

**Report On**  
**“A study on the educational Consultancy Services of**  
**Eduvisors”**

By  
**Md. Rahat Faisal**

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  
April 2023  
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**Declaration**

It is hereby declared that

1. As a part of my degree program at Brac University, I wrote the internship report that I submitted.
2. Unless properly cited with full and accurate referencing, the report does not contain any previously published or written material.
3. The report does not include any work that has been accepted or turned in for another degree or diploma at a university or other institution.
4. I have acknowledged all major sources of help.

**Student's Full Name & Signature:**

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**Md. Rahat Faisal**

ID: 17104155

**Supervisor's Full Name & Signature:**

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**Md. Shamim Ahmed**

Deputy Registrar, Brac Business School

Brac University

**Letter of Transmittal**

Md. Shamim Ahmed  
Deputy Registrar  
BRAC Business School  
BRAC University  
66 Mohakhali, Dhaka-1212

**Subject: Submission of my internship report**

Dear Sir,

This is my pleasure to display my entry-level position as an intern in Eduvisors, which I was appointed to under your direction. I have attempted my best to finish the report with the essential data and recommendations in as significant a compact and comprehensive manner as possible. I trust that the report will meet the desires.

Sincerely yours,

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Md. Rahat Faisal  
ID: 17104155  
BRAC Business School  
BRAC University  
Date: April 6, 2023

## **Non-Disclosure Agreement**

This is to inform you that the report titled "**Educational Consultancy Services of Eduvisors**" was written as part of my internship requirements. The submission of an internship report is a requirement for our BBA program. In addition, I drafted the report under the supervision of Md. Shamim Ahmed, deputy registrar at BRAC Business School, BRAC University.

This report is my masterwork and has been or will be submitted elsewhere for approval of a degree, diploma, or other acknowledgment. As far as I am aware, I have not willfully violated any copyright laws.

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Md. Rahat Faisal

ID: 17104155

BRAC Business School

BRAC University

Date: April 6, 2023

## Acknowledgement

I would like to start by thanking the All-Mighty Allah for giving me the courage and peace of mind to finish the assignment on time, even though there were many problems.

I would like to begin by expressing gratitude to my academic advisor, Md. Shamin Ahmed, senior lecturer and deputy registrar at Brac Business School, Brac University. His insightful guidance, comments, and ecstasy made everything clear. With his assistance, I was able to do everything methodically and on time. He kept me on pace to complete my report, and her suggestions were essential for making my report as flawless as possible.

Then, I must express gratitude to my academic co-supervisor, Ms. Tania Akhter, Senior Lecturer at the Brac Business School, Brac University. She cheerfully accepted my responsibility, provided me with ample time, and shared her professional experiences.

Jannatul Mewa, Manager, Eduvisors, deserves special recognition for her generous support throughout my internship. She is a person of action and motivation, and she was my inspiration. This excellent lady taught me far more than I anticipated, and I will remember every lesson she taught me. There is no phrase to describe her, and she was always there for me, like a sister, when I made mistakes. Her instructions not only taught me about office culture but also how to be an effective researcher and analyst.

Last but not least, I am highly grateful to the CEO of Eduvisors, Mr. Ali Zabed. Sir is a very humble person, and he has even patiently described my every query. As Eduvisors has completed five years in the education consulting industry, there was less scope for collecting information about the company, its marketing strategies, and all the important and necessary information I have collected from our CEO. He also handed me documents and news article clips so that I could enrich my report according to the required structure and topics of discussion.

Honestly, I have enjoyed my internship job at Eduvisors as an intern. I have tried to dedicate myself fully to my given task so that I can learn about this field and consultancy area of higher education, which could help me to make my internship report perfect.

## **Executive Summary**

I have prepared this internship report on Eduvisors to complete my BBA program. The report highlights the consulting services, its marketing strategies, and its implications, making Eduvisors one of the best consulting firms in Bangladesh. I got the information I needed for this report from both first-hand and second-hand sources about Eduvisors.

Eduvisors is an educational consulting organization. It provides in-depth guidelines and support to the students who are seeking help for foreign higher education. Eduvisors has two branches, one in the United Kingdom and another in Dhaka. Eduvisors is working with seven countries as the representative of the top-ranked colleges and universities in these countries. It has started its journey in 2019. The CEO, Ali Zayed, has been in this industry since 2009 and has proudly represented many renowned universities to Bangladeshi students so far. Eduvisors's mission is to provide a high standard of ethical and quality service to empower students. This report is focused on the analysis of the study abroad education consultancy firm, Eduvisors. Eduvisors is a leading global consulting firm that helps students who want to go to college overseas with advice and support. The report looks at the company's goals, operations, and successes during the time I worked there as an intern.

The report provides an overview of the company's mission and vision, which is to assist students in realizing their potential by providing them with world-class education and guidance. The report also highlights the company's core values, which are excellence, integrity, and dedication. The second section of the report focuses on the company's operations, including its organizational structure, marketing strategies, and service offerings. Eduvisors operates through a highly efficient and effective organisational structure, with dedicated teams for each service line. The company's marketing strategies are centered around digital marketing, social media, and strategic partnerships with schools and universities. The company's services include counseling, test preparation, admissions support, visa application, and post-arrival support. The next section of the report examines the achievements of the company during the period of my internship. The report talks about how well the company has done at growing its business, getting more customers, and improving its services. The company has also achieved significant growth in revenue and profitability during the period of my internship. Overall, the report demonstrates that Eduvisors is a highly successful and reputable study abroad education consulting firm. The company's mission, core values, and operations are all in line with its goals, and it has done a good job of achieving its mission of giving students a world-class education and guidance.

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## **Chapter 1**

### **Overview of Internship**

#### **1. Student Information**

Name	Md. Rahat Faisal
Student ID	17104155
Program	Bachelor of Business Administration
Major	Human Resource Management

#### **2. Internship Information**

Period	3 Months
Company Name	Eduvisors
Department	Study Abroad Counsellor
Office Address	1st Floor (North), House No -B/185, Lane -21, Mohakhali DOHS, Dhaka, Bangladesh 1206

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

Name	Jannatul Mewa
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Designation

Manager

### **Job Description**

Eduvisors' HR team provided me with an internship opportunity, which I successfully completed. I was working for the position of an intern. I had to conduct research on universities, courses, and study abroad programs. Help students prepare their applications for programs to study abroad and talk to students and partner institutions through email, phone, and video conferencing. Moreover, Manage social media accounts and assist with content creation. Support the team in organising events and presentations and contribute to ongoing projects as required. In order to finish the program, I had to put in three months of work. The office day began at 10 in the morning and ended at 6 in the evening. I am fortunate enough to have the opportunity to work in a pleasant atmosphere and gain experience in the field. I have a lot of faith that this information will come in handy in the future.

### **Job Responsibilities**

- Assist our experienced consultants in providing one-on-one counselling to students regarding study abroad options, admission requirements, scholarships, and visa regulations.
- Conduct research and gather information about universities, courses, and study destinations to provide accurate and up-to-date advice to students.
- Help students prepare their applications, including reviewing their essays, resumes, and transcripts, and providing feedback to ensure they meet admission criteria.
- Organise and participate in informational events, webinars, and seminars to promote Eduvisors services and inform students about study abroad opportunities.
- Liaise with universities, admissions offices, and visa offices on behalf of our clients to ensure they receive prompt and accurate information.

- Maintain accurate records and update student files regularly to ensure that our team has the most current information.
- Provide administrative support to the consulting team, including managing phone and email correspondence, scheduling appointments, and managing client files.
- Collaborate with the marketing team to create and distribute marketing materials and manage social media accounts.

### **Internship Outcomes**

- **Increased Knowledge and Understanding of Study Abroad Processes:** As an intern at Eduvisors, I learnt about the various processes involved in studying abroad, including application procedures, visa requirements, and cultural differences. This knowledge enabled me to guide prospective students who are considering studying abroad.
- **Improved Communication and Customer Service Skills:** Throughout my internship, I interacted with prospective students, parents, and other stakeholders. I developed my communication and customer service skills as I provide them with relevant information and assistance.
- **Hands-on Experience in Marketing and Sales:** Eduvisors is a consultancy firm that helps students find the best study abroad programs. I had an opportunity to work on marketing and sales strategies, including digital marketing, event planning, and client engagement.
- **Networking Opportunities:** As an intern, I got to work closely with other Eduvisors staff. You will have opportunities to develop professional connections that may benefit your future career aspirations.
- **Project Management and Problem-solving:** I was assigned various tasks and projects. These projects will help me develop my project management skills and problem-solving abilities. I

learnt to work independently and collaboratively to meet deadlines and achieve organisational objectives.

- Professional Development and Mentorship: At Eduvisors, they value the professional development of their interns. So, I receive mentorship from experienced professionals who provided me training, guidance and support throughout my internship.

Overall, my internship at Eduvisors taught me a lot and helped me get ready for a job as a study abroad consultant.

### **Difficulties**

- Internet connection was not stable.
- Lots of pressure as I was the only intern in the Office.

### **Recommendations**

- Increase visibility: Eduvisors could increase their visibility through social media marketing and content creation. They could create engaging and informative content that would attract potential clients.
- Offer online counselling: In today's digital age, online counselling has become increasingly popular. Eduvisors could consider offering online counselling services to make it more convenient for students who are unable to visit their offices in person.

- Regularly update their website: It is important for Eduvisors to keep their website up-to-date with the latest information on universities, courses, and scholarships. This would help students to stay informed and make informed decisions about their future.

## Chapter 2

### Introduction

BBA (Bachelor of Business Administration) students at BRAC University are required to complete an "internship program" under an organisation in order to earn their BBA degree. This curriculum is a four-credit course titled "BUS400" that lasts three months or twelve weeks. Its main goal is to give students a chance to work in a professional setting and do real-world tasks that they can use in their future careers. Typically, students are assigned these activities based on their major or minor concentration.

Eduvisors, a renowned educational consulting firm in Bangladesh, is the organisation where I completed my internship. I was given the opportunity to work in the 'study abroad counselor' department of that organisation. As an intern at Eduvisors, I was given tasks that helped me learn more and that I could include in my report.

It was a source of great satisfaction whenever I performed my tasks and received recognition from Eduvisors. The corporation paid the interns a predetermined honorarium on a monthly wage basis. My internship with Eduvisors began on December 15, 2023, and ended on February 15, 2023. It was an incredible opportunity to work as an intern for a company like Eduvisors.

**Goals:** The goals of Eduvisor's internship report can be different depending on the needs and expectations of the company and the school to which the report is being sent. However, some general objectives that can be included are:

- To provide an overview of the educational consultancy industry and the services provided by Eduvisors.
- To describe the role and responsibilities of the intern within the company.
- To reflect on the learning outcomes and professional development gained during the internship, including the acquisition of new knowledge, skills, and attitudes.
- To evaluate the effectiveness and relevance of the training and supervision provided by Eduvisors.
- To identify any challenges encountered during the internship and propose possible solutions or improvements.
- To analyse and provide recommendations on the current practices and procedures of Eduvisors, based on the intern's observations and experiences.
- To assess the impact of Eduvisors' services on its clients, and how they contribute to the improvement of education and career prospects of students.
- To demonstrate the intern's ability to apply theoretical concepts and academic knowledge to real-world situations, as well as to communicate effectively in a professional setting.
- To fulfil the academic requirements of the internship program and demonstrate the intern's competence and readiness for the job market.

Overall, the objectives of the internship report should aim to provide a comprehensive and critical evaluation of the intern's experience at Eduvisors, as well as contribute to the continuous improvement and growth of the company.

**Methodology:**

Eduvisor data was collected using a descriptive study design. This approach permitted extensive analysis of the firm's actions, processes, and results. Qualitative and quantitative research methodologies were used.

Data collection: Several sources were used. Interviews with Eduvisors' management and staff provided the primary data. Structured and semi-structured in-person or video conference interviews allowed open-ended responses. Secondary data came from studies, presentations, financial statements, industry reports, market research, and web resources.

Sampling: convenience sampling of selected interviewees Eduvisors' management and personnel were selected depending on their duties. Secondary data was acquired from credible and relevant public sources.

Qualitative interview data was transcribed, coded, and then analyzed by theme to find patterns, themes, and trends in Eduvisors' operations, services, and performance. Eduvisors' performance was quantified using descriptive statistics like percentages and ratios from financial statements and other sources.

**Scope:** The scope of this report is contingent on the company's cooperation, functions, and operations. Furthermore, it also depends on the willingness of the company to disclose the information it has collected over the last few years.

**Limitations:**

The company Eduvisors is only 4 years old in the education consulting industry, so there was less information available about the company on websites to give a brief detail. As most of the information was gained from the CEO and senior members of Eduvisors, there were some difficulties getting their time due to their busy schedules. Some information was confidential for the company so had to research a lot for accurate data in less time

**Importance:** This study will tell you about educational consulting services, which is one of the best-known companies in its field. In this study, the company's image, presence, and performance on the market, among other things, will be looked at. The students will also be able to improve their academic and practical performance with the help of the data that is gathered.



## Chapter Three

### Insights of the organisation

#### **Introduction**

Eduvisors is a leading study abroad educational consultancy firm that provides comprehensive guidance and support to students aspiring to pursue higher education in some of the top international destinations. The company specializes in offering guidance and assistance to students who wish to pursue their studies in the UK, Denmark, Sweden, Hungary, Netherlands, Malaysia, and the USA.

Eduvisors has a team of highly experienced and knowledgeable consultants who work tirelessly to help students achieve their dreams of studying abroad. The team is well-versed with the admission requirements of different universities and is up-to-date with the latest developments in the education sector, enabling them to provide the most accurate and relevant guidance to students.

One of the key services offered by Eduvisors is IELTS preparation. The company recognizes the importance of the IELTS exam in the admission process and, therefore, provides students with comprehensive preparation materials, including study guides, practice tests, and personalised coaching, to help them achieve their desired score.

Eduvisors take great pride in its commitment to providing personalized attention to each student. The company recognizes that every student has unique aspirations and requirements, and, therefore, works closely with each student to understand their needs and provide customized solutions.

Overall, Eduvisors is a reliable and trustworthy partner for students who are seeking to study abroad. With its comprehensive range of services and experienced consultants, the company has helped numerous students achieve their academic and career goals.

#### **services include:**

**University selection:** Eduvisors can help students identify universities and programs that are a good fit for their interests, goals, academic background, and budget. They can tell you about the requirements for getting in, the deadlines for applications, academic and extracurricular activities, campus facilities, and life as a student.

**Admissions help:** Eduvisors can help students prepare application documents, fill out forms, and send them to the universities as part of the admissions process. They can help students highlight their strengths and achievements and address any concerns or challenges they may face during the application process.

**Visa application help:** Eduvisors can help students with the visa application process, such as understanding the requirements, preparing the necessary documents, and sending the application to the right authorities. They can help students navigate the visa interview process and address any concerns or questions they may have.

**Scholarship advice:** Eduvisors can tell students about scholarships and other ways to get money based on how well they do in school, how much money they need, and other factors. They can help students find scholarships that fit with their interests and goals and fill out the applications.

**Pre-departure help:** Eduvisors can help students get ready for their trip to the host country by setting up travel, housing, and insurance. They can provide information about the local culture, customs, and norms and offer advice on how to adapt to the new environment.

**Post-arrival support:** Once students get to their destination, they can still get help from their eduvisors with things like housing, transportation, banking, and health care. They can also help students connect with other students, alumni, and local communities and offer advice on how to make the most of their study abroad experience.

### **Background:**

Mr. Ali Javed, the company's CEO, founded it in 2019. He has been working in the education consultancy sector since 2009. Mr. Ali Javed is a seasoned professional with over a decade of experience in the industry. With a passion for education, Mr. Javed has been at the forefront of revolutionising the education sector by providing students with personalised education plans and comprehensive guidance. There are two branches of Eduvisors: one located in Dhaka, Bangladesh, and the other in London, United Kingdom. The fact that Eduvisors is in two different regions shows that it wants to help students all over the world get good education services. The Dhaka branch serves the needs of students in Bangladesh. Both branches share the same values and

mission of providing students with the tools and resources they need to achieve their academic goals and fulfill their potential.

Eduvisors is proud to have a global network of partner universities, colleges, and institutions. This lets them offer their clients a wide range of study options in different countries. Their partnerships with these schools are based on a shared commitment to educating students well and giving them a great learning experience.

At Eduvisors, we are committed to providing our clients with the highest level of service and professionalism. Eduvisors believe in being transparent and honest in their dealings with clients, and they always ensure that their clients' best interests come first.

### Corporate Profile Of Eduvisors

Business Name	Eduvisors
Founder	Ali Zabed
Date of Establishment	2019
Type Of Company	Educational consultancy firm
Operating Branch	Mohakhali DOHS, Dhaka
Corporate Address	1st Floor (North), House No -B/185, Lane -21, <b>Mohakhali, DOHS</b> Dhaka, Bangladesh 1206
Website	<a href="https://eduvisors.com.bd/">https://eduvisors.com.bd/</a>

### Eduvisors Management Diagram:

Chief Executive Officer
Manager
Assistant Recruitment Manager
Executive, Application & Admin
Education Counselor
Student Recruitment Officer
Digital Marketing Manager

- **Chief Executive Officer (CEO):** As the highest-ranking executive in the company, the CEO is responsible for overseeing all aspects of the organisation's operations, including developing and implementing strategies, managing budgets and resources, setting goals, and leading the team to achieve its objectives.
  
- **Manager:** Managers at Eduvisors may oversee different departments or functions within the organisation, such as student recruitment, marketing, finance, or human resources. They are responsible for supervising employees, ensuring that their team meets performance goals and targets, and developing plans to improve operations and efficiency.
  
- **Assistant Recruitment Manager:** This role involves assisting the recruitment manager in sourcing and selecting suitable candidates for different educational programs and courses offered by the organization. The assistant recruitment manager may be responsible for screening resumes, conducting interviews, and coordinating recruitment events.
  
- **Executive, Application & Admin:** This position involves managing the application process for students who wish to enrol in the organisation's educational programs. This may include reviewing applications, coordinating with educational institutions, communicating with

prospective students and their families, and managing administrative tasks related to the application process.

- Education Counsellor: Education counsellors at Eduvisors provide guidance and support to students who are interested in pursuing education abroad. They may advise students on program options, application requirements, financial aid, and other aspects of the study abroad experience.
- Assistant Counsellor: Assisting and supporting the lead counsellor in guiding students and parents through the education planning and admission process. Conducting research on universities, colleges, and programs to provide accurate and up-to-date information to students and parents. Helping students with application preparation, including reviewing application materials and providing feedback
- Student Recruitment Officer: This role involves promoting the organization's educational programs and services to prospective students and their families. The student recruitment officer may participate in recruitment events, develop marketing materials, and coordinate outreach efforts to increase the organization's visibility and attract new students.
- Digital Marketing Manager: This position involves managing the organization's online presence and developing digital marketing campaigns to promote the organization's services and programs. The digital marketing manager may be responsible for creating content, managing social media accounts, optimising the organization's website, and analyzing data to measure the effectiveness of marketing strategies.
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## **Mission and Vision of Eduvisors**

### **Mission Statement:**

At Eduvisors, our goal is to give students the tools they need to reach their academic and career goals by giving them personalized and thorough advice about studying abroad. We try to help students find the best programs and schools to study at based on their academic and personal goals. We also help them through the application and acceptance processes.

**Vision Statement:**

Our goal at Eduvisors is to become the best education consulting firm for students around the world who want to study abroad. We want to encourage a culture of innovation and excellence, and we are always looking for ways to learn more and get better at international education. We want to make a world where every student, no matter where they live or how much money they have, has access to the best educational opportunities.

**Business Goals /Objectives:**

**Increase revenue:** One of the primary objectives of any business is to increase revenue. Eduvisors could set a target to increase their revenue by a certain percentage, such as 20% over the next year.

**Eduvisors could try to grow their services so that they include more countries and universities. This would give students more options for where to study abroad.**

**Increase brand awareness:** Another objective could be to increase brand awareness and become a recognized name in the study abroad education consultancy industry. This could be achieved through targeted marketing campaigns, social media, and networking. Improve the customer experience: Eduvisors could focus on improving the customer experience by giving students personalized advice and help, making sure that their study abroad goes smoothly and without any problems.

**Develop strategic partnerships:** Eduvisors could try to make strategic partnerships with universities and other educational institutions to give students better opportunities and more resources.

**Eduvisors could focus on improving employee training and development to make sure that their team has the knowledge and skills needed to give students high-quality services.**

**Streamline operations:** Finally, Eduvisors could try to streamline their operations to cut costs and make them more efficient, which would give their customers a better value. This could mean spending money on new technologies, improving processes, and making it easier for team members to talk to each other and work together.

## **SWOT Analysis**

### **Strengths:**

**Expertise:** Eduvisors has a team of knowledgeable and experienced consultants who help and guide students on their journey to study abroad. Their expertise in the field of study abroad education is one of their biggest strengths.

**Wide range of services:** Eduvisors offer a wide range of services, such as helping students choose the right course and university, getting help with visas, and setting up housing. This makes it a one-stop shop for all study-abroad-related needs.

**Personalized approach:** Eduvisors believe in providing personalized assistance to each student. They take each student's needs and goals into account and give them guidance and advice that fits their needs.

**Strong partnerships:** Eduvisors has strong partnerships with universities and colleges across the world. This enables them to offer students a wide range of options to choose from and ensures that the students get the best possible education.

### **Weaknesses:**

**Limited geographical presence:** Eduvisors has a limited geographical presence, with offices in only a few cities. This limits their reach and makes it difficult for students outside these cities to access their services.

**Dependence on third-party services:** Eduvisors uses third-party services to help with visas and set up housing. This can sometimes lead to delays and miscommunication, which can be a cause for concern for students.

**High fees:** Eduvisors charge a relatively high fee for their services, which may not be affordable for all students.

### **Opportunities:**

**Growing demand for study abroad:** The demand for study abroad education is growing rapidly, presenting a huge opportunity for Eduvisors to expand their business.

Online services: With the increasing use of technology, Eduvisors can expand their reach by offering their services online, making it easier for students to access them from anywhere in the world.

Diversification: Eduvisors can expand their services by adding things like language training, test prep, and career counseling. This can help them get more students and make more money.

**Threats:**

Competition: Eduvisors has a lot of competition from other study abroad education consulting firms, which can hurt their market share and revenue.

Changing immigration policies: Changes in the immigration policies of different countries can impact the number of students applying for study abroad education, which can affect Eduvisors' business.

Economic downturns: economic downturns can have an impact on the demand for study abroad education, as students may not be able to afford it during tough economic times.

**Eduvisors's Professional Services**

Eduvisors is a leading professional services firm specializing in providing comprehensive educational consultancy services to students who are interested in studying abroad. The firm has been in operation for several years and has a wealth of experience in the field of international education.

Eduvisors is committed to helping students achieve their academic goals by providing them with the necessary information, guidance, and support to choose the best course of study and institution abroad. The firm has a team of highly experienced and knowledgeable consultants who work closely with students to understand their aspirations, academic background, and personal preferences.

Eduvisors offers a wide range of professional services that are tailored to meet the needs of students at different stages of the application process. The firm provides pre-application counseling, which



includes helping students select suitable programs, universities, and countries based on their academic background, interests, and career goals.

Eduvisors also assists students with their application process, which involves helping them prepare their application documents, such as transcripts, essays, and recommendation letters. The firm also provides guidance on the visa application process and assists students in preparing for their visa interviews.

students who are interested in studying abroad. One of the core services offered by Eduvisors is IELTS registration, which is an essential step for students who wish to pursue their higher education in countries where English is the primary language of instruction.

As a member of the British Council IELTS partnership program, Eduvisors has been authorized to conduct IELTS registration for students. The British Council is a globally recognized organization that is responsible for administering the IELTS exam. As a member of this program, Eduvisors is authorized to register students for the IELTS exam and provide them with all the necessary information and guidance related to the exam.

Once students have secured admission and obtained their visas, Eduvisors offers a range of post-arrival services, including airport pickup, accommodation arrangements, and orientation sessions. The firm also provides ongoing support to students throughout their academic journey abroad, including academic guidance, career counseling, and cultural integration support.

Eduvisors has a network of partnerships with leading universities and educational institutions across the world, enabling the firm to offer students a wide range of course options and opportunities for study and research. The firm also stays up to date with the latest trends and developments in the international education sector to provide students with the most relevant and accurate information.

## Chapter Four

### Market Analysis of the organisation

**As an educational consulting firm, Eduvisors wants to help students who want to study abroad by giving them expert advice and assistance.** Our main services include helping you choose a university, submit an application, apply for a visa, get ready before you leave, and stay in touch while you study abroad.

Our target audience is students who are seeking higher education opportunities in foreign countries. We understand that the decision to study abroad is a significant one, and we strive to help students navigate this process smoothly and efficiently. We believe that education is the key to unlocking a world of opportunities, and we are committed to helping our clients achieve their academic and professional goals.

We work with a wide range of students, including those in their first year of college, those in their second year, and professionals who want to get more education. Our services are tailored to meet the unique needs and requirements of each individual client, and we take pride in our ability to provide personalized support and guidance. For example, they could talk to students who have already studied abroad, students who have said they want to study abroad, or students who are actively looking for information about studying abroad. For example, they could talk to students who have already studied abroad, students who have said they want to study abroad, or students who are actively looking for information about studying abroad.

**Program-specific Segmentation:** Eduvisors could segment their target market based on the specific study programs or fields of study they offer. For example, they could go after students who want to study engineering, medicine, or business, among other things.

By dividing their target market into different groups, Eduvisors can make targeted marketing campaigns and change their services to fit the needs and preferences of each customer. This can help them to better connect with their target audience and increase their chances of success in the competitive study abroad consulting market.

Before deciding how to divide the groups, Eduvisors did a quick analysis of immigration data, government data sources, and, most importantly, a survey of Eduvisors' Facebook groups. However, according to the UNESCO Institute for Statistics, at least 44,338 Bangladeshi students were abroad in 2021, up from 24,112 in 2015.

I am going to show you a short piece of survey data that had some effect on Eduvisor's plan for its segmentation strategy. The top 7 countries where Bangladeshi students tend to study abroad, according to recent data, are:

<b>Rank</b>	<b>Country</b>
1	United States
2	United Kingdom
3	Australia
4	Canada
5	Malaysia
6	Germany
7	Singapore

**Targeting:** Targeting is the process of figuring out which specific people or organizations the company wants to serve. Here are some potential target audiences for Eduvisors:

**High school students:** Eduvisors may target high school students who are interested in studying abroad to complete their schooling abroad. Usually, students who study at an English-medium institution tend to study abroad. This could include giving advice on how to choose the right school, helping with the application process, and being there for them as they make the change.

**College students:** Eduvisors could also target college students who are interested in studying abroad for a semester or year. This could mean giving advice on how to choose study abroad programs, helping with applications, and being there for students while they are studying abroad.

**Graduate students:** Eduvisors could reach out to graduate students who want to go abroad to get a higher degree. This could mean helping them choose the right colleges, helping them fill out their applications, and giving them help as they make the change.

**Educational institutions:** Eduvisors could also reach out to high schools, colleges, and universities that want to work with a study abroad consultancy to help their students find opportunities to learn abroad.

**Corporate clients:** Eduvisors could also target corporations that are interested in sending their employees abroad for training or educational purposes. This could mean giving advice on how to choose the best programs, helping with the application process, and being there for the whole time.

When trying to reach these groups, Eduvisors should make sure that their marketing strategies are geared toward each group's needs and concerns. By doing so, the company can better position itself as a trusted and valuable resource for those seeking to study abroad.

### **Positioning:**

Positioning is an essential aspect of any business, and Eduvisors, a study abroad educational consultancy firm based in Bangladesh, has a unique positioning that sets it apart from its competitors. Here are some key elements of Eduvisors' positioning:

**Expertise:** Eduvisors positions itself as a firm with extensive expertise in the field of study abroad education. The company has a team of experienced consultants who know everything there is to know about the different options for students who want to study abroad.

**Personalized approach:** Eduvisors takes a personalized approach to its services, taking the time to understand each student's unique needs and aspirations. This allows the company to provide customized guidance to help students achieve their goals.

**Range of services:** Eduvisors offers a wide range of services to students, including counseling, test preparation, visa assistance, and more. This all-around approach makes sure that students have all the help they need to study abroad and do well.

Focus on quality: Eduvisors positions itself as a company that prioritizes quality over quantity. The company works with a small group of colleges and universities to make sure that students only see the best options.

Strong reputation: Finally, Eduvisors has a strong reputation in the market. The company has helped numerous students achieve their study abroad goals and has received positive feedback from both students and partner institutions.

Overall, Eduvisors' reputation as an expert, personalized, and quality-focused study abroad consulting firm sets it apart in the market and sets it up for continued success.

## Chapter Five

### Analysis of Competitor

#### **Direct and indirect competitor of Eduvisors**

Companies that directly compete with Eduvisors are those that sell similar products or provide similar services to the same demographic of consumers. Eduvisors faces stiff competition from other educational advisory organizations in Bangladesh that help students prepare for and participate in study abroad programs.

Here is a list of direct competitors for Eduvisors:

	Agency Name	Establishing year	Facebook Likes	Targeted Countries same as Eduvisors ( YES/NO)
1	IDP	1973	200k	yes
2	Global Reach	1991	19K	yes
3	Executive Study Abroad	2001	548k	yes
4	Shaheda consultancy	2006	19k	yes
5	Study Net	2012	235k	yes
6	PFEC Global	2012	414k	yes
7	Rico International	1995	160k	yes

#### **Indirect Competitors**

Companies that compete with Eduvisors for the same clients but offer different services or products are said to be indirect rivals. In the case of Eduvisors, indirect competitors may include:

- ACE Education Consultants
- Raffles Education

- Nabela Consultancy
- PEC Education Consultants

Online education platforms that offer guidance and support for students who want to study abroad, such as

- ApplyBoard
- IDP Education
- Studyportals
- Hotcourses Abroad

Institutions of higher learning and universities that offer international programs or work with universities abroad, such as:

- North South University
- BRAC University
- East West University
- Independent University, Bangladesh

Government agencies or organizations that provide information and resources for students who want to study abroad, such as:

- EducationUSA Bangladesh
- British Council Bangladesh
- Australian Education Office in Bangladesh
- Canadian Education International

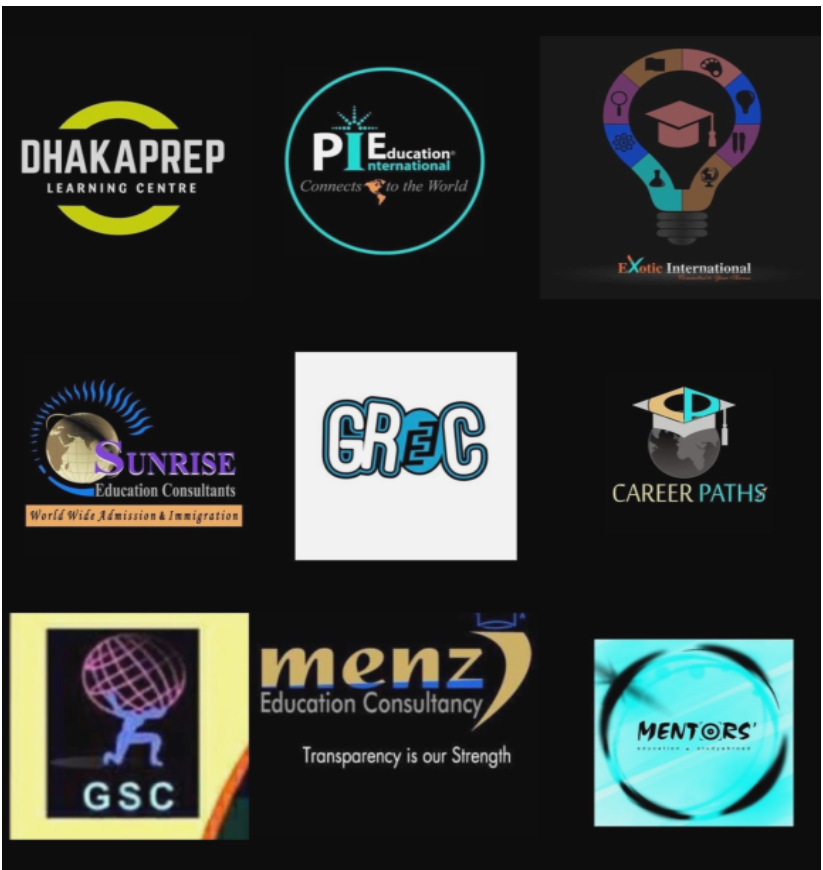
Private tutors or coaching centers that focus on test prep, language classes, or other educational services that are helpful for studying abroad, such as:

- GEEBEE Education
- Kaplan Test Prep
- Manhattan Review
- TTP Bangladesh

Brand logos of direct competitors of Eduvisors:

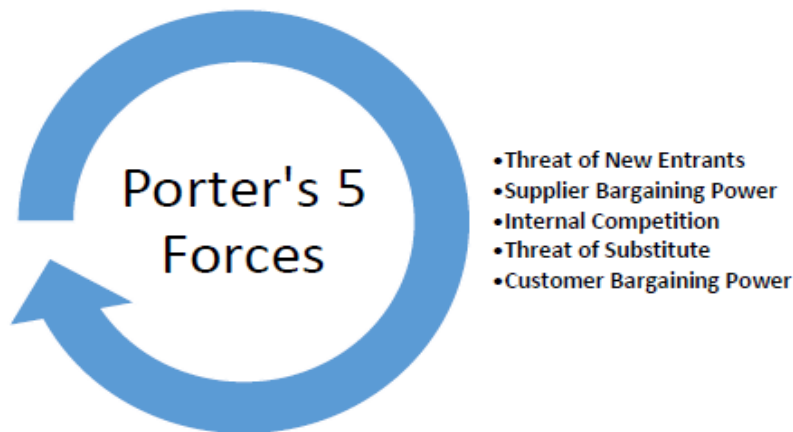


Brand logos of indirect competitors of Eduvisors:





## Porter's Five Forces Analysis on Eduvisors



*(Source: Marketing Management, Fifteenth edition: Philip Kotler)*

*Figure 14: Porter's 5 Forces*

Porter's Five Forces is a framework for analyzing the competitive forces that affect a company's profitability and competitiveness. Here are the five forces as they apply to Eduvisors .

### **Threat of new entrants:**

There is a moderate threat of new entrants to the study abroad education consultancy market in Dhaka. The market is relatively small, and established players like Eduvisors have a strong brand reputation and a loyal customer base. However, there are low barriers to entry, so new firms could enter the market easily.

### **Bargaining power of suppliers:**

Eduvisors works with a wide range of providers, such as schools, visa application services, and travel agencies. However, the bargaining power of these suppliers is relatively low, as there are many to choose from and Eduvisors can easily switch between them.

### **Bargaining power of buyers:**

The bargaining power of buyers is high in the study abroad education consulting market. Customers have a wide range of options to choose from, and they are often well-informed and price-sensitive. Eduvisors must offer competitive prices and high-quality services to remain competitive.

### **Threat of substitutes:**

Customers of Eduvisors have a lot of other options, such as other companies that help people study abroad, online resources, and direct applications to educational institutions. But Eduvisors has a strong brand name and provides personalized services that are hard for other companies to copy.

**Competitive rivalry:**

The competitive rivalry in the study abroad education consultancy market in Dhaka is high. There are many players in the market, and each firm competes on price, service quality, and brand reputation. Eduvisors need to stand out from their competitors by offering services that are different from those of their rivals and by building strong relationships with their customers.

## Chapter Six

### Analysing the 4Ps

A good marketing strategy for any brand is "placing the right product in the right place at the right time for the right price." Using the marketing mix, sometimes known as the "4 Ps of marketing," a corporation can ensure that this principle is adhered to. Product, price, place, and promotion comprise the 4 Ps. With these four factors, a business can come up with a unique plan for building its brand image. The 4Ps of Eduvisors are described here.

#### **Product:**

Eduvisors offer a variety of services to their clients, such as helping students with their applications, giving advice on visa and immigration processes, and giving information on available scholarships. They also offer test preparation courses for standardized exams like the TOEFL and IELTS. The main goal of Eduvisors' product is to help students reach their goal of studying abroad by giving them a variety of services to help them along the way.

#### **Price:**

Eduvisors' pricing strategy is based on providing affordable services to their clients. They understand that many students who wish to study abroad come from families with limited financial resources, and they aim to provide their services at a reasonable price. Eduvisors offer different packages depending on the level of assistance the client requires, with prices varying accordingly. Basically, Eduvisors charge 10,000 BDT when they open a student or client file to start the paperwork, and after the whole process of getting a visa is complete, they charge their service charge, which varies according to the destination. Eduvisors values developing enduring connections with its partners and clients.

#### **Place:**

Eduvisors is based in Dhaka, Bangladesh, but they serve clients from all over the country. They have an online presence as well, with a website that provides information on their services and how to contact them. Eduvisors also has partnerships with several universities and colleges abroad, which helps them provide better services to their clients.

**Promotion:**

Eduvisors use several marketing techniques to promote their services to potential clients. They have a strong online presence, with an active social media presence and a website that provides detailed information on their services. Eduvisors also attend education fairs and conferences, where they can meet with prospective clients face-to-face and offer their services. Additionally, Eduvisors rely heavily on word-of-mouth advertising, as satisfied clients often recommend their services to others.

In conclusion, Eduvisors' marketing strategy is centered around the 4Ps framework. They offer a range of services to help students achieve their goal of studying abroad, with an emphasis on affordability. Eduvisors has a strong online presence, works with universities in other countries, and goes to education fairs and conferences to promote their services. Overall, their approach has helped them become a well-known and trusted education consultancy firm in Dhaka, Bangladesh.

## Chapter Seven

### Discussion and Conclusion

#### **Discussion:**

During my internship at Eduvisors, a study abroad educational consultancy firm, I was able to gain firsthand experience in the operations and processes of the organisation. My responsibilities during the internship included assisting with student recruitment, handling client inquiries, and contributing to the organization's marketing efforts. Through these tasks, I gained valuable insights into the challenges and opportunities facing international students seeking higher education abroad.

One of the most significant challenges faced by international students is navigating the complex admission process. I learned that different countries have different admission requirements and processes, which can be overwhelming for students. As a result, Eduvisors offer personalized guidance and support to students, helping them identify the best universities and programs that align with their career goals and academic interests.

Another challenge faced by international students is adapting to a new culture and environment. Eduvisors provides assistance in this area as well, offering students support with travel arrangements, housing, and other aspects of settling into a new country. The organization also provides students with opportunities to connect with other international students and participate in cultural activities, helping to ease the transition and foster a sense of community.

Through my experience at Eduvisors, I also gained insights into the importance of marketing and branding in the study abroad industry. I learned that effective marketing can help organizations differentiate themselves in a crowded market and attract more students. Eduvisors utilises a variety of marketing channels, including social media, email marketing, and search engine optimization, to reach its target audience.

#### **Internship Experience:**

During my internship at Eduvisors, I was able to gain valuable experience in the field of study abroad education. I was given the opportunity to work on a variety of projects and was able to learn from experienced professionals in the field. I was also able to interact with students and understand their needs and concerns regarding studying abroad.

### Roles and Responsibilities:

As an intern at Eduvisors, my roles and responsibilities included:

- Assisting in student counseling and providing guidance on various study abroad programs
- Conducting research on universities and courses
- Assisting in organizing events and workshops
- Managing social media accounts and creating content
- Assisting in visa application processes

### Projects Undertaken:

- During my internship, I worked on several projects, including:
- Creating a database of universities and courses
- Conducting research on scholarships and financial aid options
- Assisting in organizing a study abroad fair
- Creating social media content for the company

### Key Learnings:

Through my internship at Eduvisors, I was able to gain a variety of skills and knowledge, including:

- Understanding the study abroad process and various programs and universities
- Developing communication and counseling skills
- Learning about the visa application process
- Understanding the importance of networking and building relationships

### Challenges Faced:

- During my internship, I faced several challenges, including:
- Balancing multiple projects and tasks
- Dealing with difficult or indecisive students
- Adapting to changing policies and regulations regarding visas and admissions

**Conclusion:**

In conclusion, my internship at Eduvisors was a valuable experience that provided me with insights into the study abroad educational consultancy industry. Through my work with the organization, I gained a deeper understanding of the challenges and opportunities facing international students seeking higher education abroad. I also learned about the importance of personalized guidance and support, as well as effective marketing and branding, in attracting and retaining students. Overall, my experience at Eduvisors was a valuable stepping stone in my career development, and I am grateful for the opportunity to have worked with such a dedicated and knowledgeable team.

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