

A Report On
“Brand Acceptance of Quadque Technologies Limited”

By
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ID: 18204018

An internship report submitted to **Brac Business School** in partial fulfillment of
therequirements for the degree of Bachelor of **Business Administration**

Brac Business School
Brac University
June, 2023

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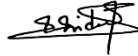
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Declaration

It is hereby declared that,

1. The internship report submitted here is made of my original data conducted while completing my degree at Brac University.
2. The report does not contain any data that has been previously used, or written by any other person, group or third party.
3. The report has no material that has already been approved, or submitted for a different degree at a university.
4. The secondary sources of collecting information that has been properly cited with accurate reference.

Student's Full Name and Signature:



Md. Shahidul Islam
ID: 18204018

Supervisor's Full Name and Signature:

Ms. Ummul Wara Adrita
Senior Lecturer,
BRAC Business School

Letter of Transmittal

Ms. Ummul Wara Adrita
Senior Lecturer,
BRAC Business School
Brac University
66 Mohakhali, Dhaka-1212

Subject: Internship report on “Brand Acceptance of Quadque Technologies Limited.”

Dear Ma’am,

With due respect, I am, hereby, submitting the report on “Brand Acceptance of Quadque Technologies Limited.” for the BUS400 course. During my internship period, I worked in person at the office in the **Marketing and Sales** department.

I have given my full dedication and full effort to write the report successfully and accurately. Also, I tried to be very clear and precise with all the information given in this report. I truly hope and expect that this report will be able to meet your expectations. If you require any clarification and need additional information, kindly feel free to contact me.

Sincerely yours,

Md. Shahidul Islam
ID: 18204018
Brac Business School
Brac University
Date: 19 June 2023

Acknowledgement

Firstly, I would like to be grateful to the Almighty for giving me the opportunity to be an intern at a company whose objectives and key offerings match my interests. Secondly, I would like to express my gratitude and thanks to my honourable academic supervisor, Ms Ummul WaraAdrita, for guiding, directing and helping me to complete this BUS400 course. She has helped me with her directions and marketing skills that has given me a strong insight into marketing. Also, while completing the report, the contributions of my classmates and seniors need to be acknowledged.

Moreover, I would like to be thankful to Quadque Technologies Limited for offering me the position of a marketing intern. During my internship period, my colleagues and co-workers have always been empathetic and played a significant role with their guidance to complete this internship program.

Finally, I would like to thank my supervisor, Muhammmad H M Alvi, for selecting me as an intern at Quadque Technologies Limited and assisting me whenever I needed help while completing my tasks.

During my internship period, I have gathered both traditional and digital marketing skills that will help me to be more effective and skilled in the future.

Executive Summary

The Internship report explains the key findings on the brand acceptance of a newly established IT and marketing firm. Also, I have given detailed information and the activities I have gone through during my internship period at the company. Moreover, what are the learnings, challenges I have faced and some recommendations I have for the company, are given in detail in this report.

The name of the company where I have done my internship is Quadque Technologies Limited, it provides IT, computing and digital marketing services to different clients around the world. Through this report, I have also explained the key offerings, mission and vision, management procedures, team overview, details about the clients, SWOT, Porter's Five Forces and the work culture of this company.

To complete this report, both primary and secondary data sources have been used. Data are mostly taken from primary sources while conducting the report. However, the secondary data are accurately given in the reference part.

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Chapter 1: Overview of the Internship

1.1 Information of the student

Name: Md. Shahidul Islam

ID: 18204018

Major: Marketing

Minor: Human Resource Management

Department of Bachelor in Business Administration,

Brac Business School

1.2 Information about the Internship

1.2.1 Company Details:

Company Name: Quadque Technologies Limited

Department: Marketing and Sales

Duration: January 3, 2023, to April 2, 2023,

1.2.2 Information about the company supervisor

Name: Muhammad H M Alvi

Designation: CEO and Managing Director

1.2.3 Job Description

- Complete all work assigned by the team lead
- Collecting data from the internet sources.
- Doing market research based on the company's requirements.
- Assisting the marketing team in generating innovative ideas
- Doing documentation and making monthly reports on services

1.3 Internship Outcome

1.3.1 Student's Core Activity at the company

- My main responsibility was to plan unique and attractive campaigns for different social media channels.
- I was also responsible for maintaining the company's social media channels such as Facebook, Twitter, Instagram, Youtube etc.
- Helping the content marketing team to generate new ideas
- Doing Email and WhatsApp marketing every week. The email marketing tool I have used was Mailchimp.com and for WhatsApp marketing, I was using WAsender (Chrome Extension)
- I have also done some marketing research for the company including digital marketing industry analysis, funding and investors analysis, competitor analysis etc.
- I was also responsible for preparing digital marketing contents on Canva such as infographics, video editing etc.
- Preparing monthly reports for the company regarding the list of given services to the clients.

1.3.2 Benefits to the Student

- Working in the practical field and getting experience in how a business works.
- Getting the idea of the digital marketing and IT industry business.
- Working with the different departments and making my diversified for the corporate world.
- Got familiar with many digital marketing tools such as mail marketing, Whatsapp marketing, Canva and different terms commonly used in marketing agencies such as static, motion, media buying etc.
- Elevated my multitasking skills since I was given a lot of responsibilities and had to complete them within the deadline.

1.3.3 Problems

1. Initially, I had issues matching the office time. The office used to start at 8:00 am and finish at 5:30 pm. So coming from a distant place in the early morning and being at the office physically on time was quite difficult. Also, sitting for continuously 9 hours and 30minutes every day was challenging for me.
2. Quadque Technologies Ltd. is a startup IT firm but it was a developing stage. For this reason, there was not plenty amount skilled employees there. For this reason, I often had issues in adjusting and working with my coworkers.
3. Lastly, even though I was selected as an intern but I was given tasks without any training. Even sometimes, I was assigned tasks by the team lead without proper explanation and feedback.

1.3.4 Recommendations

Even though Quadque Technologies Limited is doing tremendously well but it should hire more skilled employees to make the work environment more work friendly and effective. Also, this company requires to start a training period for all the new employees and interns so that they can start working with a basic idea of what they are assigned. Lastly, every intern should be taken under a single team lead which will help the intern to understand the task and also increases the overall efficiency of the company.

2.1 Chapter 2: Organization

2.2 Introduction



Quadque Technology Ltd. is one of the renowned IT firms in Bangladesh. It was founded back in 2020 with a longstanding reputation as one of Australia's leading IT Service Companies. The head office of the Quadque is situated in Sydney, Australia and the offshore office is in Dhaka. This company has been leaving its footsteps with satisfactory performance in the software industry for the last three years by dealing mostly with Australian Clients efficiently. Its main objective is to ease consumers' difficulties with the assistance of technology such as providing web development, Mobile app development, software development, UI & UX, Digital marketing, cyber security, cloud computing, AI solution and many more. Along with customer service, this company also focuses on each of the stakeholders' priorities by providing a work-friendly environment which is clearly seen in their recruitment growth- in 2023 they have more than 45 employees which were 20+ just a year ago. Quadque's target is to ensure high quality and value-for-money products, customer satisfaction, and providing services to clients ontime. Over the business operation, Quadque has also moved into more advanced technologies like Learning Management Systems (LMS), Artificial Intelligence, the Internet of Things etc

2.3 Overview of the Company

Company Profile	
Name of the firm	Quadque Technologies Ltd.-Bangladesh
Types of Organization	Software Company and Digital Marketing Agency
Years of Establishment	2020
Industry	IT Industry
Office Address	Level 7, 8/C, F.R Tower, Panthapath, Dhaka
Services	Website Development, App Development, Digital Marketing, IOT,
Company Registration No.	No. C-166126
Office Mobile Number	+8801765-276560
E-mail	hello@quadque.tech

Website	www.quadque.tech
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Table 1: Quadque Company Profile

Mission: Serving each of the clients on time and grabbing more market share in the IT and digital marketing industry.

Vision: The vision of this company is to be one of the leading and known tech companies globally.

Tagline: “A data-driven Australia-based custom software development company”

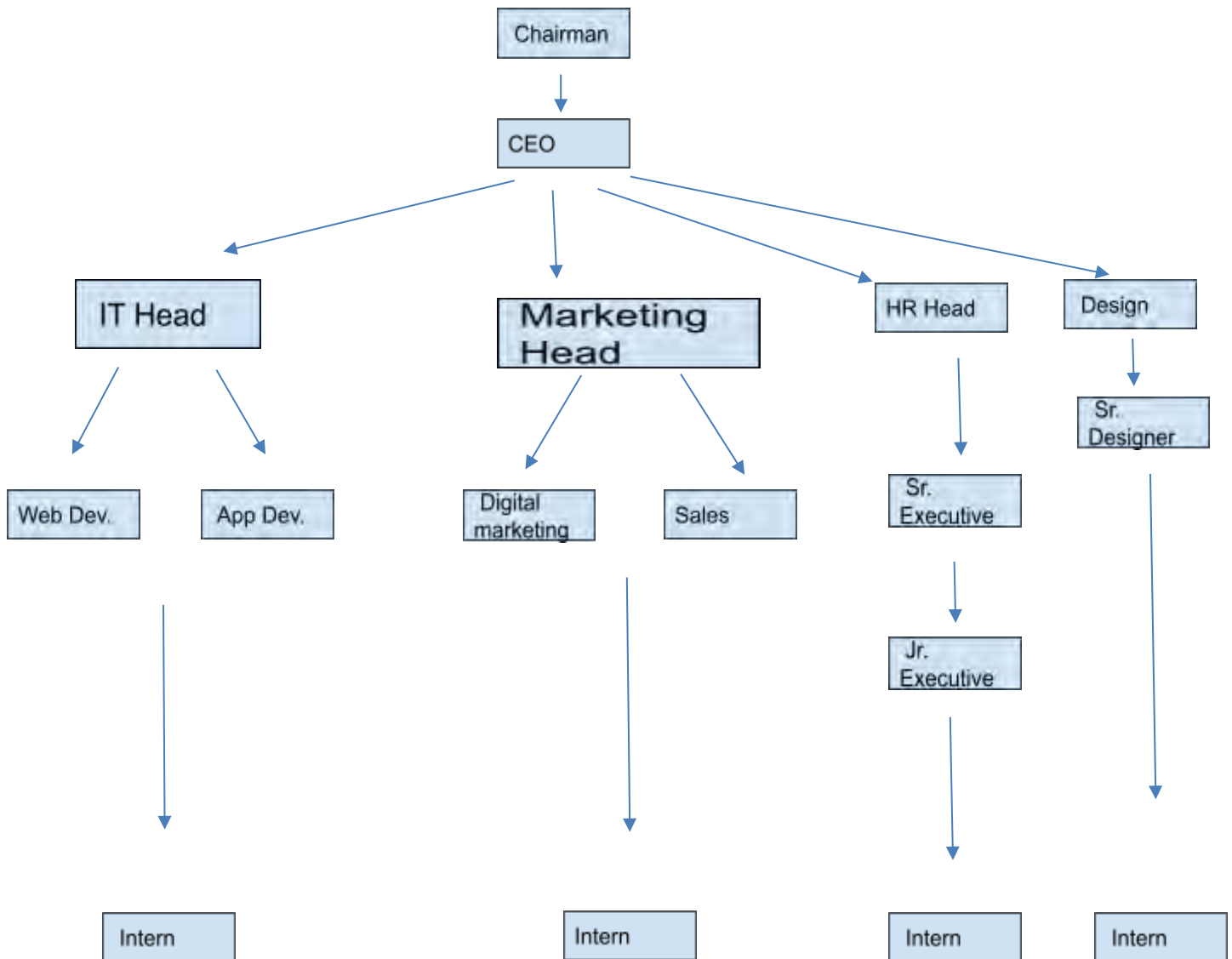
2.3.1 Objectives

When a startup company wants to establish itself in the IT industry, it fixes a set of targets which must be achieved within a short period of time. Quadque Technologies Limited has also some objectives for which the company is constantly working. These objectives are given below:

1. Serving every client within the deadline.
2. Increasing the clients' satisfaction
3. Generating organic leads from social media as much as possible
4. Doing market expansion and reaching potential clients
5. Creating brand awareness in the target market
6. Proving the best pricing and value proposition

2.3.2 Structure of the organization

Quadque follows the divisional structure and it has three levels in its management such as top-level, mid-level and low-level management. The organizational structure of this company is given below:



At Quadque, Chairman and CEO are in a higher level position since they take vital decisions for the company. Then, the department heads are the mid-level management who mainly take the initiative and assign tasks to the low-level employees such as the senior web developer, senior executives and graphic designers.

2.3.3 Services of the company

Quadque Technologies Limited has been offering all kinds of IT and digital marketing services to clients since 2020. Their services include Web development, software development, Digital marketing etc.

Web Development: They mainly build very effective websites for different companies. Not only that, they also fulfil the requirement of maintenance on a regular basis. According to Quadque.tech, they have dealt with 100+ clients and completed 150+ projects. This company has already built websites for e-commerce businesses, educational, health, Portfolio, NGO and other various companies.

Mobile Apps Development: This refers to developing applications and software for smartphones which make consumers' lives easygoing and make them utilize the resources appropriately. The company also focuses on the User interface and User experience of the applications and websites so that they can have the smoothest experience while browsing or working on them.

Software Development: In this first phase world, the demand for software companies are going up. Quadque also offers its expertise in this field. They developed software like a Learning module system (LMS), ERP software, point of sales software, Service automation software etc.

Digital marketing: This term actually means switching all the marketing activities to online and making them digitized. They offer 360 digital marketing solutions to the clients such as social media marketing, TVC, OVC, Content marketing, media buying, influencer marketing, lead generation, branding etc.

SEO: Now, companies are giving importance to SEO since this service helps a company's website and content higher on the search engines tools like Google and Bing. Quadque SEO services include all kinds of Local citations, on-page SEO and off-page SEO.

2.4 Management Practices

2.4.1 Leadership Style

Quadque Technologies Limited follows democratic leadership in the organization. We know that in democratic leadership, the opinion of every employee matters. Similarly, at Quadque, before taking any major decision the higher authority always take the opinions of the employees of different level and different departments.

The CEO of the company is always active in terms of the condition of both the employees and the company. For that reason, the employees of every department are to attend monthly meetings where their opinions are taken very seriously regarding different issues. For example: pitching new clients, being on any agreement with any company, hiring new employees, decorating the office or any event going on at the office or out of the office. Other than taking opinions in meetings, this company has also the option of whistleblowing which helps the company maintain a friendly work environment.

Also, the option of contacting directly with the company chairman is given to the employees. Regarding any issue, innovative idea sharing, or business plans, employees can e-mail and meet the chairman in person when he comes for office meetings.

2.4.2 Recruitment Process

Quadque Technologies Limited follows two ways for recruiting new employees at the company. Such as external recruitment & internal recruitment.

- **External Recruitment** - This is the fundamental approach to hiring. In this form of recruitment, candidates submit applications. Then, HR gathers applications, screens them, and chooses a group of applicants for the following phase. The prospects are then put through evaluation examinations. Candidates are invited to the hiring manager's office for a subsequent interview where they are given more information about their tasks and responsibilities and where salaries are also discussed. If everything works out, an offer letter is given to the candidate.
- **Internal Recruitment** - This recruitment process takes place when team leaders recommend someone for a vacant job post. References may come from within the organization or from outside. Only the final interview and assessment sessions for external candidates are held during internal recruitment.

2.4.3 Compensation

Quadque technologies limited maintains industry standards while offering a salary and fringe benefits package. Before receiving an offer of permanent employment, candidates have to go through a probationary term of three months. During this time, team leads and HR executives closely supervise staff training and development. The business also offers a variety of other privileges to its workers. Employees have flexibility in their work schedules. Since many of the employees are also students, they are allowed extra time before exams to study. Aside from that, the company offers its permanent employees both paid leaves and unpaid leaves, and medical allowances as fringe benefits.

2.4.4 Training and Development

Programs for training and development must be effective in order to expand an organization. It also helps the company to succeed in the long run. However, Quadque's training and

development structure seems not to be up to the standard. New employees and interns may find it difficult to carry out their jobs effectively without the right training. Even if team heads might offer some help, it might not be enough for newcomers to give their best output from their positions.

2.4.5 Performance Evaluation and Appraisal

Performance evaluation and appraisal system must be required for employees to be able to see their strengths and potential growth areas. At Quadque Technologies Limited, The team lead regularly keeps an eye on performance and makes sure that work is submitted on time. Additionally, the weekly meetings with the CEO give employees a chance to get insightful feedback on their work. Employees may improve their abilities, perform better in their roles, and contribute to the success of the company with the help of this feedback.

2.5 Marketing Practices

2.5.1 Marketing Strategy

For selling the services, Quadque is using very varied marketing approaches. Its marketing strategy is focused on a number of variables. The variables that affect the company's strategy are written below.

Advertising: In order to promote services to a new target market that appears to be interested in similar goods or services, Quadque spends money on social media platforms like Facebook. It runs Facebook ads for its services to conglomerates, entrepreneurs, and e-commerce sites.

Relationship Marketing: Relationship marketing is a type of marketing where company focuses more on keeping customers than on increasing revenues. Customers' opinions and feedback are taken seriously, and services are given and developed based on that. Due to the fact that Quadque is a new company in the industry and faces tough competition, it is crucial for them to establish long-term relationships with customers and develop a strong following.

Word of mouth: Word-of-mouth marketing is a great strategy that can significantly affect a business's success. By focusing on word of mouth, Quadque is gaining more customers in the market. Positive word of mouth is working perfectly that sets Quadque unique and makes it stand out from the competition in a crowded market.

Social media marketing: Quadque Technologies Limited is very active on social media like Facebook, Youtube, LinkedIn and Twitter. On any occasion in Bangladesh or international event, this company always posts creative videos or pictures on their social media channels which ultimately increase customer engagement and show their creativity in content marketing.

2.5.2 Target Positioning

Target positioning means segmenting the audience into groups, selecting the most suitable groups as the target audience, and then positioning the product to that audience. Quadque has three types of target groups for its business.

- E-commerce business
- Corporations or companies
- Entrepreneurs

Details are given below about these target groups in a table:

Types	Demographic Segmentation (income, age, gender etc.)	Offerings to attract (What the company shows them to buy their services)	Platforms (Where mainly the target audience are contacted)
E-commerce	All kinds of E-commerce companies. Like B2B, B2C, B2G	<ul style="list-style-type: none"> • Top notch software for their warehouse management. • Mobile apps for ordering and payment gateway. • Effective social media management 	<ul style="list-style-type: none"> • Facebook • Email • Phone Calls
Corporates	Companies that are in beginning phase and have not got the market reach yet.	<ul style="list-style-type: none"> • A better and userfriendly website • Softwares for running their business smoothly 	<ul style="list-style-type: none"> • Facebook • LinkedIn • Phone calls • Email
Entrepreneues	Young people, age within 40, Startups	<ul style="list-style-type: none"> • Social media management for growing their brand quickly. 	<ul style="list-style-type: none"> • Facebook • LinkedIn • Phone calls • Email

2.5.3 Product Development

The company is making significant investments in developing two new apps, one for scheduling appointments with hairdressers and salons and the other for booking classes. Both apps are currently under development and should be available within the next six months. The company anticipates a significant user base for these apps, which have been developed to make it easier for clients to schedule appointments and classes. The investment shows the company's commitment to innovation and satisfying client needs.

2.6 Financial Practices

Financial transparency may not be a key concern for a new company like Quadquenot every employee has access to the financial data or the annual financial and income statement of the company. Also, a designated employee is in charge of the finances, which might not be too complicated at this point. The CEO handles and manages significant costs like salary and office rent, as well as more technical costs like internet bills, mail servers, and domain hosting. By using this strategy, the company's finances are successfully managed and all employees are kept up to date on important financial choices. Regarding the investment or getting funds, the higher authority sits together with the investors and investees and comes to a solution.

2.7 Operations Management

The office largely gathers data from the Internet but whenever it is needed the company does field visit. They also pay for premium versions of websites in order to get more thorough information. The data is employed to comprehend market presumptions and expand the market reach. As a result, gathering data enables Quadque to better understand the needs and desires of its clients.

Also, stakeholders can get all the information they require about the organization on its website and social media platforms. Any prospective client who is interested in doing business with the organization receives an in-depth proposal. This strategy guarantees that prospective customers have access to all the information they need to make an informed choice. Giving clients thorough offers enables the company to gain clients' trust and establish long-term relationships with them.

The CEO organizes regular meetings to ensure quality control and to ensure everyone works without any issues. Employees brief their activities and updates in these sessions, and the CEO provides comments and any necessary recommendations. By using this strategy, the business is able to maintain and increase the quality of its services, keeping customers satisfied. Ongoing meetings encourage accountability and transparency and guarantee that everyone is working toward the same objectives.

2.8 Industry and Competitive Analysis

2.8.1 Porter's Five Forces

- **Competitive Rivalry (High):** The competition is tough for IT-based businesses and digital marketing agencies in Bangladesh. The market is crowded with rivals such as Brainstation 23, Asiatic, Lie to Eye, Magnito Digital etc. therefore the company must stay one step ahead of the competition. This company may stand out from its rivals and draw in more customers by staying current with technological advancements and market trends.
- **Threat of Substitute (Moderate):** Though digital marketing, website and software services are today irreplaceable, the advancement in AI may soon bring about alternatives. To remain competitive and react to changes, the business must keep up with technological advancements and market trends. This strategy helps the company in anticipating and adjusting to upcoming changes in the sector.

- **Threat of New Entrance (Low):** Having the necessary expertise and a team of professionals makes it very simple to enter into the IT business. However, continuing education, adapting to change, and providing clients with top-notch services are all necessary for running a successful IT firm.
- **Bargain Power of Buyers (High):** Customers have a lot of influence in the IT sector and in digital marketing organizations because they have a wide range of options. Customers can easily move to another agency if they are dissatisfied with the services they received. This puts pressure on businesses to provide top-notch services.
- **Bargain Power of Suppliers (Low):** This industry has less bargaining power for suppliers. Mainly, the suppliers are Internet service providers, and computer parts sellers their bargaining power is very less cause there are a lot of options in the market and companies can choose among them.

2.8.2 SWOT Analysis

Strengths:

- **Expertise in the digital marketing industry:** The competent digital marketing staff at Quadque is always prepared to carry out their duties or provide the best possible online IT support.
- **Research and development:** Innovative research and development have always been at the foundation of Quadque. The company has a diverse product portfolio compared to its rivals as a result of investment in research
- **Collaborating with top brands:** Quadque has collaborated with a number of well-known brands in Bangladesh, demonstrating their professionalism and dependability.

Weakness:

- **Not Grabbing the target market properly:** The researcher has already stated that Quadque is Australia's top provider of IT solutions. They are currently operating in Bangladesh as well. But they are unable to effectively capture the Bangladeshi market. They are, hence, very reliant on the Australian market.

Opportunities:

- **Management:** If Quadque makes an investment in its management, it can achieve remarkable transformational results. It would benefit its sales and offer it an advantage over its competition in the marketplace.
- **Creative Content:** Quadque can concentrate on producing quality video content, especially creative content. The promotion of their services on Facebook, YouTube, and other social media sites through creative content will be beneficial.
- **Improving website:** An attractive website draws more attention to the customers. Thus, Quadque must concentrate on enhancing the user experience on its websites in order to have a strong brand positioning among the target audience.

Threats:

- **Competitive market:** Competition from rivals, particularly from digital marketing agencies and IT firms, has risen to an all-time high. This simply puts Quadque under more financial and competitive strain.
- **Industry security issue:** Quadque is not getting the appropriate payment for the services it's offering to the customers. Also, low prices from competitors and a declining market standard also contribute to a lack of security.
- **Shortage of electricity:** Bangladesh is facing area-based load-shedding due to a lack of electricity. It is a big threat for Quadque since it hampers the company's productivity and doesn't allow for meeting its clients' satisfaction

2.8.3 Industry Analysis

There are more than 4500 registered companies in Bangladesh's IT sector which make this industry very competitive. It can be also challenging to predict the expected changes in the sector because of the rapid change in Artificial intelligence. Additionally, the business is difficult to navigate due to high employee turnover rates and the bargaining power of customers is also very high who have access to a variety of options. Data soft, E-soft, Tiger IT, Magneto, Brainstation 23, and Southtech are a few of the leading rivals in the market. Despite these difficulties, the business still has a lot of room for opportunities. There is an increasing need for IT services as Bangladesh develops more and its citizens become more acclimated to technology and digital marketing. Also, Bangladesh is developing into a tech hub due to low labour costs and rising investment from European and American countries; by 2025, it is expected that revenue from software exports and freelancing will reach \$5 billion. The government also helps the sector by giving subsidies and incentives to IT firms.

2.9 Conclusion

In conclusion, despite Bangladesh's tough competition in the IT sector, there is still a lot of room for expansion. The need for IT services will only continue to rise as the nation's economy develops and foreign investment rises. Moreover, Bangladesh is a desirable location for IT companies wishing to grow their operations due to the government's support for the sector and the inexpensive cost of labour. Therefore, the way Quadque Technologies Limited is offering its services and also maintains its clients' satisfaction, is a positive for the company to be in a profitable state in the near future.

2.10 Recommendations

The IT industry in Bangladesh is in a promising state. Even though there is noticeable competition but still the opportunities are clearly visible that make this industry very lucrative. Since Quadque Technologies Limited is a new company which has been operating its business since 2020, a few suggestions are given for them to avail these opportunities from this IT industry.

- Developing relevant skills that are required to stand out in this cutthroat market now and in the future
- Creating a strong network and link-up in the industry
- Being updated with the latest advancements in technology
- Working with international clients to get global fame and increase the brand value.
- Utilizing government funding and incentives for IT companies.

Chapter 3: Project Part

“Brand Acceptance of Quadque Technologies Limited”

3.1 Introduction

3.1.1 Research Question

The main question of this research is “How consumers are recognizing the welcoming Quadque Technologies Limited in the IT and Digital marketing industry?” This project part will be answering to this question in the following sections.

3.1.2 Objective of Research

Finding out the brand adoption of Quadque Technologies Limited in Bangladesh's cutthroat IT market is the goal of this research. Bangladesh's IT market has grown increasingly competitive over time, and the epidemic has increased this competition. Due to the lack of operating and conducting business, many companies have been closed during the pandemic. In contrast, many startups, including Quadque, have appeared during this time. Despite being a recent entry, Quadque has been successful in leaving its footsteps in Bangladesh's IT sector. This study intends to investigate the tactics and strategies used by Quadque to differentiate itself from its competitors and how its brand has grown in popularity in such a competitive market.

The study will concentrate on a variety of topics, including Quadque's marketing tactics, customer involvement, innovation, and service quality. The research will also look into Quadque's difficulties and how they overcame them. The research intends to find out insights of

how a startup might grow from scratch in a very competitive market like Bangladesh's IT industry by analyzing these elements.

Moreover, this research will help other startups by using it to identify the elements that lead to a startup's success. The study will offer insightful information to business owners and decision-makers to support the expansion of the IT sector in Bangladesh. Overall, this study will give a direction on how startups can succeed in a cutthroat market and offer insights into how they might develop and expand.

3.1.3 Significance

The importance of this research is to portray insightful knowledge on the success criteria for businesses competing in competitive industries. The research findings can also provide information on startup success and offer new insights into the tactics that can keep startups alive in challenging situations.

3.1.4 Literature Review

As companies try to establish themselves in competitive markets, the concept of brand acceptance has grown in importance. In this topic, numerous studies have investigated various aspects of brand adoption. Some of the most important results from recent studies on brand acceptability are examined in this literature review.

Trivedi and Sama (2021) explained how influencer marketing affected consumer perception of a business. Influencer marketing is a successful strategy for increasing brand acceptance, according to their study. They discovered, for example, that when popular celebrities are promoting a product or service, consumers are more likely to believe in it. This states the idea that people frequently base their judgments on the views of others, particularly those they admire. As a result, companies looking to increase brand acceptance should think about using influencer marketing to connect with and engage potential customers.

Also, cultural factors have been taken to be a significant element in brand acceptance. A foreign company that expands into a new nation must take into account the cultural preference and beliefs of the populace there. The importance of cultural fit for brand acceptance was explained in a study by Zdravkovi and Gaevi (2022). The study discovered that consumers are more engaged with and trust a brand when they believe it to be culturally acceptable in their society.

Social media has also been found to be a crucial element. Samarah et al. (2022) discovered in their study that brand engagement on social media has a favourable effect on brand acceptance. They found that new companies need to be active on social media and engage customers with consistent and creative content. A survey done by Marketingdive survey says that 90% of customers buy products from companies that they follow on their social media channels. This shows that social media is a crucial tool for companies to create and strengthen their brand presence. Another study by Gao and Li (2021) explains that brand acceptance of a company highly depends on brand reputation.

3.2 Methodology

To do this research, primary data have been collected from various sources. The researcher gathered information on the company's social media activity including social media followers, messages, and post reach, as well as responses to a questionnaire survey given to the company's clients and a few young entrepreneurs. The processes were taken to examine the information gathered and make judgments regarding the brand acceptance of Quadque Technologies Limited. The analysis of the questionnaire responses and social media activity data that had been collected formed the conclusion of the research.

Dependent variable:

Brand Acceptance of Quadque Technologies Limited

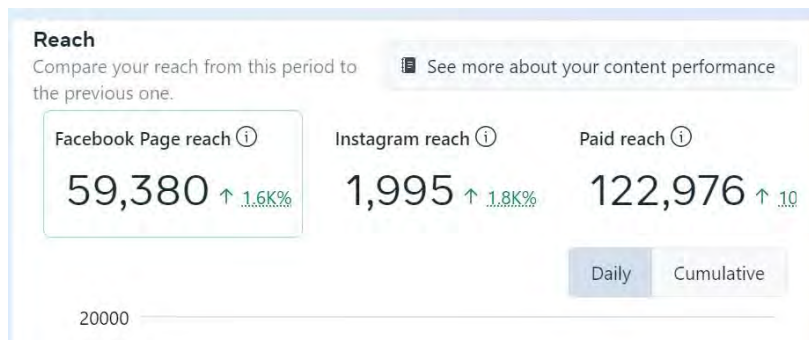
Independent variable:

- Social media Engagement
- Efficiency in Previous projects
- Acceptance of New Clients
- The perceived value of existing customers

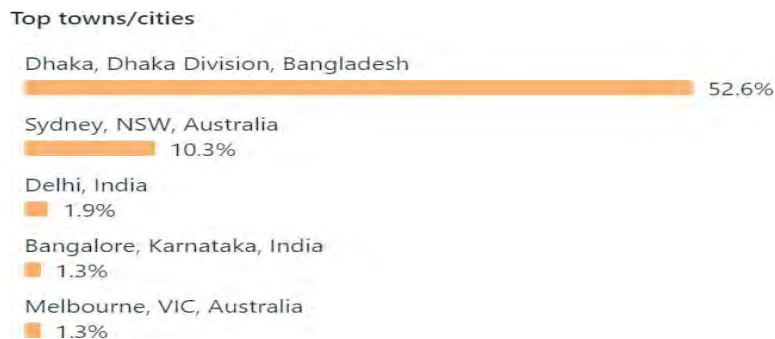
3.3 Findings

Social media performance

Due to the popularity of social media usage, it is now important for companies to have a strong online presence. Quadque has successfully done this, as shown by their remarkable growth on social media over the previous year. A striking 56% growth in its Facebook message chats shows that the company is actively interacting with and replying to its audience on this channel. Additionally, Quadque's Facebook page reach has 59k people and its Instagram has a 1.9k page reach, showing that people follow and respond to their posts regularly. More brand recognition and interaction have probably come about as a result of this enhanced social media visibility and activity, which may eventually translate into more consumer loyalty and higher sales.



However, Quadque doesn't have social media followers worldwide. 52% of its Facebook followers, or the majority of its followers, are from Bangladesh. India just makes up about 3% of their followers, whereas Australia makes up 11%.



New and Previous Projects

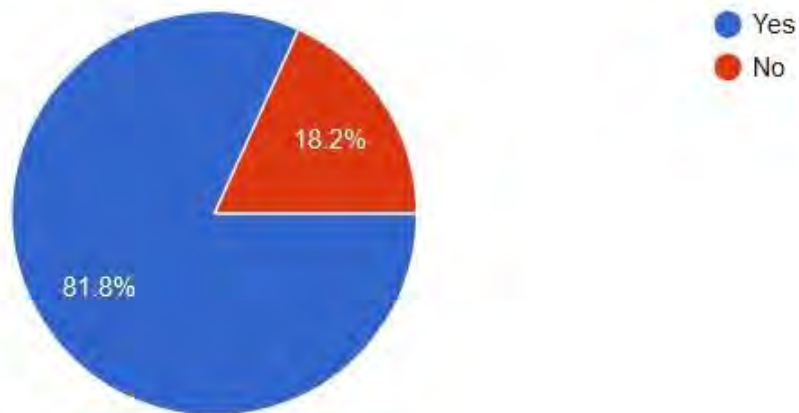
Quadque has been working with a lot of clients for the last three years. It proposed 12 clients last year and seven of them agreed to take their services which states the success rate of 58% of pitching clients. The new clients are RBN Education, Sima Enterprise, Jazza, Toptrip, E-paikar, Capital Law Firm, Shoplover. However, 3 old clients stopped taking services for various reasons such as getting better options from the rivals, and not being satisfied with the service etc.

Familiarity with the Brand

According to the questionnaire, the first question was whether the sample group have taken services from Quadque Technologies Limited. The survey shows that 81% of respondents stated they took, while only 19% said they haven't taken services yet. This implies that a majority portion of the sample population is aware of the services of the company. The survey results also suggest that Quadque Technologies Limited has done a good job of setting itself apart from its competitors. The majority of respondents who have used the company's services likely did so because they thought its offerings stood out from those of competitors in the market. This difference may be the result of factors like the distinctive value proposition, first-rate customer support, or top-notch technical solutions.

Have you taken services from Quadque Technologies Limited?

55 responses

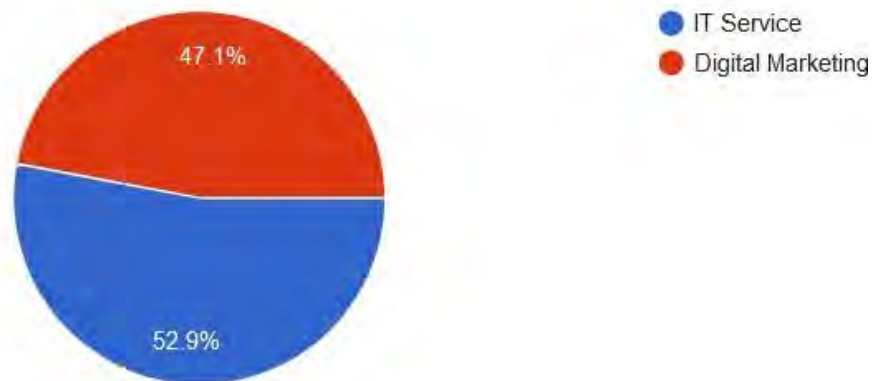


Types of Taken Services

The next question was to find out the majority of people's preference for taking services from Quadque. As was expected since Quadque is mainly known for the IT services, 52.9% of the respondents have selected IT services and the rest of the 47.1% have chosen digital marketing services. There are a number of reasons why IT services are mostly preferred. Firstly, clients looking for IT solutions may have developed faith and confidence in Quadque Technologies Limited because of its great competence and reputation in the IT sector. The company's track record of providing top-notch IT services, satisfying customer needs, and offering efficient solutions may be to blame for this reputation. However, the preference for digital marketing services shows how well Quadque Technologies Limited is taken for its expertise in the field of Internet marketing. This decision by 47.1% of respondents shows that they understand how crucial digital marketing is to promoting and expanding companies in today's competitive business environment. These responders are likely attracted to the company's expertise to offer efficient digital marketing strategies, such as search engine optimization, social media marketing, and content marketing.

What kind of services did you take from them?

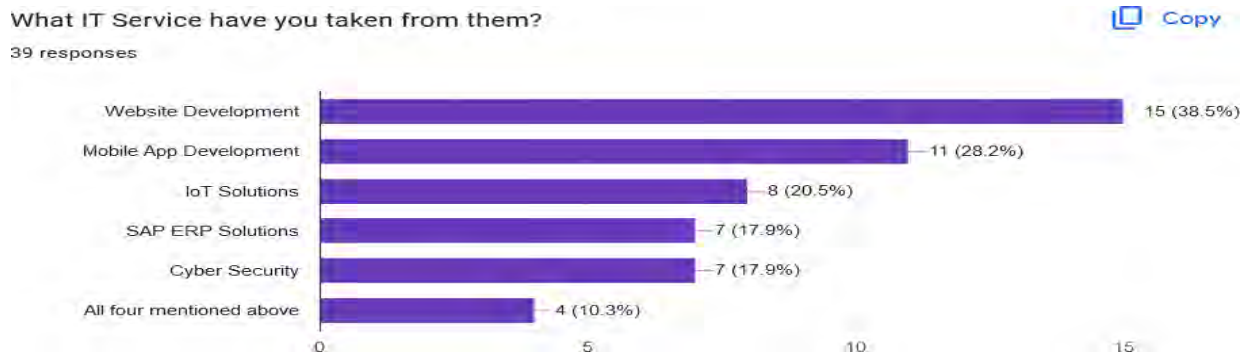
51 responses



IT services

According to the study findings, Quadque Technologies Limited's most popular IT service is website building, which is preferred by 28.2% of respondents. This shows how crucial it is in today's digital environment to have a well-designed and functional website. Following website development, respondents also selected IoT solutions, ERP, and cyber security services, demonstrating their varied needs.

It's interesting to find out that only 10% of respondents said they have used all of Quadque's IT services. This may indicate opportunities for the business to cross-sell its services to current clients, emphasizing the advantages of a complete IT solution.



Digital Marketing Services

With a combined 73% of respondents choosing social media marketing and TVC/OVC (Television Commercial/Online Video Commercial) shows as Quadque Technologies Limited's most popular digital marketing offerings. This states how social media and video marketing are valued in the current digital ecosystem. The necessity of connecting businesses with their target audience and increasing brand awareness is shown in the strong demand for social media management, while the preference for TVC/OVC highlights the potency of video content in grabbing viewers' attention and efficiently delivering messages.

What Digital Marketing service have taken from them?



41 responses



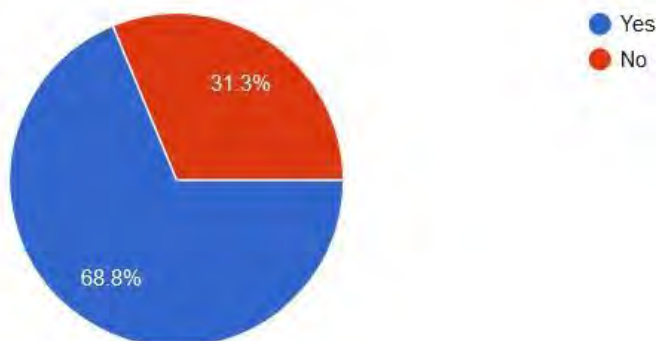
However, the acceptance of SEO and content marketing services was less, indicating a smaller market for these particular digital marketing services. This may be influenced by elements like the lack of knowing the importance SEO or not having any website or social media posts to be ranked on search engine tools.

Service Satisfaction

68.8% of respondents said they were happy with the services offered by Quadque Technologies Limited when asked about their satisfaction. This positive reaction shows that a significant number of consumers have been satisfied with Quadque's services. The high satisfaction rating indicates that Quadque has been successful in fulfilling or exceeding client expectations.

Are you satisfied with the service?

48 responses



It is important to point out that an important number of respondents chose the "NO" response to express their disappointment. Although the poll did not specifically address the causes of the

respondents' unhappiness, the feedback offers essential information that will help Quadque find areas for improvement and raise the standard of their services. Quadque can work to increase customer happiness and continuously improve their service offerings by evaluating the unsatisfied customers' feedback and responding to their problems.

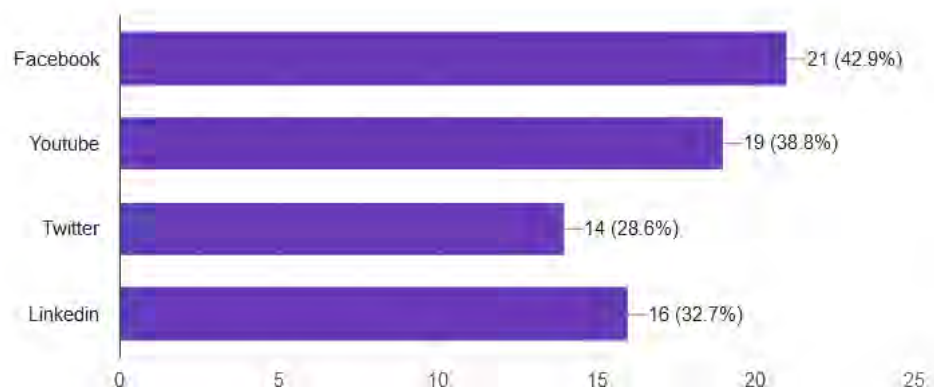
Social media following

According to the survey's findings, Quadque Technologies Limited has a significant following over a number of social media platforms. 42.9% of respondents said they follow Quadque on Facebook, showing the popularity of this channel for staying up to date with the business. With 38.8% of respondents saying they follow Quadque's YouTube.

What social media channel do you follow them on?



49 responses



According to the report, Quadque also has a strong online presence on Twitter and LinkedIn, where a sizable portion of participants follow the company's posts. It suggests that Quadque has used Twitter and LinkedIn for good purpose to interact with their audience and produce insightful information.

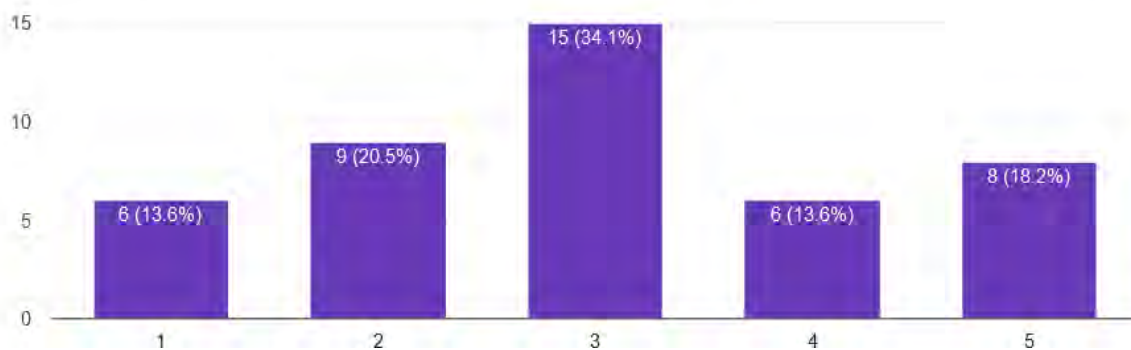
Quality of the Contents

The study results show that even though Quadque Technologies Limited is active on social media and often uploads content, the majority of respondents believe the quality of their content to be only moderate. There is space for growth in terms of content quality and innovation, since just 18.2% of respondents thought Quadque's social media postings were very engaging and unique.

Rate their social media posts



44 responses



Additionally, a small percentage of respondents, 6 people, expressed the opinion that Quadque's social media posts don't meet their expectations. Quadque can use this input to identify any places where their content quality may be lacking.

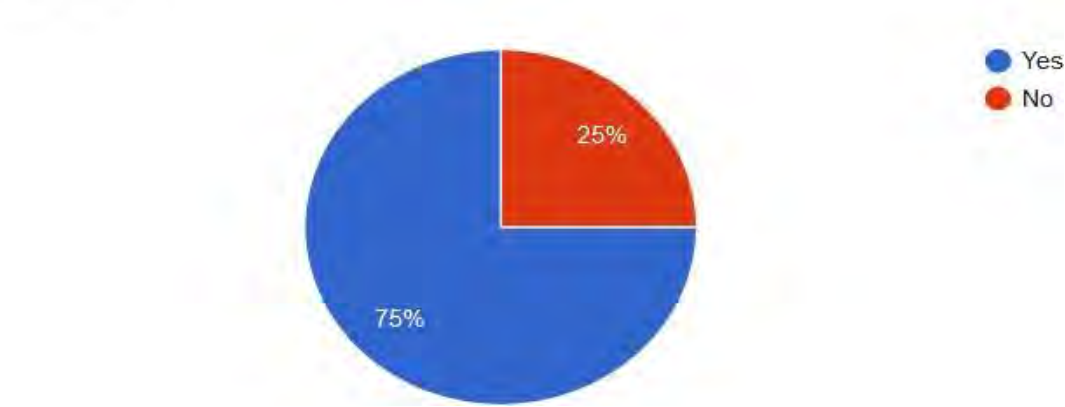
Decisions of Taking Services

According to the survey results, a significant proportion of participants—75%—said they would consider using Quadque Technologies Limited's services in the future. This positive response shows that the population being questioned has a high level of interest in and potential demand for Quadque's services.

It's important to remember that about one-fourth of respondents have chosen to discontinue using Quadque's services. With this input, Quadque has the chance to understand and fix any issues or gaps that might be influencing customers' decisions to stop using their services.

Do you plan to take their services in future?

48 responses



Reason for Choosing Quadque

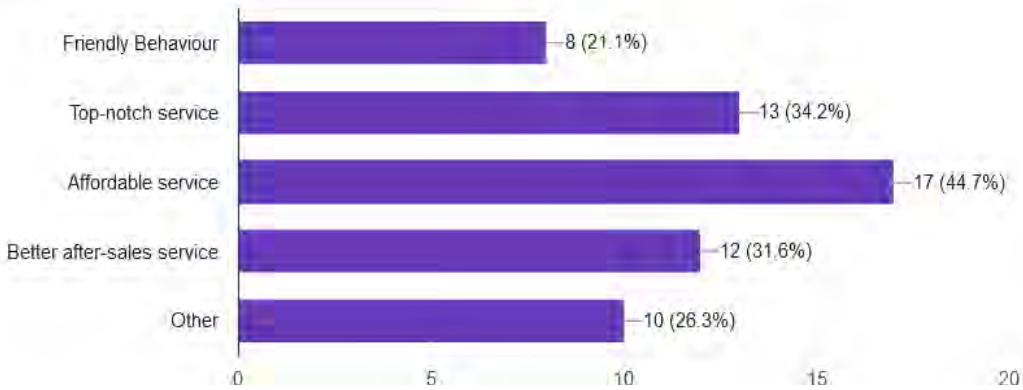
According to the survey results, the main factor influencing respondents who expressed satisfaction with Quadque Technologies Limited and expected to rely on their services in the future was the affordable prices. This option was chosen by a significant number of respondents (44.5%), demonstrating the significance of competitive price in attracting clients.

The survey also showed that a significant portion of respondents appreciate Quadque's outstanding customer service and after-sale support. It also means that consumers have responded favorably to Quadque's dedication to providing high-quality solutions and customer assistance, supporting their decision to choose Quadque for the service they need.

If yes, why?

38 responses

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3.4 Analysis

The results of the questionnaire's analysis provide some key details about how Quaduque is performing in different areas. One of the primary findings is that Bangladesh and Australia represent the majority of the company's social media followers. While this is good news for the company, it also shows how Quaduque must expand its boundaries in order to raise its brand awareness on a global scale. Quaduque needs to take specific actions on social media sites to accomplish this, like coming up with more creative posts and using geographically based paid advertising to reach new consumers.

Another significant finding is that three consumers left using Quaduque's services in the past year, despite the company gaining seven new ones, according to the questionnaire. Concerned by this pattern, Quaduque must focus on the causes of the client loss. The company must take the necessary steps to fix the difficulties and guarantee client satisfaction if it hopes to avoid such challenges in the future. This can entail enhancing the caliber of its offerings that enables the company to quickly recognize and address customer complaints.

The questionnaire also indicates that only a few clients take Quaduque's ERP and SEO services which is a concerning thing for a IT company. This can be a result of the business's inadequate promotion of these services or a lack of client knowledge. By spending money on targeted marketing campaigns to spread awareness of these services among its clientele, Quaduque must take action to address this problem. Furthermore, the organization has to enhance its services and guarantee client pleasure, as seen by the poor satisfaction percentage of 31.3%.

To sum up, the results of the questionnaire's analysis provide some important new information about Quaduque's performance. Although the company is well-represented on social media, it needs to broaden its audience in order to raise brand awareness on a global scale. Also, Quaduque needs to work quickly to resolve the problems and guarantee client pleasure. The low percentage of ERP and SEO service adoption must be solved with the proper marketing approaches and raise awareness of these services

3.5 Summary

Given its status as a startup company, Quadque's performance in the IT sector in Bangladesh is worth noting. The company has made substantial market progress because of its solid social media presence and high brand recognition. In order to maintain its effectiveness for the long term, various areas need to be improved, according to the analysis of the questionnaire.

3.6 Recommendations

Based on the outcome of the research, it is recommended that Quadque Technologies Limited take a number of actions to enhance its performance and maintain its success in the IT market. To sustain itself in the market, some recommendations are given below:

- **Improving social media management:** Quadque must concentrate on making more creative social media posts and spending money on location-based paid advertisements if it wants to reach beyond its current audience.
- **Increasing awareness of services:** To advertise its services to clients, Quadque must focus on marketing initiatives and paid promotion. By doing this, the company's income streams can be improved and the brand value in the market will increase.
- **Improving service quality:** The low satisfaction percentage of 31.3% highlights the need for Quadque to enhance the quality of the company's services. The company can take procedures in place to guarantee the delivery of high-quality services, like training its employees to offer exceptional customer service.
- **Retaining customers:** By contacting customers regularly, giving individualized services, and providing rewards for returning customers, Quadque can increase the percentage of its current customers. This can assist the company in retaining its current clients and attracting new ones as well.

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Appendix

1. Have you taken services from Quadque Technologies Limited?

- Yes
- No

2. What kind of services did you take from them?

- IT Service
- Digital Marketing

3. What IT Service have you taken from them?

- Web development
- Mobile app development
- IoT solutions
- SAP ERP solution
- Cyber Security
- All four mentioned above

4. What Digital Marketing service have taken from them?

- SEO
- Social Media marketing
- Content marketing
- TVC OVC
- All four mentioned above

5. Are you satisfied with the service?

- Yes
- No

6. What social media channel do you follow them on?

- Facebook
- Youtube
- Twitter
- LinkedIn

7. Rate their social media posts

Ordinary_____Creative and engaging

8. Do you plan to take their services in future?

- Yes
- No

9. If yes, why?

- Friendly behaviour
- Top-notch service
- Affordable price
- Better after-sales service
- Other