

Report on  
**Analysis of Marketing Strategies, Campaigns and Projects of IDLC  
Finance Limited**

By  
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**19104051**

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

BRAC Business School  
BRAC University  
May2023

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## **Declaration**

It is hereby declared that

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

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

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**Saiyara Arsheen Abedin**  
19104051

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

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**Riyashad Ahmed**  
Assistant Professor of Finance & Director of Programs,  
BRAC Business School  
BRAC University

## Letter of Transmittal

Riyashad Ahmed

Assistant Professor of Finance & Director of Programs,

BRAC Business School

BRAC University

66 Mohakhali, Dhaka-1212

Subject: Submission of Internship Report on Analysis of Marketing Strategies, Campaigns and Projects of IDLC Finance Limited

Dear Sir,

With great respect, I am presenting my internship report on " Analysis of Marketing Strategies, Campaigns and Projects in IDLC Finance Limited," which I wrote while working as a procurement intern at IDLC Finance Limited.

I did my best to finish the report with the most important information and recommendations in the most compact and thorough way feasible. I hope you find the internship report useful and credible.

Sincerely yours,

---

Saiyara Arsheen Abedin

19104051

BRAC Business School

BRAC University

Date: May 2023

## **Non-Disclosure Agreement**

This agreement is made and entered into by and between IDLC Finance Limited and the undersigned student at BRAC University, Saiyara Arsheen Abedin, to eliminate the unlawful exposure of the organization's confidentiality.

## **Acknowledgement**

First and foremost, I'd like to thank Allah for giving me the opportunity to complete the internship and report on time and in good health.

I'd like to express my gratitude to my academic supervisor, Riyashad Sir, thank you for assisting me through the report-writing process.

In addition, I'd like to thank Ahamed Najeeb Rahman, my on-site line manager at IDLC Finance Limited, for his help and for providing me with the information and resources I required to finish my project.

## **Executive Summary**

This report begins with information on the internship, such as the duties and tasks assigned to it, as well as the obstacles encountered. Secondly, it includes business information about IDLC Finance Limited, such as its many functions and departments and industry analyses. Finally, it includes an analysis of the organization's marketing strategies, projects and campaigns of the company.

**Keywords:** Marketing, Finance, SEO, Social Media, Campaigns, Advertising, Artificial Intelligence, Strategies

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# **Chapter 1**

## **Overview of Internship**

### **1.1 Student Information**

Name- Saiyara Arsheen Abedin

ID-19104051

Program-Bachelor of Business Administration

Dual Major- Finance and E-Business

### **1.2 Internship Information**

#### **1.2.1 Period,Name,Department,Address**

Period: 4/01/2023 till 4/04/2023

Company Name: IDLC Finance Limited

Department: Marketing (Branding)

Address: Bay's Galleria, 57 Gulshan Ave, Dhaka 1212

#### **1.2.2 Line Manager**

Name of Supervisor- Ahamed Najeeb Rahman

Designation- Head of Brands

### **1.2.3 Job Description**

I was given the opportunity to join IDLC Finance Limited's marketing team. The team's primary task was to reach out to prospects, potential clients, investors, and/or the community, all while developing an overall image that portrays the company favorably. Their task also includes planning and developing strategies and campaigns. The team had to identify social media trends and insights, manage and maintain their social media platforms and website and optimize content for the website and social media platforms. I was assigned the task of keeping tabs on what strategies our competitors used to attract and retain clients and perform the competitive analysis and media coverage of events, I had to conduct research on the financial literacy contents that IDLC could focus on to educate their clients.

## **1.3 Internship Outcome**

### **1.3.1 Contribution of Student**

Over the course of my internship, I was responsible for a wide range of operational activities. I performed the following tasks during my internship. Conducted extensive research on marketing strategies used by various banks and financial companies to attract and retain customers, had to do competitive analyses, including analyzing case studies and industry reports, monitored competitors' social media activity to identify trends and opportunities for improvement in the company's own social media strategy, researched financial literacy topics and developed educational content for distribution on the company's website and social media channels, collaborated with the marketing team to develop and implement marketing campaigns that promoted the company's products and services in an educational and informative way, utilized Microsoft Excel to organize and analyze data related to marketing campaigns and consumer behavior, created engaging and informative presentations in Microsoft PowerPoint to communicate research findings and marketing plans to team members. Furthermore, I also contributed during the Finance Olympiad 3.0 event that took place on the 24<sup>th</sup> of February at KIB. I was one of the volunteers during the event. I was also assigned to prepare the media coverage PowerPoint slides of Finance Olympiad 3.0.

### **1.3.2 Benefits to student**

The most advantageous element of my internship was the opportunity to work in a professional setting with a team of specialists. I believe working in a renowned financial institution like IDLC will add value and strengthen my CV which will create a richer work profile of mine. As an extra bonus, I've learned a lot about the intricacies of the daily duties that must be completed to keep things operating properly, as well as the company culture. Not only did my time at IDLC Finance Limited help me become a more self-disciplined and goal-oriented person, but it also helped me become a more qualified decision-maker because of the invaluable experiences I gained there. For example, because of the constant push to meet deadlines, I've gotten better at dealing with pressure.

Furthermore, I have improved my communication skills. The further benefits include that I was able to communicate with people from the corporate world and develop new relationships. Everything I've learned would be useful in my career in the financial industry. I've met interesting people, negotiated difficult situations, and improved my own feeling of self-reliance as a result of what I've learned. My involvement in this internship, I believe, will help me develop my resume in preparation for future career prospects.

### **1.3.3 Difficulties**

The most challenging component of my internship thus far has been adjusting to a new atmosphere, being a member of a group, and working under the supervision of a corporate manager. It was much easier for me to integrate myself into the workplace culture after speaking with the staff, discussing issues, and maintaining a good attitude. Furthermore, throughout my internship, I was frequently asked to balance multiple tasks at once, which resulted in feelings of being overburdened. There were numerous tasks to perform, and I frequently overlooked specifics about them, which affected my productivity and made me more prone to errors in the beginning. I lacked the requisite organizing abilities when I initially started out, which contributed to my inability to complete everything on time. It was also a bit difficult for me to adjust to a workplace where they favored men more than women. They were not very

progressive when it was about women. For instance, they followed a strict dress code for women compared to that of men. It was forbidden for women to not carry a dupatta or even wear a suit. In other words, they have a very regressive mindset. At times, I also struggled to reach the office on time due to insane traffic jams in the early morning rush hours as the office was quite far from where I live. It kind of hampered my manager's impression of me.

### **1.3.4 Recommendations**

- The company should make improvements to its employees' working circumstances.
- They should be lenient while maintaining the dress code for women instead of forcing women to wear salwar kameez/ dupatta daily while allowing men to wear casuals once a week.
- They should promote gender equality and be more progressive.

## **Chapter 2**

### **Organization Part**

#### **2.1 Introduction**

IDLC Finance Limited, previously referred to as Industrial Development Leasing Company of Bangladesh Limited (IDLC), is the largest multi-product Non-Banking Financial Institution headquartered in Dhaka, Bangladesh. What began as a single-product leasing finance company with five employees in 1985 has evolved into the country's largest multi-product multi-segment Non-Banking Financial Institution 37 years later. IDLC Finance Limited, being one of the industry's most respected financial brands, has a strong and diverse presence in Corporate, SME, Retail, and Capital Market segments. Today, IDLC has a presence in 19 districts, with 40 branches and booths, over 1,600 employees, and over 400,000 clients.

#### **2.2 Overview of the Company**

##### **2.2.1 Overview**

IDLC guides clients, finances them, and even arranges financing for them through various financing modalities. It provides financial services in the form of Small and Medium Enterprise (SME) finance products, Supplier and Distributor finance, Corporate finance, Structured finance, Retail finance, Deposits, and Treasury goods. Their three subsidiaries are: IDLC Investments Limited, IDLC Securities Limited, and IDLC Asset Management Limited. International Finance Corporation, German Investment and Development Company, Korea Development Financing Corporation, Aga Khan Fund for Economic Development, Kookmin Bank, IPDC Finance Limited of Bangladesh, and Sadharan Bima Corporation collaborated to develop the company. It has since become a wholly owned local banking institution. IDLC Finance Limited has received an AAA long-term credit rating and an ECRL-1 short-term credit rating from Emerging Credit Rating Limited (ECRL).

## 2.2.2 Products

Products of IDLC Limited:

- Home Loan
- SME Loan
- Deposits
- Corporate Loan
- Discretionary Portfolio Management Services
- Margin/Non-Margin Loan Facilities
- Investment Banking- Initial Public Offering and Portfolio Advisory Services
- The IDLC group also offers merchant banking, stock brokerage, and asset management services through its three subsidiaries, IDLC Investments Limited, IDLC Securities Limited, and IDLC Asset Management Limited, in that order.

## 2.2.3 Market of IDLC

IDLC has worked as a corporate advisory for the following groups:





IDLC has also cracked deals with the following as IPO/PRO/Rights Issue: Mir Akhter Hossain Limited, Far East Knitting and Dyeing Industries Limited, Paramount Textile Limited, Tasrifa Industries Limited, The City Bank Limited, Marico Bangladesh Limited. RAK Ceramics Limited and Berger Paints Bangladesh Limited among others.

## **2.3 Management Practice**

### **2.3.1 Leadership Style**

Various Leadership Practices can be observed in the IDLC Finance Ltd depending on the organization's seniority level. that can be classified into three broad categories. Laissez faire Leadership can be demonstrated at the most senior level, where high level managers delegate their tasks to their deputy's where they make most of the decisions, discuss crucial concerns, and exchange views on numerous themes. Deputies have enough autonomy to make their own decisions. Democratic leadership can be demonstrated at the low to mid senior level from the managers of the Post facto team of IDLC finance, where they encourage their team members, briefly discuss the problem with them, and identify methods to get out of the difficulty. Before any new central bank regulation, they gather and discuss ideas before reaching a judgment for cumulative decision making. Furthermore, managers motivate each employee, solicit feedback, and carefully listen to them.

Transformational leadership can be found in entry-level to mid-level leaders, who continuously inspire junior staff to seek challenges, gain new skills, and progress in their respective fields. Junior officers from the post factor were frequently assigned to the Disbursement team at every month's end week, where they studied the disbursement process and rules in addition to their usual responsibilities. For any issues or skill gaps, they provide adequate effective on-the-job training, allowing junior employees to transform and become valuable assets to the firm.

To summarize, leaders in IDLC Finance realize how much competency their people have. They value their opinions and thoughts by developing a culture of growth-oriented thinking among IDLC finance leaders which aided in the achievement of corporate goals and objectives.

### **2.3.2 Human Resource Practice**

#### **Recruitment and Selection**

IDLC financing process of recruitment and selection can be separated into several steps.

The first of which is to collect the essential data:

If a company needs additional manpower, the human resource team consults with the team's management and members to determine what specific skills and competencies a person requires to succeed in that capacity. Working at a financial institute necessitates a great level of cross-functional teamwork, as well as working with diverse stakeholders such as vendors, central banks, and other functional teams. After gathering all of the information, the HRM team polls other teams to see what they expect from that person in that specific job.

The second step consists of:

Formulation of a correct job description, what skills they need to have, what a candidate needs to succeed in this role, minimal education quality requirements for the role. The human resource team needs to get joint approval from DGM and senior management of that specific department.

The third step is :

After receiving clearance, they advertise job opportunities on numerous platforms such as, Bdjobs, LinkedIn, and occasionally on Facebook, in addition to various university-based job sites (Bracu OCSAR, nsu cbu, and so on) that post about the position and its features.

The fourth step is:

Following that, they meticulously sort the CVs and pick prospects to sit in a virtual numerical test on the Imocha platform, where candidates' basic English, analytical capabilities, and numerical abilities are assessed. Candidates must achieve a score of 70% or above to advance to the next round.

The fifth and final step is:

Selected candidates are interviewed by department heads, managers, and human resource officers, and their behavioral and technical skills are evaluated on the interview board. After



rigorous evaluation, the selected applicant receives a brief orientation from the Human Resource team, and his/her specific team informs the candidate about his/her task. The candidate is then introduced to the team, and their on-the-job training begins.

## **Training & Development**

**E-Learning online training:** IDLC Finance works with many E-learning partners such as Sudokho to deliver training on issues such as Anti Money Laundering to the majority of employees. Because this learning is self-paced, employees can do it at their own leisure. Another significant advantage is that they may train a large number of personnel using E-Learning platforms.

**On job training:** New employees, junior officers, and even interns are frequently educated in new job positions by their coworkers or senior officers. They gain hands-on experience with the new responsibilities, allowing them to adjust to the new role more quickly.

**Classroom or instructor Led training:** They also offer instructor-led training by professionals from many industries on topics such as leadership development, Islamic banking soft skills, sales, and so on. Sales training has been delivered by their own IDLC Sales Academy by skilled sales officers from various parts of Bangladesh.

**Case Study:** IDLC Finance also trains their employees with various case studies, particularly the RM-relationship officers, SAM-special assets officers, and Sales officers, with various real-life assessment cases they have faced, and this type of training is provided by their own CRM Academy. Cases have been jointly developed from Special asset management, Credit risk management, Small medium Enterprises, Consumer division about sanctioning loan, fraudulent, money laundering, and so on.

**Workshop:** As technology advances, they provide a variety of training on topics such as Excel abilities, corporate communication, and so on.

This training and development is one of the key factors that distinguishes IDLC Finance from other financial institutions, as they have their own IDLC Sales Academy and CRM academy,

which jointly provide training of various sales skills, case studies developed in collaboration with all functional departments of the organization.

Trainings last an average of 2-8 hours and can be done online, in person, tailored, or in a mix of modules.

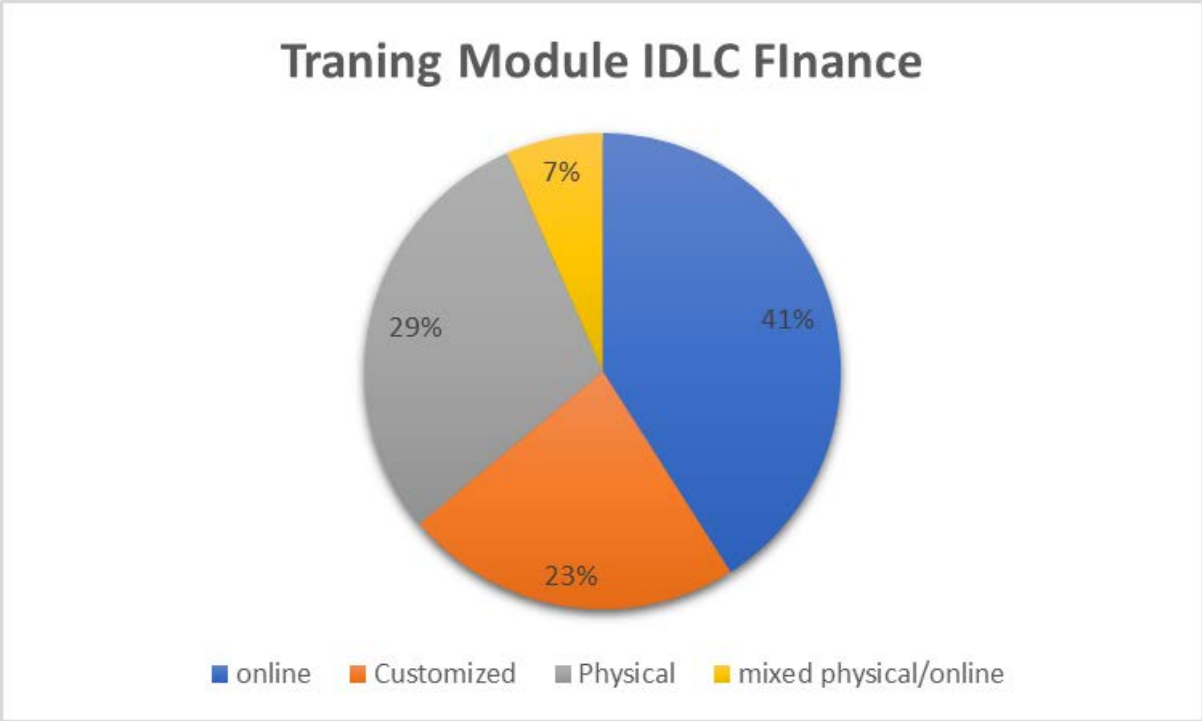


Fig: IDLC Training Modules on Year 2023

**Compensation & benefit**

IDLC personnel are supplied with a wide range of benefits and incentives. Competitive salary, an annual holiday bonus, medical insurance, profit sharing, a capital bonds reward plan, and 25 days of paid annual leave are all available. In order to reward top-performing staff, the corporation provides crests, cash bonuses, and international trips. Additionally, employees have access to low-interest home and auto loans.

Furthermore, staff receive exclusive workplace gifts on major occasions such as weddings and the birth of a child. When traveling on business, employees are supplied with first-class travel packages in buses or trains, as well as first-class lodging from the employer.

These benefits and incentives indicate the company's dedication to providing its employees with a supportive and fulfilling work environment. It demonstrates the company's commitment to creating a great workplace culture that values its people and their efforts.

## **2.4 Marketing Practice**

### **2.4.1 Marketing Strategy**

The primary marketing goal of IDLC Finance is to increase financial literacy throughout the country. They accomplish this through the use of numerous marketing channels such as digital marketing, content marketing, promotional marketing, influencer marketing, direct marketing strategy, and so on, as detailed below:

**Digital Marketing Strategy:** IDLC promotes its product through financial literacy on Facebook, YouTube, and LinkedIn. To advertise their product, they provide numerous saving, finance-related quizzes, posts, and critical facts about the country and its economy.

They broadcast dramas where they were title sponsored and inserted numerous 5-10 second adverts in the middle of the show on YouTube, which is an interesting way to attract new potential consumer segments.

**Content Marketing Strategy:** IDLC Finance uses diverse materials such as dialogues with industry professionals such as Ayman Sadik and Sakib Bin Rashid, finance planning, and family savings planning in 10-20 minute short films that are uploaded to Facebook, YouTube, and LinkedIn.

In addition, its affiliate IDLC Asset Management recently launched Content Marketing on Islamic Banking on LinkedIn exclusively with short films of 3-5 minutes. In that context, Mufti Yousuf Sultan spoke about Islamic money.

**Branding Strategy:** With this unique value offering, IDLC becomes the first NBFIs to offer online hassle-free deposit service in collaboration with the country's leading MFS Bkash. IDLC Finance has established itself as a powerful brand in the financial business through the use of static posters and pop-up notifications on the Bkash app, which has millions of users across the

country. This is a crucial marketing approach used by IDLC Finance to promote its product and establish its strong brand image.

**Promotional Marketing Strategy:**

- IDLC Finance Olympiad- IDLC Financing In collaboration with 10 Minutes School, IDLC Finance Olympiad 3.0 was launched, with this sponsorship promoting financial literacy and awarding them with prizes. In the future, these young students may turn into potential customers of IDLC Finance Ltd, and with this move, they have also fulfilled their CSR activity by awarding brilliant minds across the country.
- IDLC Drama Fest Shilpokola Academy-IDLC became the title sponsor of the Shilpokola Academy's national Drama Festival. It aided in the building of a strong brand image for NBFIs such as IDLC Finance, which supports countries' cultural development.
- IDLC Prothom Alo SME Award- Where they awarded some of the country's most finest and successful small and medium-sized firms. These business owners have shared their success stories of how a SME might become a successful business endeavor.

**Direct Marketing Strategy:** Customers can express their interest in a home, automobile, or personal loan directly through the IDLC website or social media. IDLC sales staff contacts them and shares product specifics with them so that they can arrange their finances. Additionally, IDLC Sales team attempts to engage with new customers, primarily SME businesses throughout the country, by mail, phone calls, and SMS to sell their financial products.

## 2.4.2 Marketing Segmentation

**Demographic Segmentation:**

- Gender- They target both men and women.
- Income- Upper income class to lower middle income class
- Age- As a non-bank financial institution, Idlc targets consumers aged 24 to 76 for their car, home, construction, apartment, or business working capital loan because people at this age are generally earning or retired and wish to spend their life savings.

- Education- They cater to people with no high school diploma to those with a professional degree. Many people in Bangladesh who did not complete formal schooling but have extremely good practical understanding of the market and business, typically own SME businesses, and are thus a primary target for Idlc finance. Professional degree holders, on the other hand, aim to store their money in financial institutions through term deposits. They also seek to maximize their wealth through property loans to purchase a home, making them a crucial target for IDLC financing.
- Occupation-They mostly target those with stable jobs, business owners, and retirees looking to invest their funds.

### **Geographical Segmentation:**

IDLC funding targets all of Bangladesh's major cities and commercial areas, including the country's largest port city, land port, manufacturing plants, and major fashion stores. Idlc now operates 40 branches in Bangladesh; but, due to a number of development initiatives, including the Padma Bridge, which has increased connection to certain towns, it wishes to expand operations in the country's south-western region. As a result, small and medium-sized enterprises, factories, and shops are establishing themselves there, with plans to expand their operations to include places such as Gopalganj, Barisal, and Khulna.

## **2.4.3 Targeting and Positioning**

### **Targeting**

IDLC Finance promotes its products and services through a range of marketing platforms while also fostering financial literacy to its target demographic. They target clients from all categories with the goal of enticing those with idle cash reserves to participate in IDLC Finance. Their car loan services are geared for young and middle-aged people, who are more likely to be interested in luxury vehicles. IDLC Finance caters to senior consumers who use their savings and investments to purchase property or land, utilizing static posts and efficient services.

IDLC Finance provides hassle-free loans to business owners, which are promoted through various channels such as the IDLC SME award and success stories in national dailies. They also maintain positive relationships with their corporate clients through direct marketing channels, which contributes to the conversion of targets into possible future customers. IDLC Finance's actions are all oriented toward guaranteeing optimal targeting of its products and services in order to attract new consumers.

**Positioning**

IDLC Finance's positioning strategy appears to be focused on being a leading provider of financial services in Bangladesh, delivering a comprehensive range of products and services to meet the financial demands of its consumers. This strategy is considered in the organization's challenge statement, which underlines its commitment to provide innovative, world-class financial solutions to its customers. To achieve this position, IDLC Finance has spent in developing a strong brand image and customer support experience, which it hopes will help it differentiate itself from its competitors. Furthermore, the company has expanded its product line to include a wide range of economic solutions such as leasing, capital marketplace offerings, and funding banking. IDLC Finance too appears to be focused on harnessing generation to provide convenient and accessible economic products to its customers. The employer has made significant investments in digital channels, such as online banking and mobile applications, to make it easier for customers to gain access to its services and goods. Overall, IDLC Finance's positioning strategy is centered on being a customer-centric, modern, and technologically sophisticated financial services provider in Bangladesh.

**2.4.4 Product**

**Home Loan**

<b>Product</b>	<b>Loan Tenure</b>	<b>Financing loan Amount upon value</b>
Apartment Purchase loan	25 Years	80%

Home Equity Loan	15 Years	75%
Home Loan Shield	Equal to loan term	50% to 100%
Construction Loan	25 Years	85%
Affordable Home loan	25 Years	80%
IDLC Semi Paka Loan	15 Years	70% to 85%
House Purchase Loan	25 Years	financing 80% cost
Commercial,Space Purchase loan	10 Years	Financing 70%

**Car Loan** - Maximum loan tenure of 6 years, financing of 85% of total value, one year working experience or three years work experience if borrower is self-employed has to be met.

**Personal Loan-** Minimum loan amount of 1 lakh taka, loan term of 5 years, and two years of employment history with present employer required

#### **Business Loans-**

1. Working Capital Loan : Loan Tenure 1 year, Loan up to 1 crore
2. SME Term Loan : Loan limit up to 5 crore, loan Tenure 13-26 months
3. Purnota Women Entrepreneur Loan : 13-60 months, starting from 2 lakhs, without collateral 35 lakhs
4. Seasonal Loan : Loan tenure 1 year, Loan tenure up to 1 crore
5. Abashon commercial loan : Loan Tenure up to 20 years, loan cost 80% of ltc
6. Commercial vehicle financing : Tenure 13-60 months , loan cost 80% of the price of vehicle
7. SME Shomvobona : Loan limit 25 lakhs, Loan limit 13-60 months
8. IDLC Udvabon : Loan Limit up to 1 cr, without collateral 35 lakhs, Tenure 13-60 months

9. Udvabon Startup Loan : Loan amount u pto 25 lakhs, loan tenure 60 lakhs

**Corporate Loan-** Term Loan, Project Financing , Working capital loan, Lease Financing, Term Loan for vehicles, term loan for commercial space, preferred stock, Bridge Loan.

**Structured Finance:**

1. Project finance Loan Syndication
2. Foreign currency loan
3. Access to special fund
4. Agency and trustee
5. Alternative financial solution

**Supply Chain Finance:**

1. Factoring
2. Work Order Finance
3. Distributor Finance

## **2.4.5 Marketing Channels**

A few IDLC Finance communication channels are described below:

**Social media-** IDLC Finance communicates with its potential customers through social media sites such as Facebook, LinkedIn, Youtube, where they provide various quizzes, financial data related to the economy, and major updates about Central bank regulation. However, these social media sites are also a core medium where customers can ask questions, connect with customers, support team, and get location details of any branch wish in a very short time.

**Paid Advertisement-** IDLC Finance uses paid advertising to reach its target audience by displaying the firm name in the television headline alongside, and they use paid Google ad boost to reach their target audience when they release a new product or open a new branch in a specific demographic area.



IDLC also shows advertisements in the middle of YouTube dramas where they are one of the title sponsors.

**Content Marketing-** IDLC Finance creates a variety of instructive static blog entries, films about financial literacy and saving, as well as islamic banking with industry professionals, all of which assist clients learn more about the facility and the benefits of saving. This helps them maintain current consumers while also gaining new ones.

**Search Engine Optimization (SEO)** - They use SEO to rank up the social media or google search, so that when a potential customer searches for a car loan, home loan, or business loan, the IDLC website shows results on the front page, compared to other financial institutes, allowing customers to explore different products and potentially convert them into customers.

**Referral Programs-**When a consumer wants to buy land or property for personal or commercial use, numerous property dealers recommend IDLC Finance because they have been one of the most dependable and sustainable financial institutions in Bangladesh for over a decade.

**Events and Scholarship-** IDLC has sponsored many events such as the National Finance Olympiad and the Prothom Alo SME Business Prize, as well as many university club events and cultural activities like as the National Drama Theater Festival. These sponsored events are also an important component of IDLC's marketing messaging. Sponsoring events such as the finance olympiad will help them create a brand among gen z, who may be significant clients for the corporation in the next 10-20 years.

## **2.4.6 Critical Marketing Issue And Gaps**

Following the aforesaid study, a few marketing difficulties and gaps for IDIC Finance have been found.

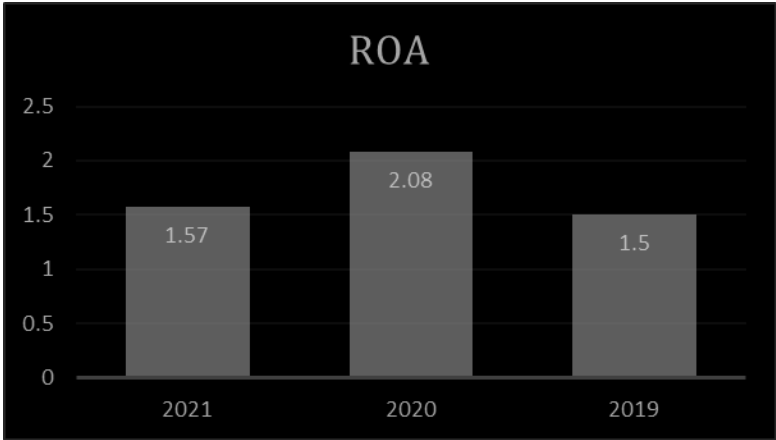
**SEO Issue-** Many Bangladeshis still prefer to explore the internet in Bangla rather than English. A new voice search prompt enabled rural businesspeople or farmers to directly query about financial products and loans on Google. However, in the case of IDLC Finance, Bangla search suggestions are not ranked on the first page, which can cause consumer dissatisfaction.

**Not tapping into emerging social media platforms:** IDLC Finance is not present on social media networking platforms such as Tiktok, Instagram, and Twitter. These platforms have a large number of users. Many small business owners have excellent presentations on these websites with their e-commerce companies. So IDLC Finance may take advantage of this opportunity to promote its brand, as well as release those financial literacy videos on tik tok, as tik tok has a loyal user base that can be an excellent target for IDLC Finance.

**Artificial intelligence:** IDLC Finance does not have any AI powered Chatbot application on their Facebook pages, which is quite crucial nowadays because customers can have queries or difficulties at any time, even during holidays or non-office hours, thus having an AI chatbot can improve customer experience.

### 2.5 Financial Performance and Accounting Practices

	2021	2020	2019
ROA	1.57	2.08	1.5

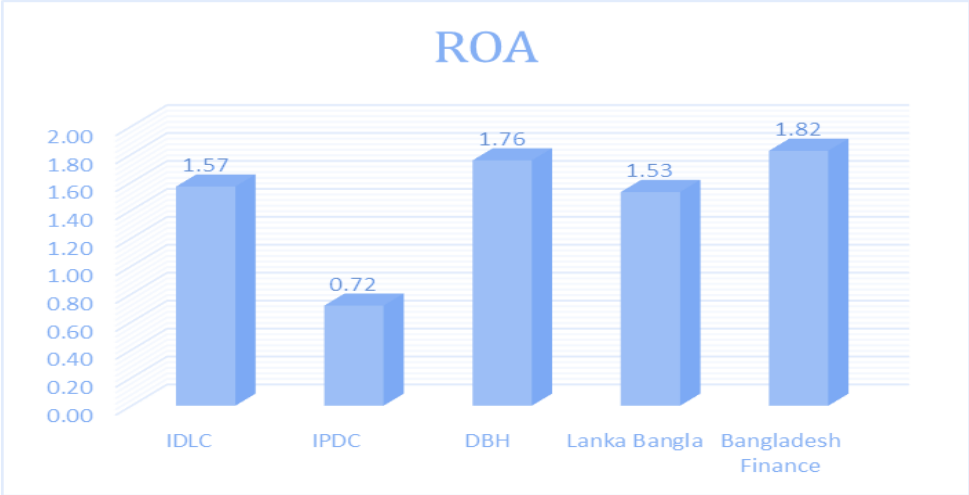


Over the last three years, IDLC Finance has seen an increase in return on asset in the year 2020, indicating that it efficiently used all of its assets to generate profit. However, in the year 2021, it

has seen a decrease in ROA, indicating that in the year 2021 it may have higher operating expenses, a decline in investment income, and a possible reason for this decline is due to an unstable economic environment caused by Covid 19.

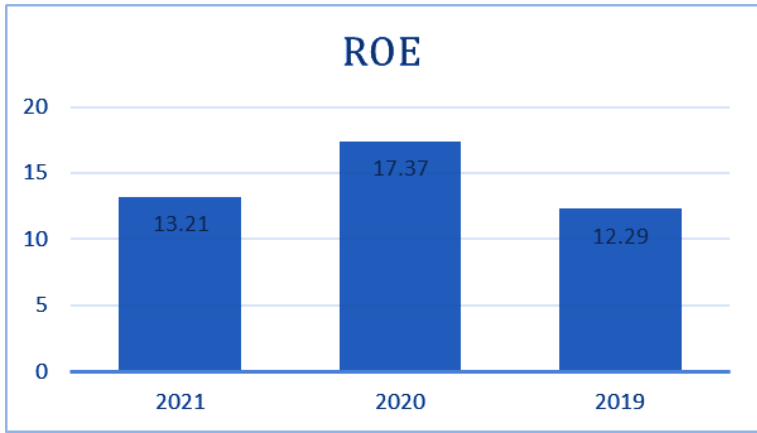
**ROA**

<b>IDLC</b>	<b>IPDC</b>	<b>DBH</b>	<b>Lanka Bangla</b>	<b>Bangladesh Finance</b>
<b>1.57</b>	<b>0.72</b>	<b>1.76</b>	<b>1.53</b>	<b>1.82</b>



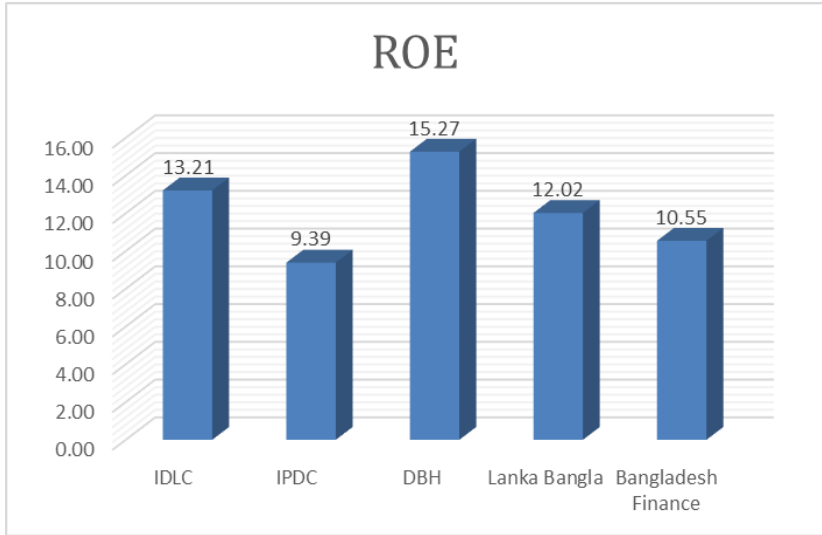
When comparing IDLC Finance's rate of return to other industry competitors, it has fared better than IPDC Finance and Lanka Bangla Finance in terms of asset utilization for generating profit, but DBH and Bangladesh Finance have performed better in ROA compared to IDLC Finance. In terms of earning profit from its assets, IDLC Finance has outperformed other industry participants.

	2021	2020	2019
ROE	13.21	17.37	12.29



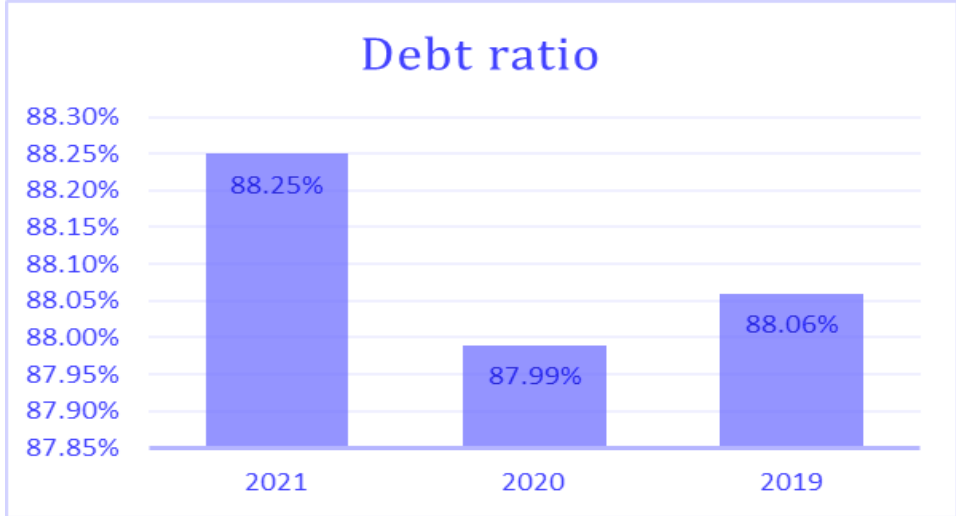
IDLC Finance Ltd has seen an increase in its return on equity in the year 2020, indicating that it has been successfully generating profits for its shareholders, as well as maintaining asset liability efficiency and growing or expanding its business in a profitable manner. However, IDLC Finance has seen a decrease in ROE in the year 2021, indicating that the bank is generating less profit for its shareholders than in previous years, indicating less net income.

	<b>IDLC</b>	<b>IPDC</b>	<b>DBH</b>	<b>Lanka Bangla</b>	<b>Bangladesh Finance</b>
<b>ROE</b>	<b>13.21</b>	<b>9.39</b>	<b>15.27</b>	<b>12.02</b>	<b>10.55</b>



When we compare IDLC finance's return on equity to that of other industry companies, we see that it has performed well, trailing only DBH finance in terms of roe. It demonstrates that IDLC Finance's management has efficiently managed assets to maximize shareholder earnings despite challenging economic conditions induced by the epidemic.

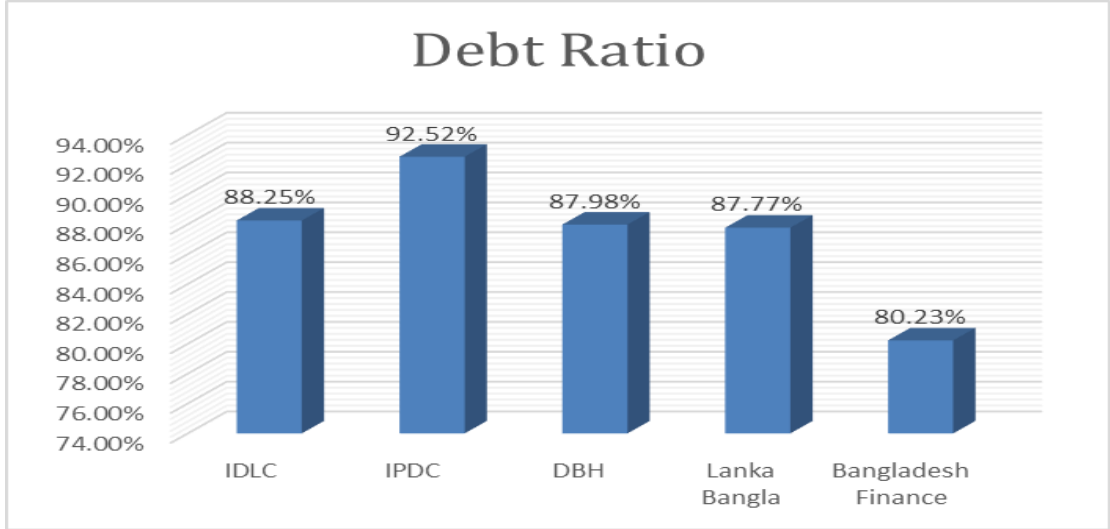
	2021	2020	2019
Debt ratio	88.25%	87.99%	88.06%



IDLC support has demonstrated a decline in debt ratio in 2020, which is a good sign that it is utilizing less debt to support its operations and investments relative to its equity. This lowering debt ratio is a positive sign for a corporation, showing that it has a strong financial structure. However, it has reached an all-time high in 2021, indicating that the corporation is becoming increasingly reliant on borrowed capital to finance its operations and initiatives. It also implies that it may extend its activities or invest in growth possibilities.

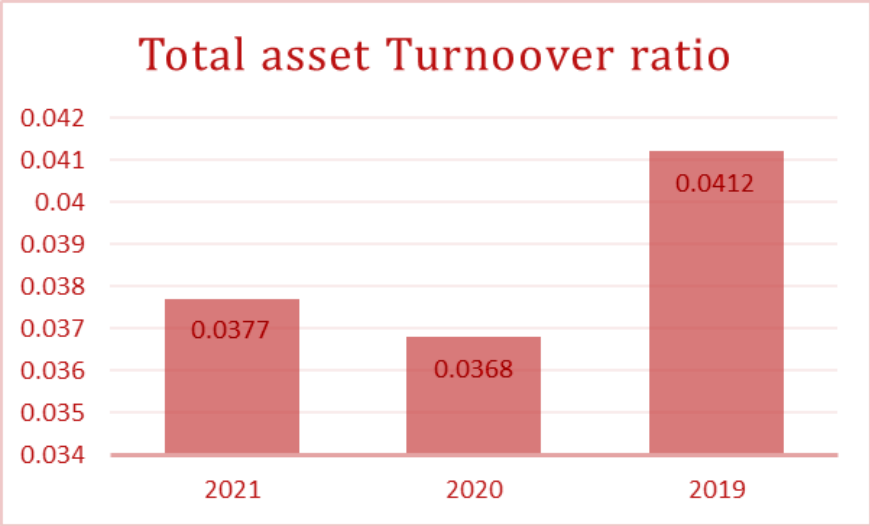
	<b>IDLC</b>	<b>IPDC</b>	<b>DBH</b>	<b>Lanka Bangla</b>	<b>Bangladesh Finance</b>
<b>Debt Ratio</b>	<b>88.25%</b>	<b>92.52%</b>	<b>87.98%</b>	<b>87.77%</b>	<b>80.23%</b>

IDLC Finance has the highest debt ratio in the business, second only to IPDC finance. This suggests that IDLC Finance is relying more on debt to fund its operations and developments.



Another probable reason is that IDLC Finance is developing its branches throughout Bangladesh, now having 40 branches, the most in the country for a NBFI, which could be another reason for IDLC's higher debt ratio when compared to other industry participants.

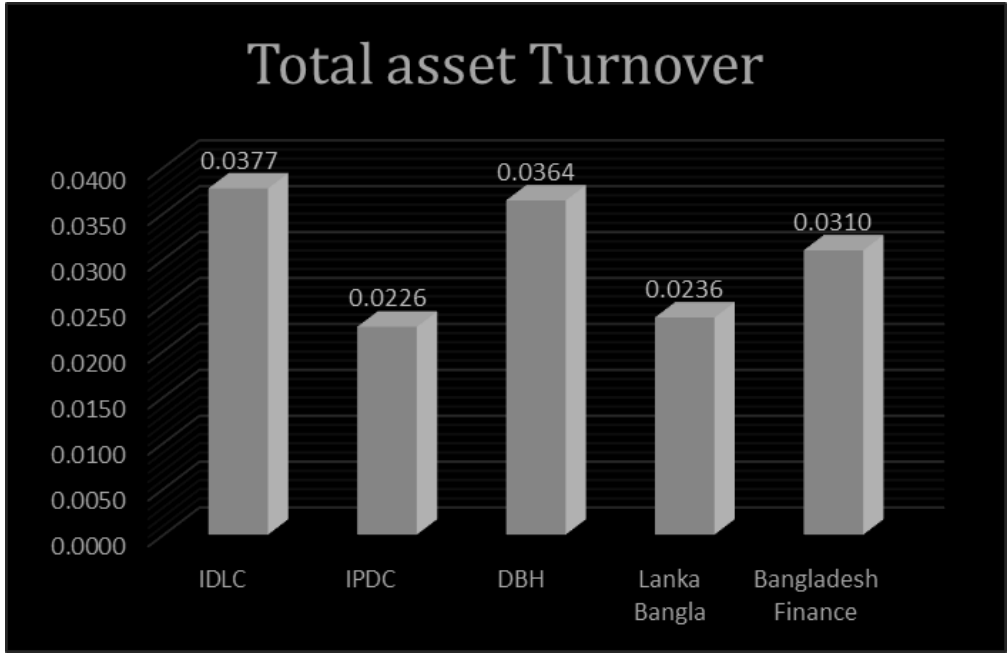
Total asset	2021	2020	2019
Turnover ratio	0.0377	0.0368	0.0412



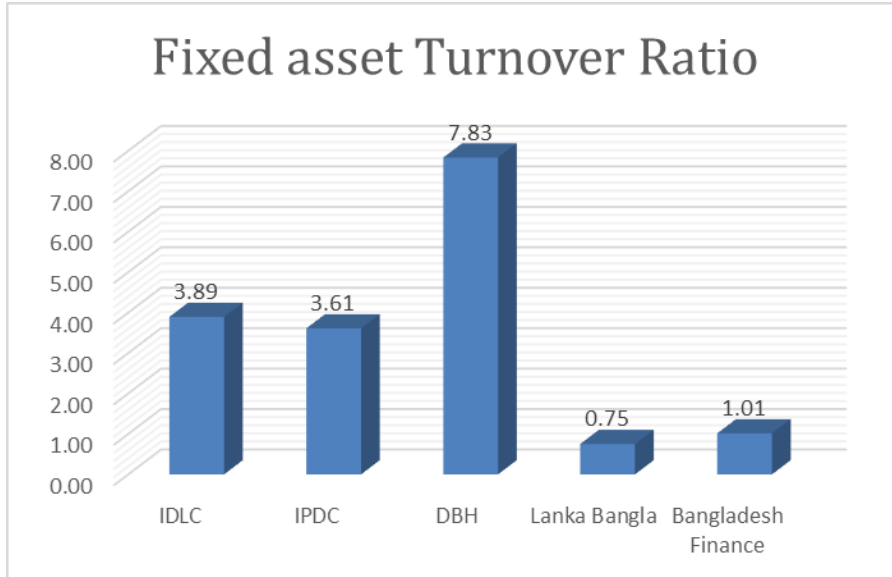
IDLC Finance TAT has fallen from 2019 to 2020, indicating that it is generating less revenue per dollar from the assets it holds. It also indicates that NBF's asset utilization is declining, indicating that they are facing challenges to grow business. However, if IDLC wants to improve its loan portfolio to a quality one, it can expect lower TAT.



	IDLC	IPDC	DBH	Lanka Bangla	Bangladesh Finance
<b>Total Asset Turnover Ratio</b>	<b>0.0377</b>	<b>0.0226</b>	<b>0.0364</b>	<b>0.0236</b>	<b>0.031</b>

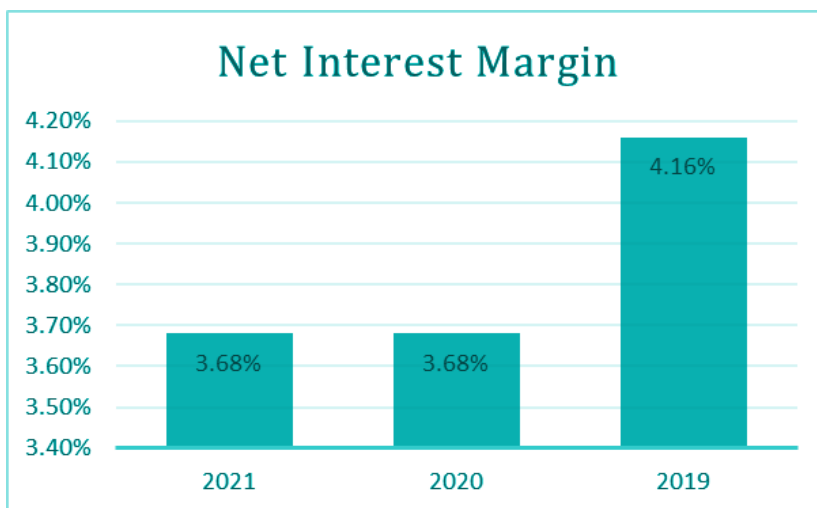


When we compare IDLC finance's TAT to other industry participants, we see that IDLC finance is more efficient than other financial institutes in terms of earning revenues from the assets it owns.

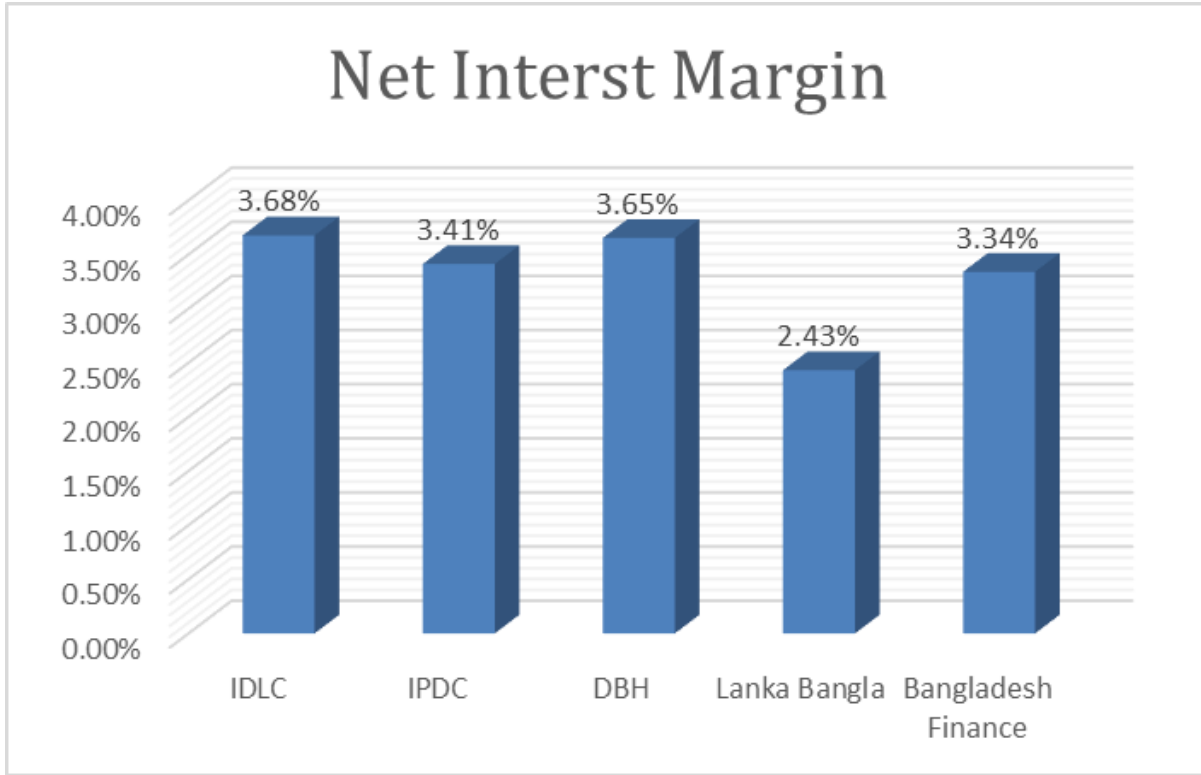


When we compare the IDLC fixed asset turnover ratio to the industry, it is just slightly behind DBH finance with a good margin. DBH finances it through utilizing its fixed assets more efficiently in order to produce revenues.

Net Interest Margin	2021	2020	2019
	<b>3.68%</b>	<b>3.68%</b>	<b>4.16%</b>



NIM	IDLC	IPDC	DBH	Lanka Bangla	Bangladesh Finance
	3.68%	3.41%	3.65%	2.43%	3.34%



IDLC Finance has the largest net interest margin in 2021 when compared to other industry competitors. It demonstrates that IDLC Finance handles its borrowing and loans effectively in order to earn higher interest rates than competitors in the sector.

**Accounting Practice**

IDLC Finance Limited is a public limited company listed on the Dhaka Stock Exchange (DSE) and the Chittagong Stock Exchange (CSE). It is one of the biggest non-bank financial institutions in Bangladesh. Accounting statements are an excellent way for investors and stakeholders to examine the overall financial performance of the IDLC group. As a publicly traded firm, it adheres to accounting rules established by the regulators Bangladesh Securities Exchange

Commission (BSEC) and Institute of Chartered Accountants of Bangladesh (ICMAB). The international financial reporting standards (IFRS) and Bangladesh Financial reporting standards (BFRS) guide the IDLC finance accounting standards, which enable it to maintain transparency.

In addition, IDLC records revenues and expenses using the accrual method of accounting. They demonstrate accurate asset and liability classification in the balance sheet. In addition, loan and advance impairment losses are periodically assessed. The disclosure of significant accounting principles and estimations is included in the financial statement notes. Also, tax rules and regulations must be followed, which includes paying timely tax payments and filing tax returns.

Furthermore, IDLC Finance has a solid internal control system to ensure the accuracy and dependability of its financial reporting. An external auditor is appointed on a yearly basis to review the financial statements and provide an opinion on their fairness and correctness. The audit committee of the company is in charge of reviewing the financial reporting process.

Overall, IDLC Finance's accounting procedures are in accordance with national and international accounting standards, and the company appears to be highly devoted to financial transparency and accountability.

## **2.6 Operation Management And Information System Practices**

### **2.6.1 Operation Management**

IDLC Finance Limited's operations management comprises the planning, arranging, and managing of the methods and structures utilized to provide financial services and products. IDLC Finance Limited's core operations management components include:

- **Service Delivery:** One of the key goals of operations management at IDLC Finance Limited is to ensure that clients receive timely and environmentally friendly carrier shipment. This includes creating client-centric procedures and improving carrier shipping routes to ensure quick and green response times.
- **Risk Management:** IDLC Finance Limited operates in a highly regulated environment, and operations management entails maintaining regulatory compliance and mitigating risks connected with its commercial enterprise operations.

- **Quality Control:** Quality management is an important component of IDLC Finance Limited's operations control. The company has a stringent quality assurance approach to ensure that its services and products meet the highest standards of quality and customer satisfaction.
- **Technology:** IDLC Finance Limited's operations management comprises the use of superior technology to improve the performance and efficacy of its techniques. The company has made significant investments in IT infrastructure to ensure smooth operations and a better customer experience.
- **Human Resource Management:** IDLC Finance Limited's success is primarily dependent on the competencies and understanding of its workforce. Operations management entails attracting and retaining top talent, providing training and development, and ensuring that employees are motivated and engaged.

The commercial firm can ensure a green and powerful supply of financial services and products while maintaining its place as a leading economic organization in Bangladesh by focusing on service transport, threat management, pleasant manipulation, generation, and human aid control.

## 2.6.2 Information System Practice

IDLC Finance employs the following technologies to ensure a smooth service experience:

- **Microsoft office tools-** They save and visualize data using Microsoft Office programs such as Excel, Word, and PowerPoint.
- **Microsoft Outlook-** Receiving Applications Email internal and external stakeholders; additionally, they receive scanned papers via email Due to their Scan to email System. Their Modern Multifunctional Printers (MFS) transmitted files directly to an Outlook email account.
- **Lync-** Can communicate with one other from anywhere in Bangladesh via audio or video call

## **2.7 Industry and Competitive Analysis**

### **2.7.1 Porter's Five Forces Analysis**

#### **Threat of substitute product or service: Moderate**

The world is evolving with new technologies on a daily basis, with the emergence of neo banks and peer-to-peer loan products that can replace current consumer division products. Additionally, emerging technologies such as crypto currency and alternative decentralized coins can be new financial products that can be invested in, but they are extremely volatile and unsecure, with no central regulator.

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

Because of the low barriers to entry in Bangladesh, there are many small and large players in the industry; however, MFS and startups are developing digital financial solutions that could pose a threat to the financial services that NBFi currently provides to its customers.

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

IDLC Finance has a diverse client base that includes commercial banks, development banks, foreign banks, capital markets, and other sources, so for the best rates, IDLC can swap from one client to another. Furthermore, for third-party vendors, IDLC has DPRO property, Amk properties, and so on, and for deed and property document collecting, they can swap among the finest providers who offer the best cost.

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

Buyers' bargaining power is high because there are many players in the financial industry, giving customers multiple options for investing/depositing their money in financial institutes based on rates and service, but IDIC is a renowned financial institute that has been serving Bangladeshi customers since 1985, so it has brand loyalty and has successfully retained customers.

#### **Competitive Rivalry : High**

In Bangladesh, there are many small and large firms who are currently active in the Bangladesh financial market. Due to low entry barriers, the possibility of new entrants is considerable.

Furthermore, MFS are now seeking similar services as NBFIs, and a well-known MFS has sought for an NBFIs license. Despite the intense competition, IDLC maintains a strong industry reputation for providing honest service.

### **2.7.2 SWOT Analysis**

**Strength :** IDLC Finance has a strong brand image throughout Bangladesh as it has been in operation for more than a decade. Customers' trust and confidence have grown at this time. Furthermore, it provides a wide range of financial products, leasing, loans, SME goods, and investment banking services. One of IDLC finance's good features is its strong constant financial performance throughout the year. Another significant feature of its is its skilled and efficient management staff, which successfully manages business with remarkable efficiency throughout the year.

**Weakness:** IDLC Finance operates 40 branches around the country, which is the most for an NBFIs in Bangladesh, however banks in Bangladesh operate more branches, therefore IDLC Finance may have lost some potential clients in areas where they do not operate branches. Aside from IDLC, finance was reliant on a single market (Bangladeshi Market). It can try to explore various markets, including other South Asian emerging markets.

**Opportunities:** Bangladesh is a developing country, and its economy is constantly growing. The Padma Bridge and the Karnaphuli Tunnel have opened new potential business opportunities, and IDLC Finance has seized the opportunity by providing business loans to businesses in the north region, which are expected to boom in the coming years. Furthermore, the new technology boom provides great chances for IDLC Finance to develop itself as a digital financial institute and deliver excellent customer service and unique financial solutions to the people of Bangladesh. IDLC Finance also has a large possibility to explore other global markets, including those in South Asia, such as Sri Lanka, Nepal, India, and Pakistan.

**Threats:** Because of global political volatility for the Russia-Ukraine war, dollar prices are volatile, which impedes exchange rates and may pose problems for IDLC Finance. Aside from

that, the overall work is becoming less reliant on them. Everyone is seeking other currencies for trade, and IDLC Finance may have to be cautious with its operations, particularly in the line of credit business. However, new competitors, including MFS that have applied for NBFIL licenses, can pose a threat to IDLC Finance because they may offer similar services to IDLC financing. Government regulation changes are also viewed as a potential threat to IDLC Finance.

## **2.8 Summary and Conclusion**

According to the report, IDLC Finance Limited has a strong market presence in Bangladesh's economic services business. The organization has undertaken several marketing efforts and initiatives to expand their customer base and expand their operations. Stringent risk rules and procedures have been implemented to reduce exposure to financial risks. The company's human resource management strategies have contributed to its success by ensuring that it has a competent and motivated workforce. Additionally, the company places a high value on providing exceptional customer service to its customers. IDLC Finance Ltd has also maintained strong financial performance over the years, according to various records. Its financial figures show consistent growth in revenue, profitability and common assets although it saw a decline in its ROA and ROE over the past two years. However, the company's financial ratios show that he has a strong financial position and good assets. In conclusion, the performance report provides valuable insights into the operations and financial performance of IDLC Finance Limited. The file identifies the organization's unique functions, such as advertising and marketing, risk management, human resource management, and customer service. The report also supports the company's strong financial success, as indicated by its financial statements and key financial metrics.



## 2.9 Recommendations/Implications

Based on the findings of the investigation, it is advocated that IDLC Finance Limited should focus on its center strengths and implement powerful strategies to keep its proper market position and monetary overall performance. The employer need to also hold to put money into its humans resources and era so that it will remain competitive inside the ever-changing economic services enterprise. Based on the findings, it's recommended:

- Improve Digital Transformation: IDLC Finance Limited must spend money on digitalizing its enterprise approaches and offerings. The employer can use technology together with mobile banking, online banking, and digital lending to enhance the consumer revel in, streamline operations, and entice new clients.
- Diversify Product Offerings: IDLC Finance Limited have to consider broadening their product offerings with the intention to serve a broader range of customers. The corporation can release new financial services and products to meet the desires of unique consumer segments.
- Improve Risk Management processes: IDLC Finance Limited should improve its risk management processes in order to mitigate economic risks. To ensure compliance with regulatory requirements, the company can implement more robust risk assessment frameworks, create contingency plans, and improve internal controls.
- Improve Employee Engagement: IDLC Finance Limited must focus on increasing employee engagement by providing opportunities for professional development, education, and career advancement. The organization can also implement a rewards and popularity system to incentivize overbearing employees and boost overall worker pride.
- Expand Geographically: IDLC Finance Limited can think about increasing its geographical reach with a view to input new markets and increase its customer base. The corporation may become aware of possibilities to construct extra branches or strategic collaborations with various financial institutions in unique regions of the usa.

Overall, IDLC Finance Limited is well-positioned to continue its growth and success in the future.

## **Chapter 3**

### **Project Part**

#### **3.1 Introduction**

##### **3.1.1 Background/Literature Review**

IDLC Finance Limited is a major financial firm in Bangladesh that has been providing economic services to individuals and businesses since 1985. Over the years, IDLC has established itself as a trusted and reputable brand, offering a wide range of services such as leasing, corporate finance, SME financing, and retail banking.

IDLC's marketing department is critical to selling the company's services and building brand awareness among its target market. The branch is responsible for planning and executing marketing initiatives and projects that match with the employer's standard enterprise goals.

During my internship, I got the opportunity to work with the advertising team and gain insight into the various aspects of marketing. I was allocated to a variety of assignments and campaigns, which allowed me to apply my theoretical knowledge to real-world scenarios and learn from experienced enterprise specialists.

This internship presented me with a wonderful opportunity to gain practical experience in advertising while also contributing to the growth and success of a well-known brand. In the next sections of this document, I will present a detailed evaluation of the marketing initiatives and projects on which I worked during my internship at IDLC Finance Limited.

##### **3.1.2 Objective**

The objective of this internship report is to provide detailed information about IDLC Finance Limited's marketing efforts and initiatives. The report's goal is to:

- Analyze the marketing strategies and assess the success of the corporation's advertising and tactics in making IDLC a renowned brand.
- Identify the loopholes in the advertising strategies and recommend capacity solutions to overcome those difficulties.
- Provide insight into the various marketing campaigns of the company

- Assist the management of IDLC Finance Limited in improving their marketing tactics and brand image in the economic market.

### **3.1.3 Significance**

The internship report on IDLC Finance Limited's advertising campaigns and tasks is extremely important for a wide range of stakeholders, including the business enterprise's management, personnel, shareholders, consumers, and the intern.

To begin, the report has provided vital insights to IDLC Finance Limited's management on the efficacy of their advertising campaigns and strategies in accomplishing their commercial organization goals. Statistical data has been used to see whether the strategies and campaigns are effective in making IDLC a success. The study will aid management in identifying the strengths and shortcomings in their marketing strategy and will suggest capacity enhancements to enhance their brand image and customer engagement.

Secondly, the publication will act as a reference manual for IDLC Finance Limited workers to better grasp the organization's marketing policies and techniques. It will also assist personnel in gaining insights into quality practices and capacity demanding scenarios associated with the implementation of advertising campaigns and initiatives in the economic industry.

Thirdly, the document may be valuable to IDLC Finance Limited shareholders in evaluating the organization's overall performance in the market and determining their return on investment.

Fourth, the report will provide recommendations, suggestions of the company's advertising campaigns and objectives. This data can help IDLC Finance Limited improve their customer engagement and retention strategies.

Finally, the internship paper will give a valuable learning experience for the intern in developing practical knowledge of marketing management inside the business. The file will assist the intern in broadening critical thinking abilities, improving analytical skills, and gaining insights into real-world packages of advertising and marketing ideas.

## **3.2 Methodology**

The report's data gathering methodologies include secondary data resources. Secondary information sources include financial analyses, advertising strategies, and other publicly available materials.

The report's data assessment approaches include content evaluation which can be used to investigate the company's financial reports, marketing plans, and other publicly available materials. The paper is a mix of descriptive and exploratory studies. Descriptive study will aid in explaining the characteristics of IDLC Finance Limited's advertising campaigns and initiatives, whereas exploratory studies will aid in identifying the organization's marketing tactics' strengths and limitations.

Ethical concerns are addressed in the internship report. Confidentiality and privacy will be protected throughout the study process.

However, limitations and challenges may affect the validity and reliability of the data in the report. These may also include a limited sample length, time constraints, and biases in the data collected.

## **3.3 Findings and Analysis**

### **3.3.1 Marketing in the Financial Sector**

Role of Marketing:

- Create Brand Image
- Aware, Acquire and Retain Customers
- Enhance Customer Engagement

Marketing Activity Segment:

**IDLC**  
Finance Limited  
*financing happiness*

## Marketing Activity Segment

**ABOUT ATL, BTL, TTL ADVERTISING**

	MEDIA	COST	AUDIENCE	FEEDBACK
ATL <i>Above The Line</i>	 RADIO, TV, NEWSPAPER, MAGAZINES	 HIGH	 BRAND AWARENESS	 NOT IMMEDIATELY
BTL <i>Below The Line</i>	 PRESS, EMAIL, COURAN, PR, DIRECT MARKETING	 QUANTIFIABLE LEADS	 RESPONSE DRIVEN	 INSTANT
TTL <i>Through The Line</i>	 SOCIAL MEDIA, WEB MARKETING, FAIRS & EVENT	 AVERAGE	 BRAND AWARENESS RESPONSE DRIVE	 INSTANT

3

IDLC Marketing Mediums for Different Channels:

**IDLC**  
Finance Limited  
*financing happiness*

## IDLC Marketing Mediums in Different Channels

ATL

Television  
Commercials

Billboards

Press Ads

BTL

Events

Activations

PR

Digital

Facebook

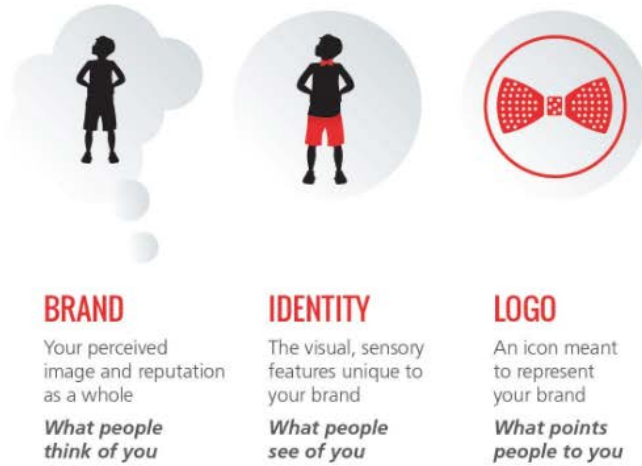
YouTube

LinkedIn

4

## Branding Overview:

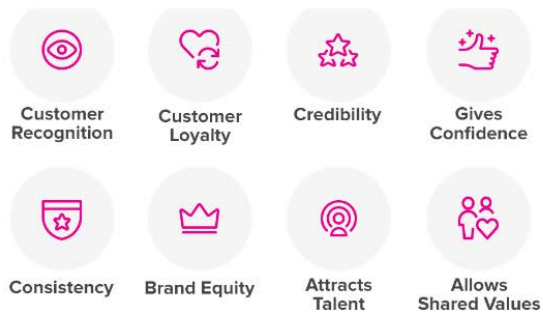
### Branding Overview



5

## Branding Benefits:

### Branding Benefits



### 3.3.2 Marketing Strategies and Media Statistics

#### Core Marketing Strategy



#### Communication Strategy:

- Plan campaigns across the year to ensure **presence every month**
- TV Media
  - Be present with TVC in **every month**
  - Book **prime inventories** in the beginning of the year to increase media efficiency

– Ramadan Countdown, News Segment Headline Branding, News Ticker scroll branding.



Ramadan Countdown Branding



News Segment & Scroll Branding

- Newspaper Media

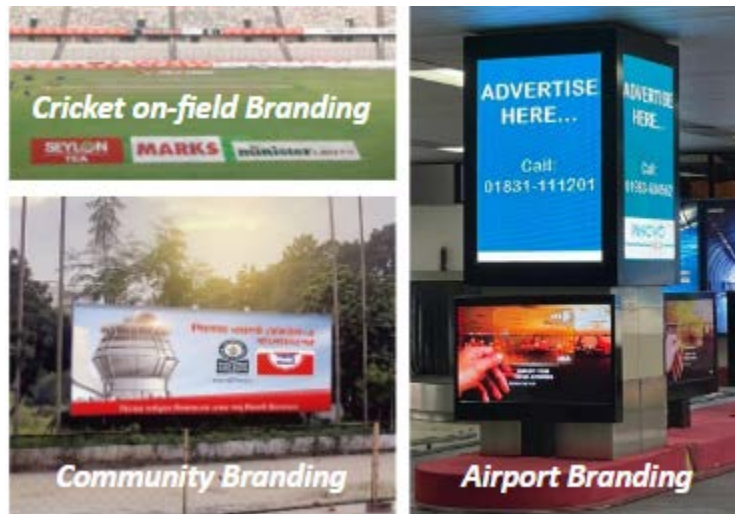
- Increase presence in **online news portals**
- Use **effective CTA** in all press communications
- Increase frequency of Half-page ads
- Outdoor - Increase outdoor visibility nationwide
- Bus Branding
- LED Screen in Airports
- Nationwide Billboards in important areas
- Community Branding
- Developer Project Signboard
- Cricket On-Field Branding



## Newspaper Media:

News Portal Investment 2021	
Brand	BDT
SCB	8,900,000
DBBL	8,780,000
City Bank	8,650,000
Brac Bank	8,575,000
Islami Bank	5,310,000
IFIC	4,650,000
IPDC	3,000,000
IDLC Finance	2,466,975

*Source: Data Retrieved from News Portals*



## Digital Media Strategy:

- Always-On - Consistent and Frequent presence on Digital Media
  - Plan annual digital media calendar
  - Focus on product and non-product content



Non-Product Communication

Product Communication

- Focus on financial literacy content - Financial services are confusing and intimidating for a lot of people who aren't familiar with the industry. A quarter of millennials say they don't understand basic investment practices such as stocks.



- Introduce innovative content like live scoreboard and interactive ads



Dynamic Ad Banners



Interactive Ads

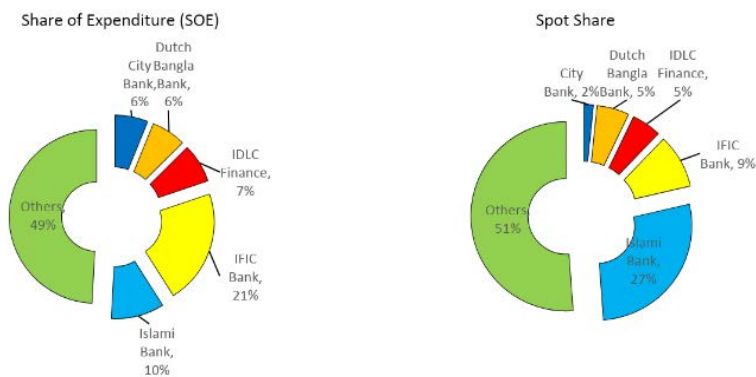
# Digital Media - Communication Focus

Category	BRAC BANK	city bank	IPDC	IFIC	bKash	IDLC
Online Events	✓		✓		✓	
Banking App	✓	✓				
Cricket Posts	✓	✓	✓		✓	✓
Obituary	✓	✓	✓	✓	✓	
CEO's Post	✓	✓				
Award Post	✓	✓	✓		✓	✓
COVID Awareness	✓	✓	✓	✓		✓
Products	✓	✓	✓	✓	✓	✓
Achievements		✓	✓			✓
Awareness	✓	✓	✓			✓
Days of the Year	✓	✓	✓	✓	✓	✓
Job Posting	✓	✓		✓	✓	✓
Campaigns			✓		✓	✓

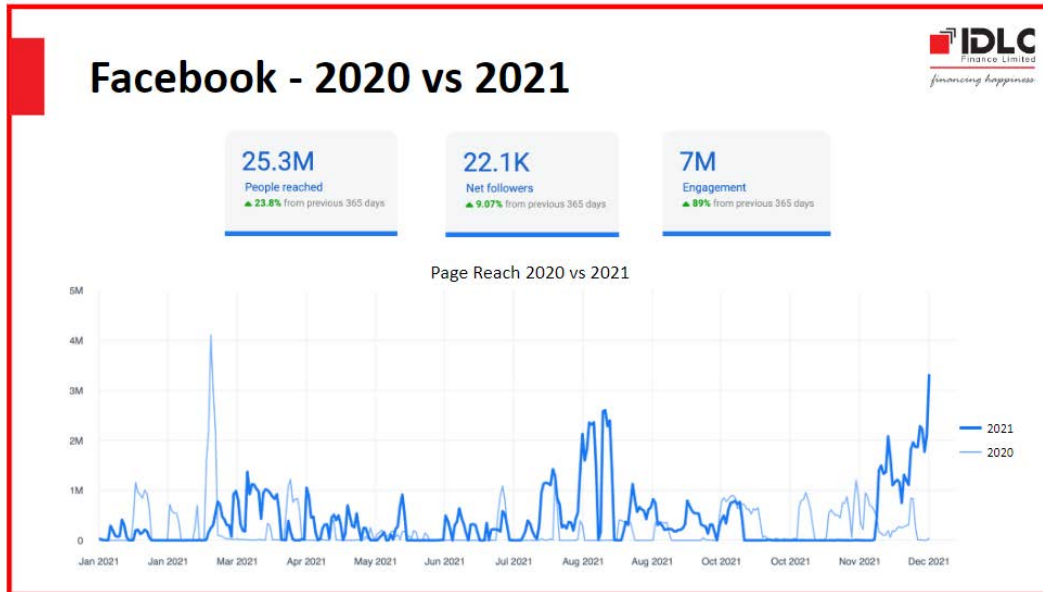
This is IDLC’s competitor analysis to see whether IDLC checklists its presence on various platforms compared to its competitors. As it’s shown, IDLC hasn’t yet marked its presence on banking apps, online events, obituary and CEO’s post. Other than that IDLC has its presence on other platforms which is a good sign. However, I think it would be beneficial to mark its presence on banking apps for better recognition and higher revenues in the long run.

## Comparing TV Media statistics

### TV Media - Category Spend in 2021



As it can be seen from the pie chart above, IDLC Finance spends really less on TV Media compared to its competitors. And thus, spot share is very low. This could be concerning while regaining attention of television viewers while its competitors could gain popularity.



From the graph above, it can be concluded that IDLC’s Facebook reach has improved well and its engagement has increased drastically. This is a good sign and they should keep up trying to reach more people and increase their engagement.

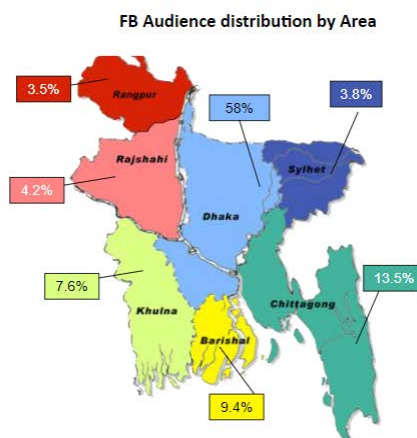
**Carrying out a survey on which proportion of the population uses Facebook the most and how they access social media has produced the following result:**

## Digital Landscape

*Driven By Young Population, Facebook Is The Major Platform*



- Youth Centric - **15-34 years (85%+)**
- **71%** internet users come from Dhaka & Chattogram division
- Male Female Ratio : **70:30**
- **90%+** access **Social Media** through Mobile
- 40% smartphone users among mobile users
- Video on rise: YouTube is the main driver **~180%** increase in views (YoY)
- Top YouTube genres – **Entertainment, Music, Food, lifestyle** consists **(85%+)** views



### 3.3.3 Marketing Campaigns and Projects of IDLC

#### □ IDLC Prothom Alo SME Award 2023

**Idea-** To recognize SME entrepreneurs across the country and inspire young and budding entrepreneurs to strive harder in their businesses.

**Rationale:**

- This will be promoted in multiple medias – Press/Outdoor/Digital
- Customers can be from different regions of Bangladesh
- Real customer stories create very good impression and reach online

**Plan:**

- Regional Activation with Prothom Alo Bondhu Shobha to bring more nominations
- Incorporate more relevant categories for nomination
- Offer seed money to attract applicants
- Use another media to increase the awareness of the campaign

**Expected Impact:**

Having a flagship campaign is necessary for every brand and SME Award has the potential to become exactly that while also being capable of reaching a huge audience who are also IDLC's potential customers.



**PROPOSED MEDIA**

Event/Outdoor  
Press  
TV  
Digital

**PROPOSED BUDGET**

BDT 1.3 Crore

## □ Purnota Signature Identity (Re-Launch)

### Idea:

Since communication for Purnota is irregular, IDLC wants to establish a signature identity of Purnota which will be reflected in all Purnota touch points.

### Rationale:

- Competing brands like City Alo, and BRAC Tara are very active in this segment, the company wants to create awareness for IDLC Purnota
- Create a signature visual for Purnota

### Plan:

- Photoshoot & OVC to cover the focusing business areas
- Re-design Purnota Brochure.
- Improve Purnota visibility in the branches.
- Promote through digital platforms

### Expected Impact:

Creating a signature identity for Purnota will help IDLC create a significant identity of the product on digital platforms & will simultaneously create a new customer base (potentially the youth).

Develop Communication Material for the retail market.



<b>PROPOSED MEDIA</b> OVC Photoshoot Digital POSM Regional Activation (Arranging regional fairs)
<b>PROPOSED BUDGET</b> BDT 80 Lac

## □ SME Micro Booth Launching

### Idea:

Recently IDLC received the approval for setting up micro booths in regional areas of Bangladesh from The Bangladesh Bank. To create awareness among the local audience, they want to organize community activation and insertion in regional newspapers along with launching events for each booth.

### Rationale:

- Create awareness about the availability of Micro Booths in localities
- Promote with the objective of financial inclusion of the SMEs

### Plan:

- Activation for the micro booths in the regions
- Launching Event for each booth opening
- Regional Newspaper Insertion



## □ bKash International Campaign

IDLC Finance Limited has drafted an initiative to create savings instruments designed to cater to the un-banked population of the country in accordance with the government's objective of financial inclusion of the unbanked population. The core objective is to create a savings mentality among this segment, with as little as BDT 500 per month/week. The long-term objective is to enhance financial inclusion in Bangladesh by providing easy to operate savings product solutions for these demographics and offer our products to the wider customer segment.

### **Product Details:**

#### **Deposit Pension Scheme (DPS)**

- Tenure: 2/3/4 years.
- Deposit frequency: Monthly.
- Deposit Amount: BDT 500/1000/2000/3000.
- Lock-in period: 3 months. As per Bangladesh Bank regulations for NBFIs on minimum term for savings products.
- Auto deduction of installment amount, if not available in client's wallet will be imposed for 3 days starting from installment date.

### **Key Features**

- Open your DPS account in 1 minute.
- Automatic monthly installment payment and maturity payment.
- The DPS is fully digital, the client doesn't have to visit IDLC in person regarding anything throughout the product life.
- No paperwork required at all.
- The core message should be focused & easy to understand
- Can be created digitally (Illustrator, PowerPoint etc.) or can be hand drawn
- Examples:





## **Pan-Purnota Launch**

### **Idea:**

Purnota will be launched incorporating Consumer, Deposit, and SME products. They want to establish a signature identity of Purnota which will be reflected in all Purnota touch points.

### **Plan:**

- New Concept and Logo for New Purnota
- Photo shoot & OVC to cover the focusing business areas
- New Purnota Brochure
- Purnota visibility in the branches
- Promotion through digital platforms

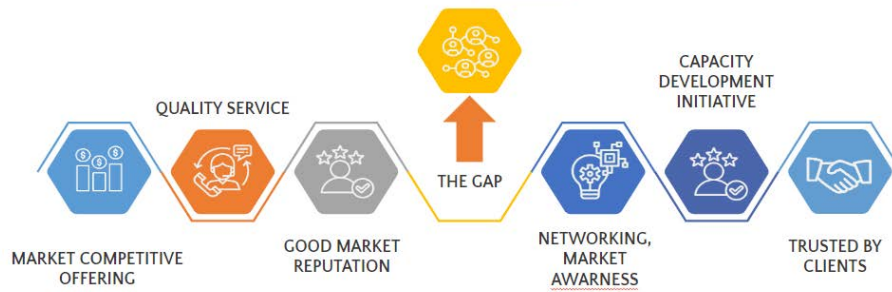
### **Proposed Timeline:**

Board Approval: February 2023

Execution: March-April 2023



COMPREHENSIVE SOLUTION WITH TARGETTED COMMUNICATION



## Budget for Purnota Launch

Sl	Particular	Total
1	Logo Design	230,000
2	Purnota New Identity OVC	1,940,625
3	Digital Promotion of OVC	1,265,000
4	Photo Shoot (4 products - 10 sets)	1,293,750
5	Brochure Design	115,000
6	Purnota Card Design	46,000
7	PR Campaign	59,513
8	Purnota Regional Fair (2 Locations)	2,530,000
9	Launching Event	1,897,500
<b>Total</b>		<b>9,377,388</b>

### **SME Billboard**

#### **Idea:**

Place billboards in regional locations specifically for SME Clients primarily to cover the planned expansion locations.

#### **Rational:**

- Billboards are the most effective medium of awareness creation among the target audience.
- Placing billboards in strategic locations will help IDLC to enhance their brand awareness among potential SME clients.
- Branch Managers have observed that billboards are very effective in attracting potential clients.

### Expected Impact:

This will increase the visibility of the brand to relevant stakeholders, strengthening the IDLC brand in the journey.



### PROPOSED MEDIA

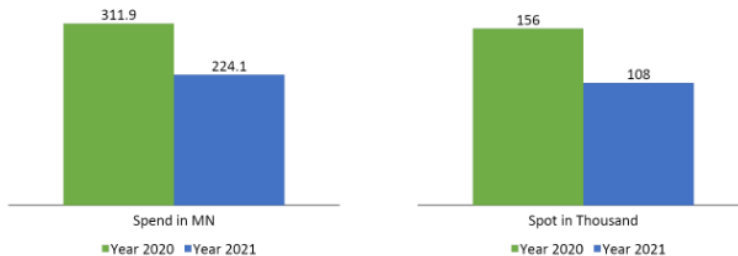
Billboards  
OoH branding

### PROPOSED BUDGET

BDT 60 Lacs

### 3.3.4 Loopholes in the marketing sector of IDLC

#### TV Media - 2020 vs 2021 *Within Category*



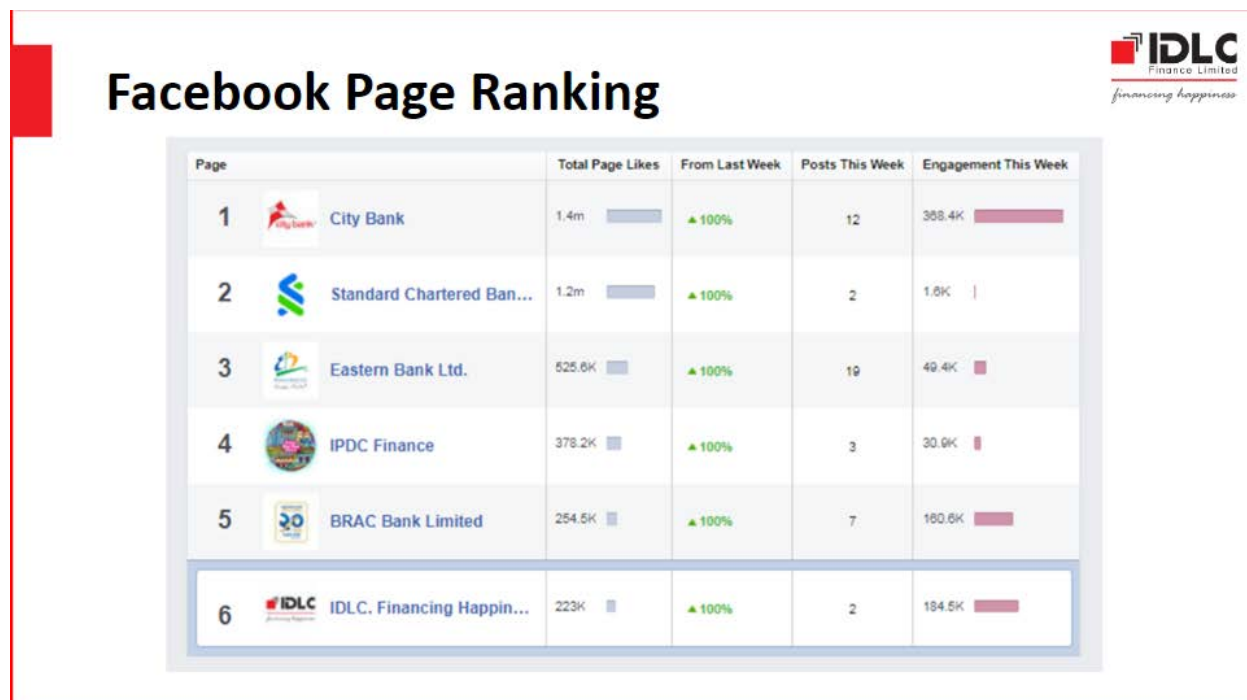
- Category investment decreased by 28%
- DBBL was categories big player in 2020 but 82% decrease of spend pushed them down largely this year
- As investment decreased, no. of spot aired has also decreased by 31%

As we can see from the bar chart above, IDLC has reduced its spending on TV media advertising which means the spot aired has decreased as well. This could lead to lower recognition among the television viewers.

Also, in their case, bangla search suggestions are not ranked on the first page, which can cause consumer dissatisfaction.

IDLC Finance is not present on social media networking platforms such as Tiktok, Instagram, and Twitter. These platforms have a large number of users.

They also don't have any AI powered Chatbot application on their Facebook pages, which is quite crucial nowadays because customers can have queries or difficulties at any time.

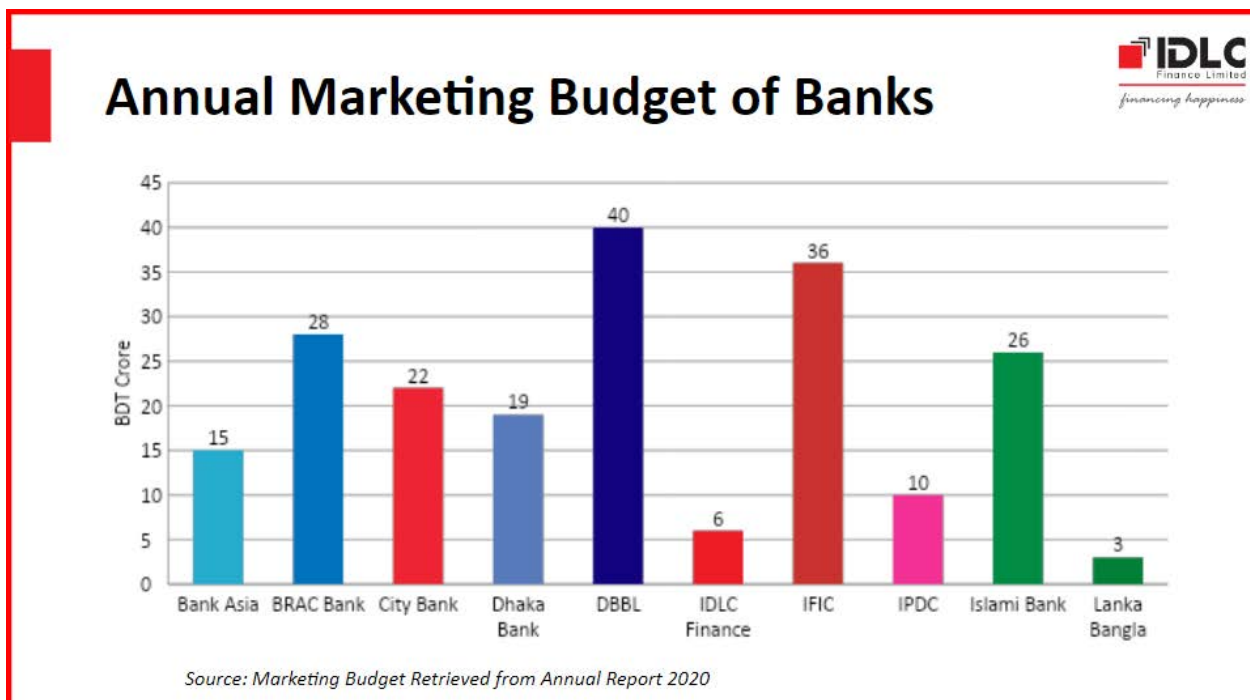


As it's visible, IDLC has a low Facebook ranking and its competition are quite beforehand in phrases of Facebook web page ranking. This can cause the following issues:

- Reduced visibility: If their Facebook ranking is low, their posts may not appear in the news feeds of their potential customers, reducing their visibility and accessibility.
- Reduced engagement: If their postings do not reach a large number of people, they are far less likely to receive likes, comments, and stocks. This might lead to a decrease in engagement and interaction with their target audience, making it difficult to build a community.
- Limited opportunities for growth: Without interaction and attainment, it might be difficult to acquire new followers and build their Facebook following.

- Reduced conversion rates: If they use Facebook to sell their product, a low Facebook rating might result in fewer leads, income, and conversions.
- Negative impact on brand image: If their Facebook profile or page appears to have minimal interaction or interest, it may create a negative perception of their brand or business, making it appear less legitimate or popular than it truly is.

Overall, a low Facebook ranking can limit their online visibility, prevent target market engagement, and have an impact on the growth and popularity of the company.



As it can be seen, IDLC has a very low marketing budget whereas its competitors are spending well on marketing. This can have several disadvantages:

- Resource Availability: Due to limited advertising budget, IDLC is unable to reach as many potential customers as it would like. This may limit the number of people who know about their services and products.
- Low brand awareness: With limited marketing resources, IDLC may struggle to build its brand and make it understood by potential customers. This can affect the popularity and visibility of IDLC in the market.
- Difficult to stand out: With limited resources, IDLC can find it difficult to create innovative and attractive marketing efforts to capture the attention of sophisticated

consumers. This can make it difficult to differentiate between competition for higher advertising budgets.

- Lack of competitive funding: Since IDLC has limited advertising and marketing budgets, it may not be able to compete with competitors that invest heavily in their marketing efforts. This could hurt IDLC in terms of customer orders and sales.
- Missed opportunities: IDLC's ability to use other advertising channels or channels may be limited by its limited marketing budget. This can lead to missed opportunities to interact with customers and increase revenue.

Overall, IDLC's low marketing budget should limit its ability to find relevant customers, establish its brand and compete effectively in the marketplace. This in turn can lead to missed opportunities and make it harder for him to achieve his career goals.

As a financial institution, IDLC may also confront specific challenges and gaps in its marketing activities. IDLC Finance encounters the following potential loopholes:

- Limited Targeting: As IDLC Finance's advertising and marketing activities are not directed toward the appropriate target market, it may result in low engagement and conversion costs. This should result in squandered marketing resources and missed opportunities to reach out to potential clients.
- Lack of Personalization : Customers expect a personalized experience, and as IDLC Finance's marketing efforts do not take this into consideration, it may result in decreased engagement and patron loyalty. Personalization should include focusing on clients with specific offers or messaging based entirely on their preferences.
- Insufficient Communication: As IDLC Finance does not communicate with its clients on a frequent basis, it can result in lower engagement and consumer turnover. This could be mitigated by employing e-mail advertising and marketing, SMS marketing, or other means to provide daily updates and offers.
- Inconsistent messaging: Because IDLC Finance's advertising messages are inconsistent across media and campaigns, it can lead to consumer confusion and misunderstanding of what the brand stands for.

- Compliance Risks: Since IDLC Finance is a financial institution, it must follow various compliance standards, which may make trading more difficult. In order to avoid criminal risks and reputational damage, it needs advertising campaigns and messaging to comply with relevant guidelines.

Ideally, IDLC Finance’s advertising and marketing should be strategic, focused and tailored. Eliminating power differentials enables IDLC Finance to develop effective advertising strategies that reach the right target audience, communicate effectively, and encourage business growth.

### 3.3.5 Solutions

#### Choosing the Right Media Channel:



## Choosing the Right Media Channel

Define Business Goals	Define Audience	Test Channels	Analyze	Adapt
<ul style="list-style-type: none"> <li>• Business Asset</li> <li>• Marketing Asset</li> <li>• Business Goals</li> <li>• Budget</li> </ul>	<ul style="list-style-type: none"> <li>• Learn about Audience</li> <li>• Define Audience Persona</li> <li>• Understand Audience Behavior</li> </ul>	<ul style="list-style-type: none"> <li>• Define A suitable mix of all marketing channels</li> <li>• Paid Advertising</li> <li>• SEO &amp; Content Marketing</li> </ul>	<ul style="list-style-type: none"> <li>• Analyze ROI on each channel</li> <li>• Accumulate &amp; Analyze customer reactions</li> <li>• Refine Campaigns</li> </ul>	<ul style="list-style-type: none"> <li>• Solution based on customer feedbacks</li> <li>• Co-ordinate campaigns</li> <li>• Maximize customer acquisition</li> </ul>



## Measuring Marketing ROI: (Qualitative Metrics)



### Measuring Marketing ROI (Qualitative Metrics)

**Brand Credibility**

Industry peers and influencers reaching out for input



**Brand awareness**

Gaining new clients from word of mouth or third-party recommendations



**Sales enablement**

content leading to more sales



**Consumer Education**

Better understanding  
What company does and offers



**Consumer Feedback and Engagement**

Receiving positive reviews and feedback from new customers regarding your sales and onboarding process



3/9/2023

## Measuring Marketing ROI: (Quantitative Metrics)



### Measuring Marketing ROI (Quantitative Metrics)

**Revenue Generation**

campaigns or paid ads effectively leading to new customers



**Number of Leads**

People sign up for through lead generation communication



**Social Media Followers**

Social media campaign and communication leading to more followers?



**Search Visibility**

While searching for certain keyword or phrase, brands contents climb in search results



To address the loopholes in marketing for IDLC Finance, the following solutions can be considered:

- Targeted Marketing: IDLC Finance may evaluate data on its clients' demographics, behavior, and preferences to determine the best target audience for its marketing initiatives. This should include using consumer segmentation to produce personalized advertising messages and offers that resonate with exceptional client agencies.
- Personalization: IDLC Finance can use buyer information to personalize its advertising communications, such as adapting offers and messages to clients' individual needs and pastimes. This can be performed by using customer relationship management (CRM) software or personalization tools to automate the process.
- Communication: IDLC Finance can communicate with its clients via a variety of verbal exchange channels. Email, SMS, social media, and chatbots should all be considered. Customers are considerably more likely to remain engaged and devoted to a brand if they are constantly conversed with.
- Consistent Messaging: IDLC Finance can ensure that its marketing messaging is consistent across all media and initiatives. This includes creating a consistent brand identity and tone of voice that is reflected in all advertising materials and communications.

Overall, IDLC Finance can establish a more successful marketing plan that reaches the proper target audience, communicates effectively, and promotes corporate growth by applying these solutions.

They can also do the following for a better marketing policy:

- Use digital marketing strategies: IDLC should use digital marketing strategies such as social media, email marketing, SEO and others to effectively reach potential customers. These channels are inexpensive and offer opportunities for targeted advertising and marketing messages.
- Measurement and evaluation of advertising results: IDLC should periodically grade and evaluate the results of its marketing efforts. This can include tracking key performance indicators (KPIs) and tracking website visitors, conversion costs, and customer acquisition costs. This information can be used to improve advertising policies and strategies.

- Partner with other businesses: IDLC Finance wants to partner with other organizations to offer their services and products. For example, it can partner with local organizations to offer co-development or sponsor events aimed at its target market.

Overall, by encouraging this response, IDLC Finance can establish a more powerful advertising strategy that reaches, effectively communicates, and compels the right target market encourage business development.

### **3.4 Summary and Conclusions**

This internship report focuses on examining the company's advertising efforts, including tactics, initiatives, and campaigns. The document investigates the issues and loopholes that IDLC Finance faces in advertising and marketing, such as limited targeting, loss of customization, and compliance risks. The paper suggests a variety of solutions to these difficulties, including targeted advertising, personalisation, communication, consistent messaging, and compliance.

To conclude, this report meets the objectives mentioned above and emphasizes the importance of successful marketing tactics for the growth and profitability of IDLC Finance. They can establish a more powerful and consumer-focused advertising approach that creates corporate growth and brand loyalty by identifying and addressing the issues and gaps in its advertising activities. The record covers a variety of responses, such as leveraging digital advertising channels, conducting market research, and evaluating and assessing advertising effects. Overall, the paper provides valuable insights into the marketing problems and opportunities associated with IDLC Finance, as well as practical advice for developing more powerful advertising tactics.

### **3.5 Recommendations/Implications**

IDLC should concentrate on creating advertising campaigns that target certain consumer segments and give tailored messaging and offers. This can help to increase client engagement and loyalty, resulting in a greater client lifetime cost. They must continue to develop the usage of digital advertising platforms, such as social media and email marketing, in order to reach a larger audience and create more powerful and cost-effective campaigns. The institution should focus on analyzing and understanding the data provided by its advertising initiatives in order to gain insights into consumer behavior and opportunities. They can look into cooperation with other companies to market their products and services, such as joint promotions or sponsorships. This can assist boost emblem visibility and reach new audiences.

I would recommend that they must concentrate on researching current markets and the strategies that work to reach their target clients. They need to determine which abilities each of their employees have before deciding whether or not to outsource any of their marketing work.

Alternatively, they could hire highly specialized freelance marketing pros to complete the task. They may have many ways to reach clients, but trying to reach everyone through every marketing strategy might be stressful. To begin, they can limit to two or three marketing tools because the company may sometimes accomplish more with less. IDLC Finance can maintain consistency in its marketing messaging across all media and efforts.

Creating a consistent brand identity and tone of voice that is reflected in all advertising materials and communications is part of this.

There is also the issue of getting visitors to visit their website. If they want to convert visitors to buyers of their services or products, they must generate leads from individuals who visit their website. It's difficult to create leads and traffic because Google and other search engines are constantly updating their search algorithms. Concentrating on excellent search engine optimization and quality content might help the company rank better in search results. If they can't keep up with the need for more material, they could consider employing content specialists to manage the burden and keep them top of mind when customers are ready to buy.

Overall, by implementing these suggestions, IDLC can strengthen its marketing plans and campaigns, resulting in greater client acquisition, retention, and loyalty, as well as higher revenue growth and brand popularity.

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