality service delivery to the candidates
- Identify and rectify the learning gaps for both the learners and instructors
- Implement all the modern methods for teaching, course materials development and training for ensuring organizational growth
- Work in cross-functional team and maintain coordination between them

- Develop marketing campaigns delivered through different online mediums, like- email campaigning, social media and blogs.

1.3 Internship Outcomes

1.3.1 Contribution to the Company

- (a) Recruiting instructors, who are the main drivers for the organization's growth
- (b) Ensuring effective training methods execution
- (c) Inter-departmental coordination
- (d) Contribution to effectively particular marketing campaigns

1.3.2 Benefits by Working in the Company

- a. Understanding the operational process of an Education-Technology startup
- b. Working directly under the supervision of the founder provided an opportunity to understand the organizational goals and motives in brief
- c. Gaining experience in working directly in cross-functional teams
- d. Working knowledge gained by assisting in certain marketing promotional activities and overall services marketing processes

1.3.3 Difficulties during Internship

The major difficulty faced while completing the internship period was the lack of any fixed working hours. Remote office work made it difficult to arrange any personal activity as, there was no fixed office hours and without any prior notice, meetings and sessions were to be arranged. Aside from this, remuneration disbursement was not in time and excuses were given almost every time.

1.3.4 Recommendations

- a) Fixed working hours
- b) On time remuneration disbursement

Chapter 2: Organization: Overview and Operations

2.1 Introduction

Covid-19 pandemic has hit almost every industry while creating a challenge for them to sustain. Service industries suffered extensively, since Bangladesh being a third world country and majority of the population are subjected to receive services while being physically present at the service point. But with the technological advancement, surprisingly even in Bangladesh, the masses desire to accept the online platform for their service receiving has been noticeable. This has led many service-based startups to boom during the pandemic. One such section of the service industry is the 'Education-Technology (Ed-Tech)'. Educational institutions being closed have given entrepreneurs to make the best use of this section.

Company Profile

The focus of this paper will be on an Ed-Tech service organization named Englishplz Limited, which is the very first 'English Speaking Practice Application' in the country. The application allows a student to connect with a potential teacher and make conversation through video chatting within the app. The core target of "Englishplz" is to provide quality English learning experience while being at convenience. The primary purpose of "Englishplz" is to provide an opportunity of teaching and earning for teachers around the country who expertise in English language but somehow lost their jobs or received massive cut in their salaries during this pandemic. The aim is to make a win-win situation for teachers and students, where teachers would be able to teach students and the students would receive the teachings. This entire process will be performed using the Englishplz mobile application. But being a service-based Ed-Tech' startup, sustaining during the pandemic has become the central challenge for "Englishplz" let alone growing.

Objectives

Broad Objective:

To understand the various service marketing methods and brand strategies used at Englishplz Limited.

Specific Objectives:

- To understand the Gap Model of Service Quality

- To understand the Service Components and Flower of Service
- To identify the Service Delivery Option
- To explain the Service Marketing Triangle
- To explain the Service Blueprint
- To understand the Service Recovery Process
- To identify the Brand Positioning
- To identify the Pricing Strategy
- To identify Brand Promotional Channels

Scope

As part of my internship at Englishplz, my responsibilities concentrated in the promotion, process and people sections, among the 7P's of service marketing. Here my work extended from coming up with promotional offers, ensuring smooth service delivery and recovery when required and the overall customer relationship management process.

Limitation

There are a number of limitations I might face while completing this report. The limitations could be listed as-

- Insufficient data on Education Technology based organizations in Bangladesh
- Short time frame for the completion of the report
- Barriers in revealing confidential information

Methodology

For the successful completion of the report, it is essential to utilize an effective method for data collection. For the purpose of this report, I used primary data and secondary data.

- As part of work, I am directly involved in the overall operational activity of Englishplz Limited. This has given me an access to the organizations several activities and the associated data. So, in this manner primary data was collected, which was principally used for completion.
- Secondary data was collected from several online sources, journals, articles. The main purpose for using secondary data was to make necessary comparison with Englishplz Limited and its competition in the EdTech Industry.

2.2 Management Practices

Englishplz is destined to meet the requirements and needs of their clients through providing an excellent service while ensuring professional excellence and innovation. Being a comparatively small scale EdTech startup, Englishplz maintains a decent management hierarchy to conduct and control their operational processes. A glance at the organogram would make it much clearer to understand.

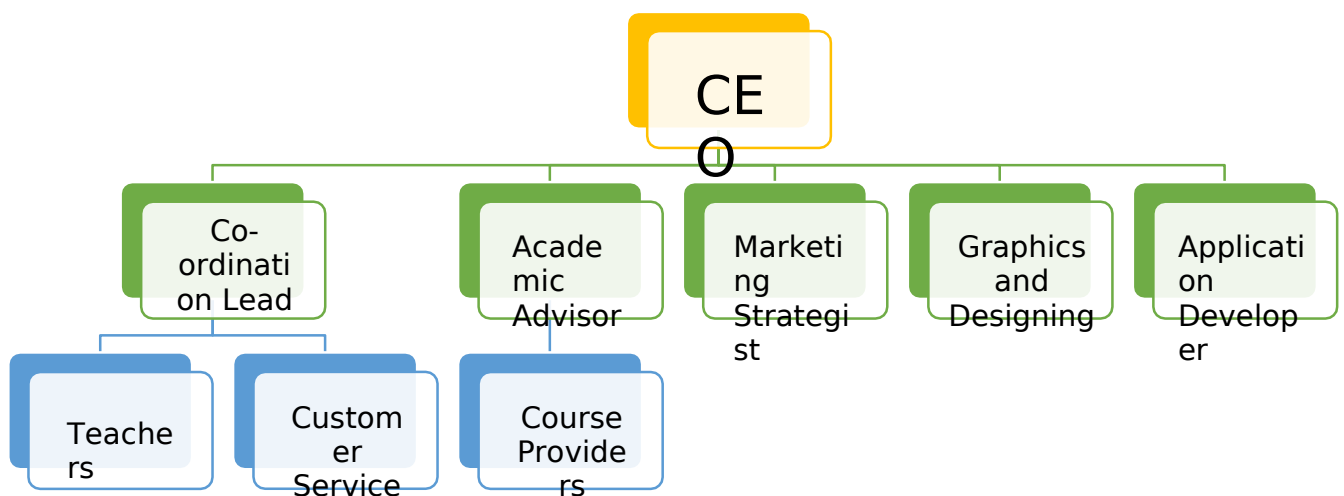


Fig 1. Organogram of Englishplz

From the organogram it is quite easy to understand the management of Englishplz. The CEO is the main driver of the startup, who provides developing and implementation strategic direction for the organization. Every department under the CEO is required to showcase and take approval the associated plans before implementing those. There are 5 departments under the CEO who are responsible for carrying out the operational plan of Englishplz.

1. Co-ordination Lead: An essential part of the organization who is responsible to basically maintain coordination between all the departments. The co-ordination lead is also responsible for recruitment, training and maintain harmony between teachers and the students, who are basically the service receiver of the Englishplz. Every now and then, co-ordination lead requires to work directly with the marketing strategist for coming up the best ideas to promote the brand. Under the co-ordination lead, the customer service team further assists in answering certain queries from the people.

2. Academic Advisor: The academic advisor is responsible to work directly with the course providers to ascertain that quality contents are being released. Academic advisor would often work in harmony with the co-ordination lead to arrange advanced level training sessions.

3. Marketing Strategist: Marketing strategist basically works directly with the CEO, for coming up with innovative marketing and promotional ideas to promote the brand in different online platforms like- social media.

4. Graphics and Designing: The graphics and designing unit work hand in hand with the marketing strategist, since the strategies are given visual representation through the graphics and designing team.

5. Application Developers: This team is the heart of Englishplz. They are responsible for creating, implementing and controlling the overall developmental process of the app of Englishplz. This team works directly under the CEO and occasionally for small scale problems associates with the co-ordination lead.

Service Gaps:

One of most important aspects for any service organization is developing the effective service delivery. Hampering in the service delivery will result into low customer satisfaction, which is highly discouraged. This indicates that there is presence of gaps in the service process. Which leads to the highly effective and most widely used technique, service gap model. The gap model is quite useful as it allows organizations management to necessary assessment to find out the cause of the service lag.

There are five types of gaps in the gap model. They include- knowledge gap, policy gap, delivery gap, communication gap and perception gap. All these gaps presence in an organization leads to the overall service quality gap. Discussion in this report would focus on the existing gaps in Englishplz Limited. Now, for Englishplz limited, the following gaps are noticeable. These gaps include-

- **Delivery Gap:** Delivery gap is basically the difference between standards and delivery policies of the service with the actual delivery. Now, according to the policy of Englishplz, there has to be presence of teachers for providing the service, which in this case is conducting the speaking session with the students. But in reality, majority of the times, teachers are not present in the application, leading to service delivery gap.

- **Communication Gap:** Communication gap is basically the difference what promises are made to the customers through marketing channels and what actually gets delivered to the customers. Englishplz through their marketing communication channels let knew the service receivers that they would be receiving the service at their convenience. But most of the time, this is not found, leading to service communication gap.
- **Perception Gap:** Perception gap is basically the difference between the actual delivery of the service and the customer's perception on it. Highly thoughtful advertising had made simple things understanding complex. This resulted in misinterpretation of the service, leading to service perception gap.

Due to presence of all these gaps, it ultimately hampers the overall management for providing quality services. Thus, leading to service quality gap.

2.3 Marketing Practices

2.3.1 Brand Positioning

One of first topics to cover in the marketing practices is Englishplz's brand positioning. Unlike other organizations, Englishplz is fairly small in management and proceeds through minimal processes. One of the first things for positioning a band is to define its niche. Now, in case of the EdTech scenarios in the country, there has been focus in almost all areas of learning. For example- if English language learning is concerned, EdTech firms are offering virtual courses, group sessions, seminars, webinars and what not. But there has been no sign of nay offering for practicing English language. This practicing could range from regular topic discussion to exam related preparation like- IELTS Speaking Test or Visa Interview facing. There are numerous books entitled the tips and tricks to make English language speaking easier. But in reality, no such EdTech organizations came forward with this type of initiative.

So, Englishplz decided to make this as their main positioning point, which is the English-speaking practice service. Now, rather than focusing on any third-party app, Englishplz focused on developing their own app through which they would provide the speaking practice sessions. Since this section of the market had always had demand in the past and still at present has the similar demand, so Englishplz decided to make this as their brand identity through launching the first ever English-speaking practice application. This is section of market is not new but it is not explored much, which makes it a perfect grab and go for

Englishplz.

2.3.2 Pricing Strategy

It is absolutely essential for any brand to come up with suitable pricing strategy. Because ultimately with the appropriate strategy for pricing, would lead an organization to increase their growth and long-term sustainability. There are several pricing strategies available.

- a) Penetration Pricing: The prices are kept low to penetrate the market for securing high volumes. Quite useful if something new is to be launched in the market.
- b) Market Skimming: The prices are kept while the volume low, to skim out profit from the market.
- c) Value Pricing: The prices are set according to the customers perception of the value of the product.
- d) Loss Leader: The prices of products or services are kept below cost prices, to make profit elsewhere.
- e) Psychologic Pricing: The prices are set based on the customers perception on thinking it interesting or unique.
- f) Competitive Pricing: The pricing is set comparing with the competitor's price through which the lead position can be gained.
- g) Predatory Pricing: The prices are set in such a manner that it would either kick the rival out of the business or prevent the entry of the new entrants.

As for Englishplz, it went for the penetration pricing. Since this type of service is new for the users and there has not been any such services which the users might compare with, Englishplz management decided to go for the penetration pricing.

2.3.3 Promotions

Englishplz being a completely online based platform focuses the marketing promotional practices through digital marketing channels. There are no traces of offline marketing practices for Englishplz. Since the promotions are only performed through digital marketing channels, among the several digital channels, Englishplz at present exclusively focuses on social media marketing, like- Facebook and LinkedIn.

Facebook is the main promoting ground for Englishplz. The reason for following such marketing practice lies in engaging with maximum number of people available who searches these kinds of services every now and then. Large number of study and prospective groups allow users to attain this information from Facebook. All types of community engaging posts,

promotional campaigns, new release of courses, exciting offers etc. all are promoted through Facebook.

Aside from Facebook, Englishplz further promotes through LinkedIn as well. Engagement through LinkedIn is pretty low in comparison to Facebook.

2.4 Operation Management Practices

The overall operational management practices will be discussed based on the several topics of services marketing and brand management, to make the understanding effective.

2.4.1 Service Delivery Option

In case of the delivery option of the service, meaning the type of interaction between customer and service organization, there are three types. They are- customer going to service organization, service organization coming to customer and finally customer and service organization transact remotely. Now, Englishplz being a completely remote based service, it falls under the third category of distribution option for serving customers, which is denoted as ‘Customer and Service Organization Transact Remotely (Electronic Communication)’.

It does not follow the conventional brick-and-mortar concept in case of service delivery.

2.4.2 Service Marketing Triangle

The service marketing triangle has three components, which are- company, employee and customers. For Englishplz, the company here is Englishplz, the employees are the designated personnel’s working in the management and the customers are the students and related interested groups. In order to make marketing successful, it is essential to have positive interaction between these three components. In case of Englishplz, the existence of positive interaction between company and its employees is not always found.

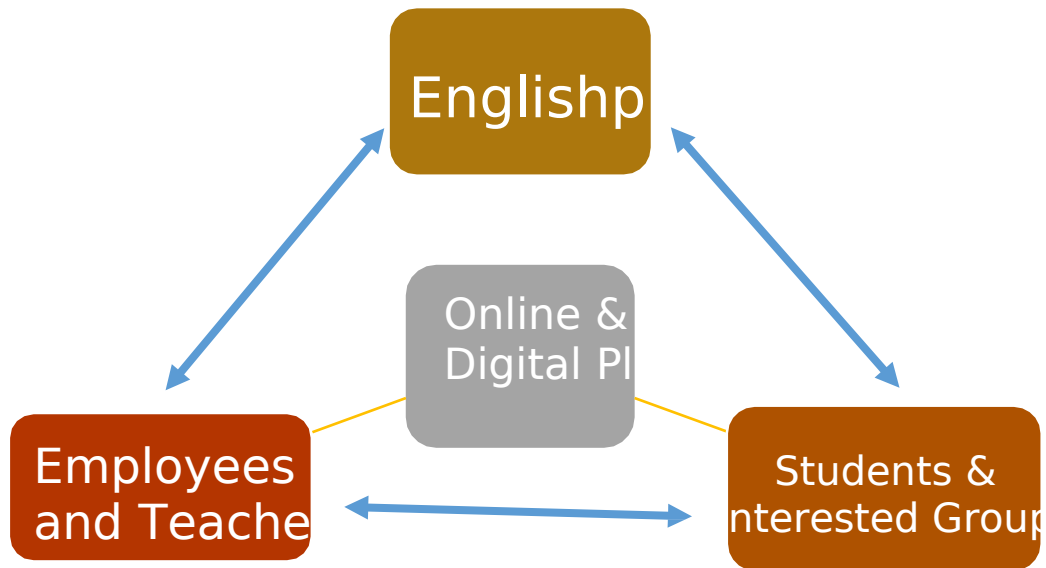


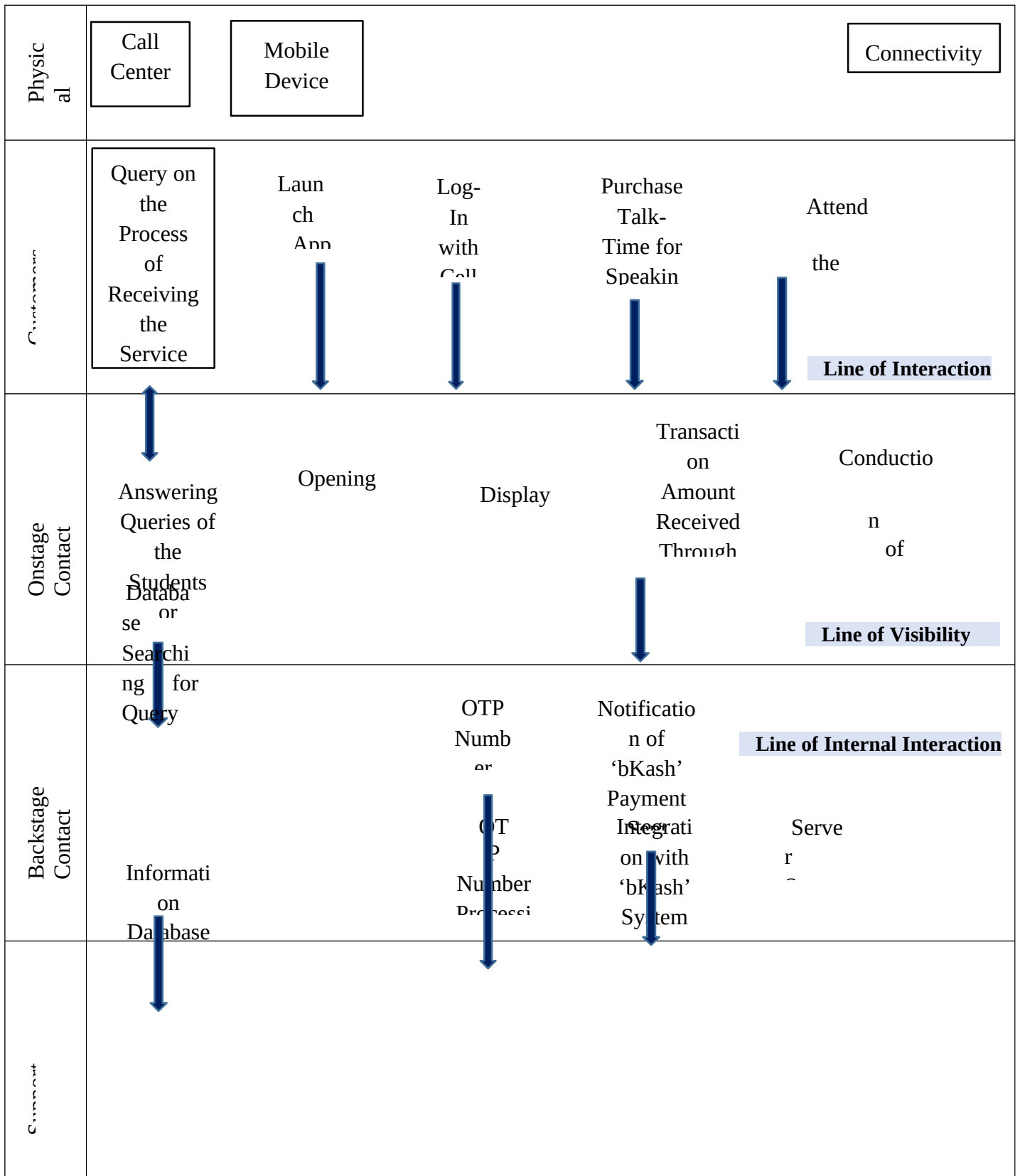
Fig. 2 Service Marketing Triangle of Englishplz

Internal Marketing: It is between Englishplz and their employees as well as their teachers. This includes- top to lower-level management communication and interdepartmental communication with teachers.

External Marketing: It is between Englishplz and their prospective students and other interested learning group. This includes- advertising, promotion and direct marketing.

Interactive Marketing: It is between the frontline service provider's communication with the students and other interested groups. This includes- service encounter, customer service center, social media etc.

2.4.3 Service Blueprint of Englishplz



2.4.4 Service

Recovery Customers

Complain

In the exciting world of EdTech startup industry, Englishplz is fairly new to the game. Since it is an application-based service and an absolutely new concept, service receivers faced tough time understanding the proper usage of the app. Further it has faced a fair share of complaints regarding the application lags during its usage, which is pretty common being a beginner in the industry. So, customers here made their complaints to basically alert the management about the issue and make improvements in these faulty sections. Every time, Englishplz receives any type of complaints regarding their application or services, the respected team works promptly to assess the problem and provide a solution for the complaint.

Principles of Effective Service Recovery System:

Englishplz has been successfully able to fulfill all the principles required for maintaining a service recovery system, which is effective. For example-

- **Convenient Process for Customers to Provide Feedback:** Since it is an appl based service, users can easily provide their rating of the app at google playstore. Furthermore, after each speaking session completion, the service receiver always has the option to rate and input comments about their teachers. Moreover, queries asked in social media page or through the hotline number are responded promptly by the customer service section.
- **Enable Effective Service Recovery:** The steps in the effective service recovery process includes- being proactive, planning the process, proper training providing and finally empowering the employees which in this case are predominantly the teachers, are followed by Englishplz management.
- **Establishment of Appropriate Compensation Level:** There are certain criteria's, which are followed while making assessment of any complaints and the necessity to provide any compensation. Normally based on the severity of the complaint, the compensation is provided.

Service Guarantee

The core focus of Englishplz now and for some time in the near future is to provide a

continuous service with no breaks to students and other interested groups, for having smooth sessions with the teachers. This covers the single-attribute specific guarantee of the several service guarantee.

2.4.5 Managing Demand & Capacity

Managing Capacity

Englishplz is quite new in the EdTech startup competition. So, in case of managing the capacity of the service, much has not been observed from Englishplz's side.

Managing Demand

Englishplz being an early comer in the Ed-Tech industry of Bangladesh, the demand for it is relatively low among the users. For managing the demand, Englishplz uses the increased demand process. For example- previously, for the amount of revenue generated by each student through purchasing a speaking session or any courses, 30% of that revenue was offered to the teachers, which recently has been increased to 50%. In similar fashion, the service receivers which in this case the students, can receive 2 free speaking sessions, upon purchasing 10 speaking sessions. These are communicated to the teachers and students through in app notification and texts.

2.7 Industry and Competitive Analysis

Education is probably the only sector in the country where there has not been much implementation of technology. This was the scenario until Covid-19 made presence and everything including the education had to go online. Classes, tutoring, sessions everything was and still is being running online. Which brings our topic of interest of the EdTech startups. Since the point of discussion is Englishplz and its position in the market, it is essential to understand the overall dynamics of it. The best possible way to determine such is through a SWOT analysis. SWOT analysis will allow us to understand the strengths, weaknesses, opportunities and threats of Englishplz. It will further denote the possibility of its sustaining in the forthcoming future.

SWOT Analysis

Strengths:

- o User Friendly App Interface: Englishplz application is quite simple to use. First time users are guided step by step through providing instructions for using the app to avail service. Aside from that every panel has its own set of instructions for user's convenience.

- o **Quality Instructors:** The main service of Englishplz is providing quality service which principally lies to what extent the instructors are able to deliver their lessons to the students and interested groups. Since the instructors are recruited through certain level testing process to ensure they meet the criteria of providing quality services, so Englishplz has indeed have set of quality instructors.
- o **Experienced Academic Advisor:** One of core pillars of Englishplz is their highly experienced academic advisor who ensures that instructors are well groomed for conducting any speaking sessions and provide necessary advanced level training when required. She further overlooks the content providers sections, since with only her approval the contents are sanctioned and uploaded.
- o **Convenient Service:** The best part of Englishplz is their convenient service. An instructor can log in any time of the day and based on the availability of students, can provide their services. In a similar fashion, students can log in any time of the day and based on the instructor's availability can receive the service.
- o **Dedicated Customer Service:** Englishplz ensures a dedicated customer service at all possible levels through their social media page and hotline numbers. The team tries to respond to the queries promptly.

Weaknesses:

- o **Occasional Service Interruption:** A major problem while receiving the service every once in a while, is the interruption through application lagging. While having conversation in a session the app either hangs from the service provider's side and sometimes from the service receiver's side. Since it is at present a solely an application- based service, this is a major weakness of it.
- o **Long-term Backend Maintenance:** Due to service interruption problem, often app developers are required to make necessary maintenance in the app backend, which takes quite some to fix. During the maintenance, the services through the app remain paused.
- o **Unavailability in IOS:** Majority of the EdTech startup-based services are available in android as well as in IOS. But Englishplz app at present is only available in android.
- o **Under Developed Website:** Although there is presence of a website of Englishplz, the website is not up to dated and not well constructed.
- o **Improvement Lacks in App:** From its journey till now, the app has remained same other than some minor changes. There have been no major changes in the outlook of

the app to make it more appealing to the service receivers.

Opportunities:

- o Revolutionize Education: The most promising aspect of EdTech startups like Englishplz is their desire to revolutionize the education system. With constant service quality assurance and harnessing the fruits of technology would allow them to make study more accessible, easily understandable and enjoyable.
- o Going Global: Since the world is thriving to achieve technological advancements in every aspect of life, there is high possibility EdTech startups like Englishplz has the potential to make their services global.

Threats:

- o Tight Competition: One of the biggest if not the biggest threat for Englishplz is the high competition in the EdTech industry in the country. Several EdTech startups like- “Shikho”, “10 Minutes School” are on the verge of making groundbreaking improvements to make EdTech scenario be noticeable in the whole world.
- o Competitive Materials Offering: EdTech startups are making improvements in all their sections and one of the prime sections of it is the materials they are providing. The competition is providing quality materials with a better pricing that is accessible to the service receivers. This could turn out to be a major threat for Englishplz

Chapter 3: Project Part

3.1 Introduction

3.1.1 Background of the Report

Internship completion an essential requirement for students who are studying MBA under the Graduate School of Management of BRAC University. If the student is working at a particular organization as an employee, they should prepare their report based on that organization. As for this report, author himself has completed all the courses of MBA program and is currently working fulltime at an organization. So, the report is originated as part of the completion requirement for the MBA program.

The report's author majored in marketing through completing all the three major courses of it. He has been also working at a service-based organization which is providing educational services to students and other interested groups around the country. So, the topic of the report has been chosen based on the author's job experience in the relevant field, which is services marketing and brand strategies of that particular organization. As part of completing the report, the author worked extensively with the existing departments of the organization for making the best use of the available data for making the report completion successful.

3.1.2 Objectives

Broad Objective:

To understand the various service marketing methods and brand strategies used at Englishplz Limited.

Specific Objectives:

- To understand the Gap Model of Service Quality
- To understand the Service Components and Flower of Service
- To identify the Service Delivery Option
- To explain the Service Marketing Triangle
- To explain the Service Blueprint
- To understand the Service Recovery Process
- To identify the Brand Positioning
- To identify the Pricing Strategies

- To identify Brand Promotional Channels

3.2 Literature Review

Englishplz is an EdTech startup in the country. Although EdTech is a pretty unfamiliar thing and almost a new thing for the mass majority, Covid-19 pandemic making everything online made the arrival of EdTech industry rise smooth. With that idea in mind, Englishplz started its journey in the country to make English language learning convenient both for the students and other interested groups. Englishplz is the country's first English speaking practice application. The main idea of Englishplz is to deliver English language and its associated learning through the use of their app. Englishplz application allow users to have direct speaking conversation with the esteemed team of teachers through video calling over the app by paying a particular amount for the session. One of the most advantageous aspect of this is, it is convenient for both teachers and students since both these groups can log in the app and avail the service at their preferred time and from any location of the country.

3.2.1 Service Components

Core Product: English speaking practice through video call built within the application.

Supplementary Product: Associated English language learning courses.

3.2.2 Flower of Service

Flower of service is basically a service concept which explains the core product of a service providing company that is added by the supplementary products, depicting it in a shape of a flower. The idea is, although there is presence of the core product of the service, still if the supplementary services are not up to the mark, the overall service will not be fruitful in delivery. Flower of service consists of eight components, where four are facilitating elements and the rest four are enhancing elements. Facilitating elements support the core services while enhancing elements adds value to it.

Facilitating Elements: Information, order taking, billing and payment.

Enhancing Elements: Consultation, Hospitality, Safekeeping and Exceptions.

The following figure explains the flower of service for Englishplz Limited.

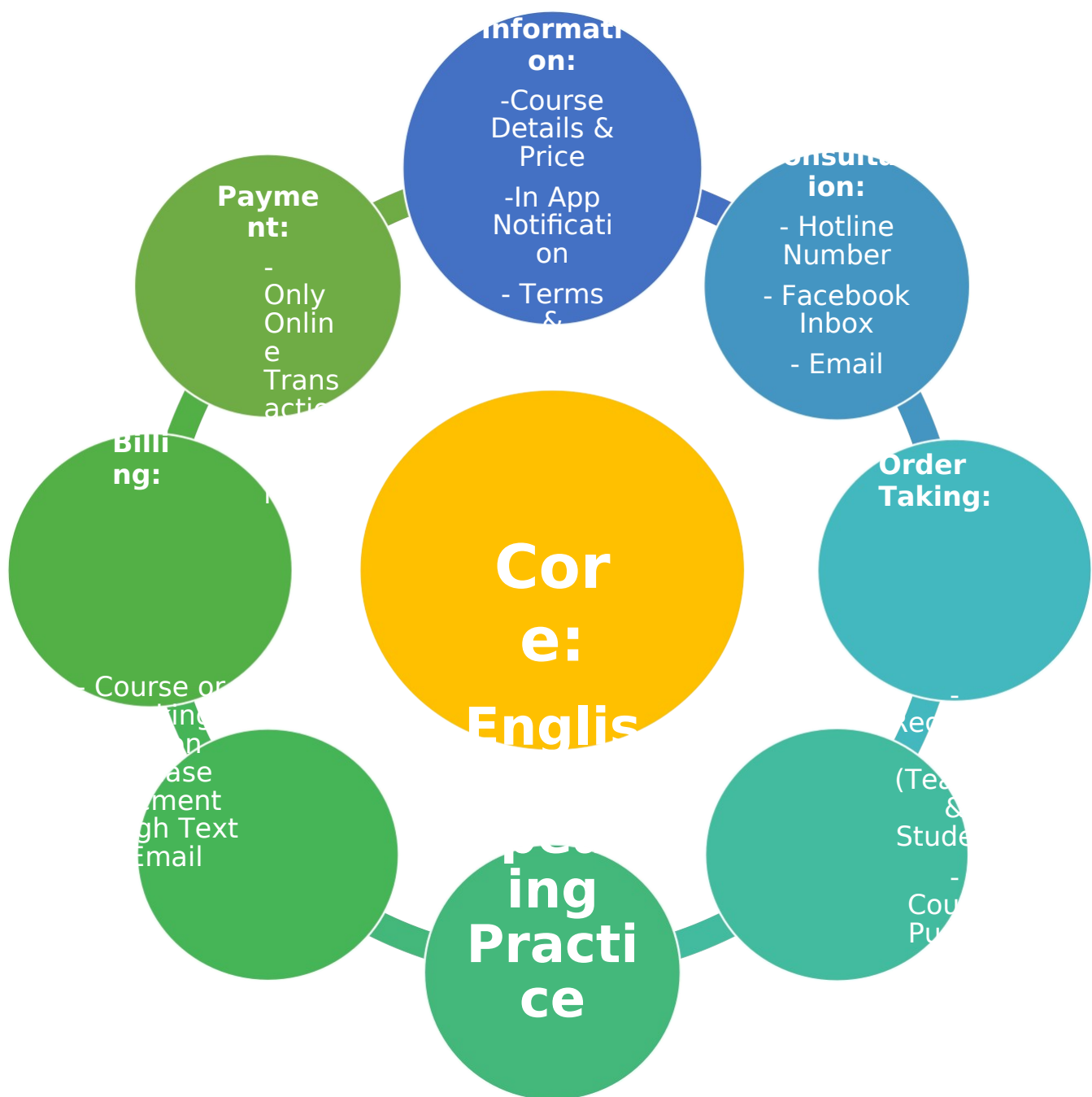


Fig. 3 Flower of Service Model of Englishplz

3.3 Methodology

The complete the internship report successfully, it is necessary for an effective method for collecting data. For the purpose of this report, both primary data and secondary data was used.

- o As part of work and being directly involved in the overall operational activity of Englishplz Limited provided an access to the organizations several activities and the associated data. So, in this manner primary data was collected, which was principally used for completion.
- o Secondary data was collected from several online sources, journals, articles. The main purpose for using secondary data was to make necessary comparison with Englishplz Limited and its competition in the EdTech Industry.

3.4 Findings

1. Service Gaps: Upon the gap model analysis of Englishplz, several gaps were found to be present. The persistent gaps include- delivery gap, communication gap, perception gap and overall service quality gap.
2. Absence of consistent harmony between marketing triangle components.
3. Improper implementation of penetration pricing.
4. Limited number of digital marketing channels used for promotion.
5. Threats and weaknesses overpowering the strengths of the organization.

3.5 Conclusion

Englishplz is a pioneer in the field of English-speaking practice through an application service in Bangladesh. The best part about Englishplz application service is their time and place convenience. Instructors and students can communicate with each other at their convenient place and time for practicing English.

Although all this might sound very promising, but in the real scenario the execution of Englishplz as a service marketing organization is far from being perfect. During the completion of the report several loopholes were found for the organization. An overall service quality gap is found, which highly discouraged for any service organization. There is absence of communal harmony between the management and their employees, who in this case are the teachers, the possible fortune driver for Englishplz. From the organizational point, the pricing strategy might be appropriate, but in reality, that is also not implemented properly. The time convenience factor might be their unique selling point, but this has also created scenarios which might cause in their reputation.

Despite the negative aspects as an early comer startup in the EdTech industry, Englishplz has been able to create remote employment opportunity for particular English teachers and instructors, who despite the knowledge and degree were unable to perform their acts due to sudden rise of pandemic scenario. With a mix of good and bad, if certain recommendations provided to it is followed, there is possibility for EdTech startups like Englishplz to attain success and can overall contribute to the economy of the country.

3.6 Recommendations

1. The first line of recommendation would include closing the service gaps that are noticed in Englishplz. From the description it is clear there is presence of delivery gap, communication gap, perception gap, leading to the overall service quality gap. As Englishplz is a service-based organization, so it is a must for it to close the service gaps.
2. Maintaining the working harmony between the components of the marketing triangle. It is observed that there has been absence of consistent positive relationship between the company and their employees, who happens to be the main drivers of the company's profit. So, it has to be ensured that there is continuous positive relationship between these the company and their employees.
3. The pricing strategy of Englishplz, is not bringing much for the startup. Although, the startup has claimed it is following penetration pricing, still it has not yet been able to grasp the market. So, the pricing strategy needs to be reconsidered for better implementation.
4. SWOT analysis of Englishplz reports that there is high possibility for Englishplz to be taken over by their competition. Though it is a promising concept, still if the weaknesses are not addressed and the threats are not minimized, there will be a doubt in its sustainability.
5. Despite being a service startup, there are no loyalty programs offered by Englishplz. Since majority of the customers are students and with the rise in competition and better service offering by other organizations, these customers might churn away. So, for retaining these churned customers, Englishplz needs to conduct churn analysis. Based on the churn diagnosis, higher bonds should be secured with the customers through providing them loyalty rewards with an addition to providing bundle offers as well.
6. It is quite easy to understand the position where Englishplz is. Every startup suffers to some extent at their earliest days. In terms of growth, it is almost impossible to attain particular level of growth without the funding or contribution. So, for assuring further growth, Englishplz should search for such funds.

Reference

Fang, E., Palmatier, R. W., & Steenkamp, J. -B. E. M. (2008). Effect of service transition strategies on firm value. *The Journal of Marketing*, 72(5), 1–14.

Keller, K. L. (2013). *Strategic Brand Management* (4th Ed.). Prentice Hall.

Vargo, S.L. & Lusch, R.F. (2004a). Evolving to a new dominant logic for marketing. *Journal of Marketing*, 68, 1–17.

Wirtz, J., & Lovelock, C. (2016). *Services marketing: People, Technology, Strategy* (8th ed.). World Scientific Publishing Company.

Zeithaml, V. A., Bitner, M. J., & Gremler, D. D. (2012). *Services marketing* (6th ed.). McGraw-Hill Education.