

Report On
Eduvisors and Its Student Recruitment Services for International Study

By
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18104157

An internship report submitted to the BRAC Business School (BBS), in partial
fulfillment of the requirements for the degree of
Bachelor of Business Administration

BRAC Business School
BRAC University
November 2023

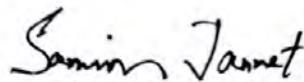
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Declaration

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:



Samima Jannet

Student ID: 18104157

Supervisor's Full Name & Signature:

Riyashad Ahmed

Assistant Professor of Finance &

Director of Programs (MBA & EMBA)

BRAC Business School

BRAC University

Letter of Transmittal

Riyashad Ahmed
Assistant Professor of Finance &
Director of Programs (MBA & EMBA)
BRAC Business School
BRAC University
66, Mohakhali, Dhaka-1212

Subject: Submission of the Internship Report on “Eduvisors and Its Student Recruitment Services for International Study”.

Dear Sir,

I hereby submit the report "Eduvisors and Its Student Recruitment Services for International Study" as part of the internship program for the Bachelor of Business Administration degree at BRAC University Bangladesh. I have successfully finished my 12-week organizational attachment at Eduvisors, an industry-leading online travel aggregator. Study abroad consultancy firm. Through my participation in both the sales and counseling processes, I learned how the process works for study visas and study abroad.

Under the guidance of Riyashad Ahmed, Assistant Professor at BRAC University, I have prepared my internship report. His insightful thoughts and ideas assisted me in meeting both the goal and the standards of my internship report. I trust that the report will meet the desires.

Sincerely yours,

Samima Jannet

Student ID: 18104157

BRAC Business School

Brac University

Date: November 2023

Non-Disclosure Agreement

[This page is for Non-Disclosure Agreement between the Company and The Student]

This agreement is made and entered into by and between EDUVISORS and the undersigned student at Brac University, BRAC Business School

.....Samima Jannet.....

Acknowledgment

First and foremost, I want to express my deep appreciation to Jannatul Mewa, Manager of Eduvisor, for his invaluable assistance in writing this report. I am able to do this research because of the time and money he has provided me with.

My sincere appreciation goes out to Najmas Sakib, Assistant Recruitment Manager, Counselor, for his patience and guidance while I worked on this internship report. He has provided me with the background I need to understand the inspiration for, and development of, this product.

I am remarkably grateful to Mushrat Jahan, team leader of Student Recruitment. She has been an excellent leader and guide. She has been an incredible resource for me, both in terms of guiding my learning and in terms of designing the research for this report. It would have been impossible to compile this report without his assistance.

Finally, I would like to extend my deepest gratitude to Riyashad Ahmed, an Assistant Professor of Finance & Director of Programs (MBA & EMBA), BRAC Business School and my internship supervisor at Brac University, Bangladesh.

Executive Summary

Bangladesh's study abroad consultancy market is expanding due to rising demand for higher education opportunities. With numerous firms operating in major cities, the market is competitive. Government regulations ensure compliance with legal requirements and ethical practices. Online presence is crucial for reaching potential students and providing information about services.

Eduvisors identify a few straightforward procedures to fulfill students' dreams of studying abroad. These steps have a 100% success rate and can change your life. By using the most recent study abroad-related data, Eduvisors are able to provide students a world of opportunities. Professionals, parents, high school or college students who are considering a career change and want to pursue education or training in a different field or country seek advice from study abroad consultants. Eduvisors as consultancy firm can assist with evaluating options, identifying relevant programs, and supporting the transition to a new career path. In this paper, we will cover the Eduvisors journey and its student recruitment services for international study.

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List of Acronyms

SRO	Student Recruitment Officer
SE	Student Experience
CEO	Chief Executive Officer
OS	Operating System
CD	Counseling Department
AD	Application Department
FOC	Free of Cost
T & C	Talent & Culture
AP	Application Portal
EP	Education Provider
ECF	Educational Consultancy Firm
SC	Student Counselor
SOP	Statement Of Purpose
CAS	Confirmation of Study Acceptance

Chapter 1: Overview of Internship

1.1 Student Information:

Name:	Samima Jannet
ID:	18104157
Program:	Bachelor of Business Administration
Major:	Management Information System & Finance
Minor:	N/A

Table 1: Student Information

1.2 Internship Information:

1.2.1 Period, Company Name, Department, Address

Period:	5 th February – 15 th May, 2023
Company Name:	EDUVISORS
Department:	Operations
Address:	House n B-185, Road no 21, Mohakhali DOHS

Table 2: Information about Internship

1.2.2 Company Supervisor's Information:

Name:	Najmas Sakib
Designation:	Assistant Recruitment Manager

Table 3: Company Supervisor's Information

1.2.3 Job Scope- Job description/ Duties/ Responsibilities:

Primarily, I was looking over the information collection of interested students who are interested in studying abroad. I was also responsible for assisting with the senior counselors. Most importantly I was taking product knowledge in depth so that my broader knowledge will help me regarding processing students from prospective to conversion. Also, I worked in the marketing department to promote Eduvisors products along with other activities. Also, I provided the Sales department with general administrative support. Additionally, I learned about documentation which is very important training for an assistant counselor intern. Because, based on proper documentation and application, the visa result outcome depends.

1.3 Internship Outcome:

1.3.1 Student's Contribution to the Company

The major responsibility of my employment as the Assistant Counselor Intern would be to supervise the activities of the company's product management and online sales divisions. They are in charge of organizing and carrying out both physical and online sales activity. Additionally, it was vital for me to come up with marketing plans to improve Eduvisors brand positioning. Maintain regular, open lines of communication between the organization's counselors and its potential students and keep track of the conversion rate for each intake. In addition, I was in charge of making sure that product fact sheets were updated often. Finally, manage and carry out multi-platform online media buying initiatives. These obligations made up the majority of my responsibilities at Eduvisors. On May 15, 2023, my three-month probationary term came to a conclusion. After reviewing my performance at the end of the semester, they decided it was sufficient and extended an offer to hire me permanently as a student recruiting officer.

1.3.2 Benefits to The Student

I have every reason to think that throughout the course of my internship at Eduvisors (Operations), I have given the firm just as much as I have gained in terms of experience. I was given the opportunity to have first-hand exposure to the company's operational processes and product sales. At the time, it was a very rare occurrence for me to assess both internal and external operations; despite this, I consider myself fortunate to have had the opportunity. I had the chance to do research and pick up information at a variety of foreign universities. Due to the sensitive information I was exposed to during my internship, I now view a broad variety of systems as crucial learning tools. Working in the compliance department gave me the opportunity to network with people from many other nations, exposing me to fresh perspectives and knowledge. Additionally, I received training in multitasking and effective communication with a variety of pupils to accommodate their diverse national interests. By corresponding with international university representatives and managers of certain countries/regions, I was able to improve my communication abilities. I received guidance on how to interact with and represent myself professionally to the company's senior executives as well as how to treat junior staff members with the same amount of deference that I did to senior leaders. I eventually discovered the most crucial and essential workplace behavior guidelines after conducting extensive investigation.

1.3.3 Problems/ Difficulties Faced During the Internship

My internship was thrilling, similar to being on a roller coaster. This has some advantageous properties as well as some disadvantageous ones. I had trouble talking with the authorities at first because I was unfamiliar with the situation and lacked the expertise needed to respond appropriately in a range of situations. My supervisor, Jannatul Mewa, deserves a special thanks for her assistance in keeping the event running well. Because there were so many products for studying abroad, it was tough for me to remember every university requirement throughout my internship. Finding prospective customers and turning them into good decisions was the most difficult component of my work.

Chapter 2: Organization Part

2.1 Introduction

Study abroad consulting companies boost student mobility, making it easier for students from all backgrounds to attend overseas education. This promotes economic growth and job creation while helping to create a more inclusive global education environment. As go-betweens, they encourage collaboration between colleges and universities, strengthening academic alliances and knowledge sharing. In the early stages, study abroad consultancy was informal and often limited to personal recommendations and connections. With advancements in technology and communication, study abroad consultancy became more accessible to a broader audience. Agencies utilized digital platforms, enabling students to explore various study options and connect with representatives remotely. The 21st century saw a transformation in study abroad consultancy with the integration of digital tools and platforms. Online application systems, virtual counseling, and interactive websites became commonplace, making the process more efficient for students and agencies. But modern study abroad consultancy firms focus on providing personalized services to cater to the unique needs of individual students. Eduvisors is a UK-registered firm with an operating basis in Bangladesh that offers professional advisory services to students who want to study abroad. Eduvisors' CEO and founders have over a decade and a decade of expertise in the education industry, respectively, and have invested this experience in offering placement services for students in many countries across the world. Most students are perplexed about which courses to take, which colleges to attend, and which place to visit. This is where Eduvisors come into play. To pursue higher education abroad, our country's young and aspiring students must be aware of the worldwide universities and educational institutions that provide courses and post-study options that best meet their needs and interests. Eduvisors has been on a mission to make overseas education more accessible. They have a dedicated team of richly experienced professionals and British Council certified counselors to assist students all over the world in selecting the best courses available in international universities that are suitable to not only your interests but also your aptitude. It initially understands students' educational and career aspirations before providing them with appropriate counsel. This is how Eduvisors recruit students based on their qualifying criteria for international study.

2.1.1 Mission

“Our mission is to empower students to achieve their academic and personal goals by providing expert guidance and support throughout their study abroad journey. We believe in connecting students with the best educational opportunities worldwide, fostering cultural exchange, and creating lifelong learners and global citizens.”

“Empowering Global Education Journeys”

2.1.2 Vision

Eduvisors have few challenging visions. Those are:

- **Inspiring Dreams, Transforming Lives:** Our vision is to inspire dreams and transform lives through international education. We aim to be the catalyst that empowers students to pursue their passions, realize their potential, and become empowered individuals prepared to lead in an interconnected world.
- **Excellence in International Education Guidance:** Our vision is to be recognized globally for excellence in international education guidance. We aim to set the standard for providing expert advice, personalized support, and innovative solutions that propel students toward academic achievement and personal growth.
- **Leading the Way in Study Abroad Support:** Our vision is to lead the way in study abroad support. We aim to be the industry leader that sets trends, creates best practices, and constantly innovates to offer students unparalleled guidance, resources, and assistance for a successful international education journey.

2.1.3 key values

Eduvisors, as a business, is founded on thirteen core values, which it strives to express in both its internal and external communications. They are:

- **Excellence:** We are committed to providing exceptional services that meet the highest standards of quality, professionalism, and expertise. We continually strive to exceed expectations and deliver the best possible outcomes for our students.
- **Empowerment:** We empower students to take charge of their educational journeys by providing them with accurate information, guidance, and resources. We believe in fostering independence, self-confidence, and informed decision-making.

- Integrity: We uphold the highest ethical standards in all our interactions. Our advice and recommendations are always transparent, honest, and in the best interest of our students. Trust is the foundation of our relationships.
- Personalization: We recognize that each student is unique. Our services are tailored to meet individual needs, aspirations, and circumstances, ensuring that every student's study abroad experience is customized for their success.
- Global Perspective: We embrace the value of diversity and cross-cultural understanding. We encourage students to broaden their horizons, embrace new perspectives, and engage with global communities to become well-rounded citizens of the world.
- Innovation: We embrace innovation to continuously enhance our services and processes. We stay at the forefront of technological advancements and educational trends, leveraging them to provide cutting-edge solutions to our students.
- Empathy: We approach our work with empathy and compassion. We understand the challenges and emotions that come with studying abroad and provide a supportive environment that acknowledges and addresses these concerns.
- Collaboration: We believe in the power of collaboration. We work closely with students, families, educational institutions, and partners to foster a network that maximizes opportunities for success.
- Life-Long Learning: We promote the concept of life-long learning. Our commitment doesn't end with helping students secure admission; we continue to support their growth and educational pursuits beyond their study abroad experience.
- Community Impact: We are dedicated to making a positive impact on the communities we serve. We strive to contribute to educational development, cultural exchange, and societal betterment through our services and initiatives.
- Adaptability: We understand that the education landscape is dynamic. We are adaptable and responsive to changes in policies, trends, and circumstances, ensuring that our students are well-prepared for any situation.
- Sustainability: We value sustainable practices in our operations and encourage students to consider the environmental and social impact of their choices while studying abroad. We advocate for responsible and conscious decision-making.
- Continuous Improvement: We're dedicated to ongoing personal development. In order to make sure that we adapt to changing needs, we actively seek out input from our partners and students.

2.1.4 Eduvisors Logo



2.1.5 Products of Eduvisors

This section features a central grid of university logos. To the left and right are decorative green circular shapes with horizontal stripes. At the bottom center is a dark green banner with white text. To the right of the banner is a circular inset showing several pencils and a graduation cap. The Eduvisors logo is also present on the right side.

University of wolverhampton De Montfort University University of Bedfordshire

UNIVERSITY OF WOLVERHAMPTON DE MONTFORT UNIVERSITY University of Bedfordshire

University of Roehampton Ravensbourne University University of Debrecen

UNIVERSITY OF ROEHAMPTON RAVENSBOURNE UNIVERSITY LONDON UNIVERSITY OF DEBRECEN

CCCU IBA UP Education

Canterbury Christ Church University IBA UP Education

Study Group Oxford International University of Gloucestershire

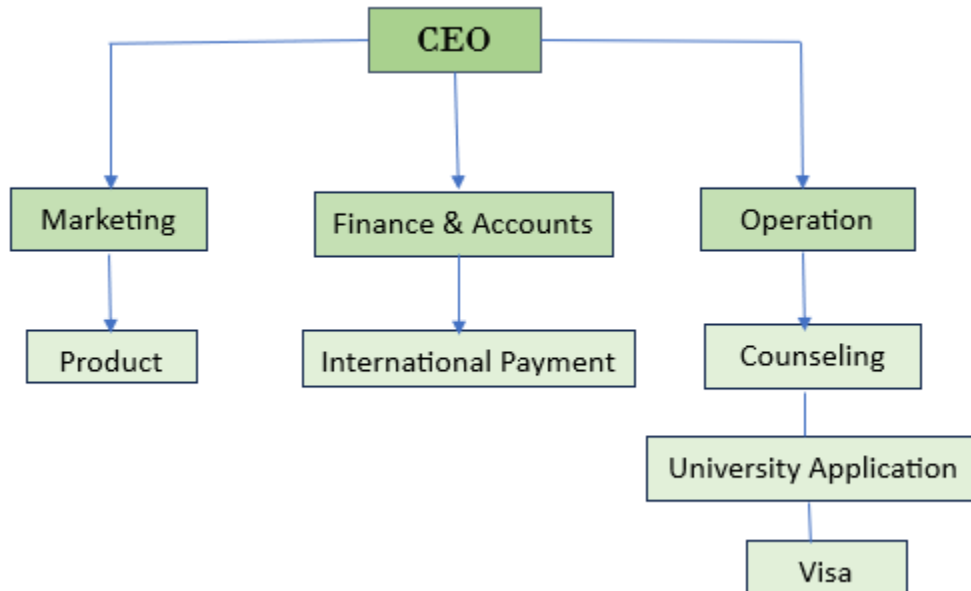
STUDY GROUP OXFORD INTERNATIONAL EDUCATION GROUP UNIVERSITY OF GLOUCESTERSHIRE

Providing personalized support to students of all ages and backgrounds as they strive to achieve their educational goals

Eduvisors
A Study abroad solution
Your study abroad partner

2.1.6 Organogram

The simple organizational hierarchy of Eduvisors is shown in the organizational chart that follows.



2.1.7 Regions of Eduvisors

Bangladesh: Eduvisors is an international student recruitment company registered in the UK with an office in Bangladesh. They aim to be a one-stop-study abroad solution for Bangladeshi students looking to study at world-class universities abroad.

United Kingdom: Eduvisors has a virtual office in the United Kingdom. Recently, they are planning to open a physical office in the UK.

2.1.8 Awards/Certifications

Credentials

Eduvisors have earned many credentials over their years of success.



UK agent and counsellor training

Certification award

Awarded to:
Ali Zabed

in the role of:
Agent
on 04/03/2023

Organisation:
EDUVISORS

Certificate code:
5615



This certificate is valid for two years from the date shown.



This is to certify that

Eduvisors

is an **IELTS Registration Centre and Member**
of the British Council IELTS Partnership Programme.

Jim O'Neill
Director Examinations Bangladesh

This certificate has been issued on the basis of candidate registration for IELTS test in 2023. IELTS is jointly owned by the British Council, IDP, IELTS Australia and Cambridge English Language Assessment.

www.britishcouncil.org.bd



The ICEF
Agent Training Course (IATC)

This is to certify that

Ali Zabed

has successfully completed the
ICEF Agent Training Course Formal Test
and is now an

ICEF Trained Agent Counsellor

Issued: 11 February 2016 ITAC 0924

Markus Badde, CEO, ICEF GmbH

All ITACs are listed on the ICEF Trained Agent Counsellors' database at
www.icef.com/itac



HALMSTAD
UNIVERSITY

OFFICIAL AUTHORIZATION

Halmstad University hereby certifies that Eduvisors is officially authorized by Halmstad University to provide counselling and admission application services with the purpose to recruit students.

The authorization is valid for the academic year 2022-2023 (autumn and spring)

The authorization does not include the right for Eduvisors to make any formal or binding decisions or to sign any documents in our name, without prior written official consent.

Halmstad

Digitally signed by Catarina
Coquand
Date: 2021.11.03 13:52:05 +01'00'
Catarina Coquand
University Director
Halmstad University



Agent ID No: 627

(1) DE MONTFORT UNIVERSITY

(2) Eduvisors

INTERNATIONAL AGENT CONTRACT

De Montfort University Legal Services
Tindley House
The Gateway Leicester
LE1 9BH
Tel: 0116 257 7025
Fax: 0116 257 7007



This is to certify that

Eduvisors

is a Contracted Educational Advisor
for the
University of Wolverhampton
England, UK

For the period

11th May 2020– 28th February 2022




Katherine Clough
Director of External Engagement

Source: <https://eduvisors.com.bd/our-credentials/>

2.2 Overview of the company

2.2.1 About Eduvisors limited

Being a complete study abroad consultancy firm website, Eduvisors is a one-stop solution for International students. Students may process their files and apply visa applications through us. When it was launched in 2019, Eduvisors primary focus was only working with a few direct UK universities like University of Wolverhampton, University of Bedfordshire, De Montfort University, Canterbury Christ Church University, University of South Wales. Later on, however, they expanded their services to help international students with the total application process and visa application.

Ali Zabed, CEO and founder of Eduvisors, is a renowned educational consultancy specializing in assisting students with placement at prestigious overseas universities worldwide. He has participated in numerous university seminars, workshops, and training programs, enhancing his expertise and representing renowned institutions to Bangladeshi students, including Curtin University, Halmstad University, University of Debrecen, and Wolverhampton and De Montfort University. He is a professional growth advocate with certifications like ITAC and ENZRA. He actively participates in training sessions and conferences, including the Agent Conference at

Taylor's University, Agent Workshop at Curtin University, and guest speaker at the International Education Conference in Georgia. Also, he is an expert in higher education abroad, aims to establish a leading service for Bangladeshi students, promoting quality education as a fundamental right.

There are currently three departments operating at Eduvisors and each department plays an important role to operate the business smoothly. They are:

Marketing department:

- **Market Research:** Conducting research to understand the global education market, including emerging trends, competitor analysis, and the preferences of international students. This helps in shaping the firm's marketing strategies.
- **Branding and Positioning:** Developing and maintaining the consultancy firm's brand identity and positioning in the market. This includes creating a unique value proposition that sets the firm apart from competitors.
- **Digital Marketing:** Implementing various digital marketing strategies to reach a broader audience. This may include website optimization, search engine optimization (SEO), pay-per-click (PPC) advertising, social media marketing, and email marketing.
- **Content Creation:** Producing informative and engaging content that appeals to prospective students. This can include blog posts, videos, webinars, and social media updates that provide valuable information about studying abroad.
- **Advertising and Promotion:** Planning and executing advertising campaigns through various channels, including online ads, print media, and participation in education fairs and expos.
- **Lead Generation:** Developing strategies to generate leads from potential students interested in studying abroad. This could involve creating landing pages, lead magnets, and forms on the website to collect contact information.
- **Client Relationship Management (CRM):** Managing and nurturing relationships with prospective students and their families through personalized communication. This may involve email marketing automation and CRM software.
- **Event Management:** Organizing and participating in events, seminars, workshops, and webinars to showcase the consultancy firm's expertise and connect with potential students.
- **Analytics and Reporting:** Analyzing the effectiveness of marketing campaigns using data and metrics. This helps in making data-driven decisions to optimize marketing strategies.
- **Partnerships and Collaborations:** Establishing partnerships with educational institutions, language schools, and other relevant organizations to expand the firm's offerings and reach.

- Compliance and Regulations: Ensuring that all marketing activities comply with relevant laws and regulations related to education consultancy and immigration requirements.
- Budget Management: Developing and managing the marketing budget, allocating resources effectively to different marketing channels and campaigns.
- Market Expansion: Identifying opportunities to expand the firm's services into new geographic regions of target markets.
- Feedback and Improvement: Collecting feedback from clients and students to continuously improve the services offered and the overall customer experience.

Finance & Accounts Department:

- Budgeting and Financial Planning: Developing annual budgets and financial plans to ensure the firm's financial goals align with its overall business strategy. This involves forecasting revenue, expenses, and cash flow.
- Expense Management: Controlling and monitoring expenses to ensure they are in line with the budget. This includes reviewing and approving expenditures, managing vendor relationships, and seeking cost-saving opportunities.
- Tax Compliance: Ensuring the firm complies with all tax regulations and filing requirements. This may involve preparing and submitting tax returns, managing tax payments, and staying updated on tax law changes that could affect the business.
- Financial Analysis: Conducting financial analysis to assess the profitability of different study abroad programs, marketing campaigns, or other business initiatives. This helps in making informed decisions about resource allocation.
- Cash Management: Managing the firm's cash flow to ensure it has the necessary funds to meet its financial obligations, including payroll, rent, and other operational expenses.
- Audit and Compliance: Coordinating and facilitating external audits if required. Ensuring that the firm complies with financial regulations and industry standards.
- Financial Controls: putting internal controls in place to protect company assets, stop fraud, and guarantee accurate financial reporting.
- Student Tuition and Fees: Managing student tuition and fees, including invoicing, payment processing, and refund procedures. Ensuring transparency and compliance with relevant regulations.
- Financial Forecasting: Projecting future financial performance and identifying potential financial risks or opportunities. This can help in making strategic decisions to support the firm's growth.

- **Banking and Treasury Management:** Overseeing the firm's banking relationships, managing accounts, and optimizing cash positions to maximize interest income or minimize borrowing costs.
- **Vendor and Supplier Negotiations:** Negotiating contracts and payment terms with vendors and suppliers to secure favorable terms for the firm.
- **Financial Compliance:** Ensuring compliance with financial regulations related to international student recruitment, tuition payment processing, and currency exchange if the consultancy firm deals with international students.

Application department:

- **Student Counseling:** Providing guidance and counseling to prospective students regarding their study abroad options, including choosing the right program, university, and destination based on their academic and career goals.
- **Application Assistance:** Assisting students in completing and submitting their applications to educational institutions. This involves ensuring that all required documents, such as transcripts, test scores, and letters of recommendation, are prepared and submitted accurately and on time.
- **Admissions Requirements:** Staying updated on the admission requirements of various universities and programs to provide accurate information to students. This includes knowledge of standardized tests (e.g., TOEFL, OIETC, IELTS, GRE, GMAT) and academic prerequisites.
- **Document Verification:** Verifying the authenticity and completeness of all application documents to ensure they meet the admission criteria of the chosen institutions.
- **Application Tracking:** Tracking the progress of each student's application, including monitoring application deadlines and communicating with universities to ensure timely responses.
- **Interview Preparation:** Preparing students for interviews, if required by the universities or programs they are applying to. This may involve conducting mock interviews and providing interview tips.
- **Visa Application Support:** Assisting students with the visa application process, including providing guidance on required documents, interview preparation, and submission procedures.

- Scholarship and Financial Aid: Providing information on scholarship and financial aid opportunities available to international students, as well as assisting in scholarship applications where applicable.
- Communication Liaison: Serving as a communication liaison between students and universities or colleges, ensuring that students receive timely updates on their application statuses and any additional requirements.
- Orientation and Pre-Departure Support: This includes information on travel, accommodation, cultural adaptation, and academic expectations.
- Database Management: Maintaining a database of student profiles, application statuses, and communication records for reference and reporting purposes.
- Compliance: Ensuring that all application processes comply with relevant laws, regulations, and ethical guidelines in the field of international education.
- Customer Service: Providing excellent customer service to address inquiries and concerns from students and their families throughout the application and enrollment process.
- Feedback Collection: Gathering feedback from students about their experiences with the application and enrollment process to identify areas for improvement.

2.2.2 Company profile

Company Title and Name:	EDUVISORS
Type:	Education
Industry:	Consultancy firm
Founded:	2019
Founder:	Ali Zabed
Headquarters:	House no B-185, Road no 21, Mohakhali DOHS
Products:	<ul style="list-style-type: none"> · United Kingdom · United States · Australia · Europe · Canada
Regions:	<ul style="list-style-type: none"> · Bangladesh · United Kingdom
Students:	5,000+
Working man power:	50+
Phone number:	+880 1744918954
Slogan:	“Empowering Global Education Journeys”
Email:	apply.eduvisors@gmail.com eduvisors.bd@gmail.com
Website URL:	https://eduvisors.com.bd/

2.3 Management Practices

2.3.1 Leadership Style:

Leadership within a study abroad consultancy firm is a dynamic and multifaceted endeavor, as it involves guiding a team to empower students to embark on transformative international education experiences. Effective leadership in this context requires a combination of strategic thinking, cultural sensitivity, adaptability, and a passion for education. Here, we delve into key leadership practices that can help a study abroad consultancy firm thrive:

- **Visionary Leadership:** Eduvisors led by individuals with a clear vision for the organization's mission and goals. Their team leaders communicate this vision effectively to inspire and motivate their team. So that the vision emphasizes the value of international education and the positive impact it can have on students' lives.
- **Cultural Competence:** Given the diverse backgrounds of both students and the consultancy team, Eduvisors leaders always prioritize cultural competence. This includes understanding and respecting various cultural norms, beliefs, and practices, which is vital in providing tailored advice and support to students.
- **Strategic Planning:** Eduvisors' leaders create and carry out extensive strategic strategies. This entails conducting market research, spotting potential for expansion, and adjusting to shifts in the global education scene. Their capable executives anticipate trends early on and modify their tactics appropriately.
- **Mentorship and Training:** Their effective leaders invest in the development of their team members. Providing ongoing training and mentorship opportunities ensures that staff are equipped with the knowledge and skills needed to guide students through the complex study abroad process.
- **Student-Centric Approach:** The leaders of Eduvisors always revolve around the needs and aspirations of the students. They encourage a student-centric mindset among their team members, prioritizing individualized support and solutions that align with each student's academic and personal goals.
- **Effective Communication:** Their leaders foster open and transparent communication within the organization. This includes listening to the concerns and ideas of team members and facilitating collaboration among staff to improve processes and services.
- **Ethical Conduct:** Integrity and ethical conduct are non-negotiable in the study abroad consultancy industry. So Eduvisors leaders set an example by adhering to ethical standards

and ensuring that Eduvisors operate with honesty and transparency in all interactions with students, partner institutions, and stakeholders.

- **Adaptability:** The study abroad landscape is constantly evolving, with changes in visa regulations, travel restrictions, and global events. So that Eduvisors Leaders keep them adaptable and capable of making quick decisions to navigate these challenges while ensuring the safety and well-being of their students.
- **Data-Driven Decision-Making:** Leadership should utilize data analytics and insights to make informed decisions. That is why Eduvisors leaders track student outcomes, assessing program effectiveness, and using data to improve services and support.
- **Global Networking:** Building and maintaining a strong network of connections with educational institutions, embassies, and relevant organizations worldwide is crucial for expanding opportunities for students. So that Eduvisors Leaders actively engage in global networking to enhance the consultancy firm's reach and influence.

In conclusion, leadership in a study abroad consultancy firm is about inspiring a team to provide exceptional guidance and support to students seeking international education experiences. Effective leaders blend strategic thinking, cultural competence, and a commitment to ethical conduct to ensure that students receive the best possible assistance in achieving their academic and personal goals abroad. Through these practices, consultancy firms can make a lasting impact on the lives of the students they serve while contributing to the broader goals of global education and cultural exchange.

2.3.2 Human Resource Planning Process:

Recruitment:

- Employee Participation
- Selection and hiring
- Participating in Interviews
- Description of Duties
- Salary Negotiation
- Appointment Letter
- Talent Management

T & C Operations:

- Inquiry and Resolution of Complaints
- Compliance Management Systems

- Leave Policy
- Assist with HR decisions
- Employee retirement and Birthday party
- Mobile SIM administration

Payroll:

- Salary Negotiation
- Performance Evaluation
- Decision making
- Employee Recognition Plan

Learning and Development

- Competency Mapping and Training
- On the Job Training Exercises
- Instructive Resource Management

2.3.3 Recruitment and selection Process:

Recruitment and selection in a study abroad consultancy firm are critical processes that directly impact the quality of service provided to students. To attract and hire the right talent for their consultancy firm, Eduvisors follow these key steps:

- **Job Analysis:** This will serve as the foundation for their recruitment efforts.
- **Recruitment Strategy:** Eduvisors develop a comprehensive recruitment strategy outlining how and where they will source candidates. They Consider using a mix of methods, including online job boards, social media, industry events, and referrals from current employees.
- **Job Posting:** Eduvisors create clear and compelling job postings that include detailed information about the position, responsibilities, qualifications, and the benefits of working with their consultancy firm.
- **Resume Screening:** They go through applications and resumes to find applicants who fit the requirements for the position. They also search for relevant experience in fields such as international affairs, education, or allied fields.
- **Initial Interviews:** They perform preliminary phone or video interviews to evaluate candidates' motivation, communication abilities, and fit with the goals and values of your business. This phase is where you will refine your candidate pool.

- **Skills Assessment:** Depending on the role, Eduvisors consider conducting skills assessments or tests to evaluate candidates' expertise in areas such as advising students, knowledge of immigration regulations, or language proficiency.
- **In-Person Interviews:** They assess their interpersonal skills, cultural sensitivity, and ability to handle complex student inquiries and situations.
- **Background Checks:** Perform background checks, including verification of academic qualifications and criminal record checks, in accordance with the organization's policies and the specifics of the role.
- **Offer and Negotiation:** The chosen candidate receives a formal job offer from them that includes information about benefits, compensation, and any other pertinent conditions.
- **Onboarding:** To assist new hires in assimilating into the workplace culture and familiarizing themselves with the company's policies, procedures, and services, they create a structured onboarding process.
- **Continuous Training and Development:** To assist staff in staying up to date with industry trends and regulations, they offer opportunities for professional development and continuous training.
- **Performance Evaluation:** They put in place a routine performance review procedure to evaluate worker performance, offer suggestions, and pinpoint areas in need of development.

By following a systematic and well-planned recruitment and selection process, Eduvisors can attract and hire talented individuals who are passionate about helping students achieve their educational goals abroad. This, in turn, contributes to the firm's success and its ability to provide high-quality guidance to students seeking international education experiences.

2.3.4 Compensation System:

Eduvisors provide full subsidized lunch. Moreover, there are also many non- compensation advantages of Eduvisors. They ensure that its employees will have constant access to all of the resources they require to accomplish their jobs properly.

2.3.5 Leave Management:

Each member of the Eduvisors team, regardless of whether they are permanent or on probation is eligible for an undetermined number of paid days off each year. It is recommended to give the manager advance notice of the situation, while also ensuring that all other members of the team are available on the same day. This is to guarantee that the leaves that are taken do

not hinder the team or the department in any way, and that they do not interfere with any work processes.

2.3.6 Training & Development Initiatives:

On-the-job training is the preferred and standard method of instruction for Eduvisors staff and management since it facilitates targeted and ongoing education. Employees gain the hands-on experience and instruction necessary to accomplish their duties through mentoring and coaching. As opposed to a classroom or online platform, the events of The Man take place in a more realistic professional atmosphere. Finding the proper, competent person is only the first step in ensuring the success of Eduvisors new hire. They'll need to have first-hand experience with Eduvisors procedures if they want to fully understand how the platform works. Yet in today's economy, employment is unstable at best. There are two types of training for a new job: the first, required training and the training in the many ways that others have found to improve upon the original. Workers frequently need to adapt their skills to new systems and equipment.

2.3.7 Performance Appraisal System:

Generally, the HR department acts as a go-between during the assessment process, assisting team leads and supervisors as they perform individual evaluations within their own teams. The workers would be evaluated using a system that had been put in place. Each employee has to have a written set of expected abilities and duties created for them, and then their performance will be evaluated individually. Furthermore, the manager and worker will meet one-on-one to talk about the evaluation. Next, the employee and supervisor talk about their shared vision for the future. Finally, the finalized performance review is filed away. HR utilizes appraisal data for reporting, salary adjustments, and succession planning, among other legitimate business applications.

2.4 Marketing practices

Marketing plays a crucial role in the success of a study abroad consultancy firm. To effectively promote their services and attract students, they need a well-rounded marketing strategy. Here are some marketing practices Eduvisors follows:

- **Comprehensive Online Presence:** Eduvisors digital marketing manager create an informative and user-friendly website that highlights their services, team, success stories, and contact information. They optimize their website for search engines (SEO) to improve

its visibility in search results. Also, they develop a mobile-responsive website to cater to users on various devices.

- **Content Marketing:** They publish high-quality blog posts, articles, and guides on their website about study abroad options, application processes, visa requirements, and destination information. Also, they share this content on social media platforms and via email newsletters to engage with your audience.
- **Social Media Marketing:** They maintain active and relevant social media profiles on platforms like Facebook, Instagram, Twitter, LinkedIn, and TikTok. Share student testimonials, study abroad success stories, and updates about universities and programs. Use paid advertising on social media to target specific demographics and interests.
- **Email Marketing:** They build an email list of prospective students and parents who have expressed interest in your services. They send regular newsletters with valuable information about study abroad opportunities, application deadlines, and scholarship opportunities. They segment your email list to provide personalized content based on students' interests and goals.
- **Student Webinars and Workshops:** They host webinars and online workshops on topics related to study abroad, such as choosing the right program, scholarship applications, and visa processes. Also, they promote these events through your website, social media, and email marketing.
 - **Engaging Visual Content:** They utilize visual content like videos and infographics to showcase study abroad experiences, campus tours, and student testimonials. They Share these visuals on Instagram, and other platforms popular among your target audience.
 - **Partnerships and Collaborations:** They collaborate with educational institutions, language schools, and other stakeholders in the study abroad industry. Leverage these partnerships to cross-promote services and share resources.
 - **Online Reviews and Testimonials:** They encourage satisfied students to leave positive reviews on platforms like Google My Business, Yelp, and social media. Highlight these reviews on your website to build trust and credibility.
 - **Community Engagement:** Eduvisors participate in education fairs, workshops, and seminars in your local community or at schools and universities. Also they offer free informational sessions at local schools to educate students and parents about study abroad opportunities.

- **Data Analysis and Optimization:** They regularly use tools like Google Analytics and social media insights to assess how well your marketing campaigns are performing. To enhance their marketing, they make data-driven strategy adjustments.
- **Customer Relationship Management (CRM):** They implement a CRM system to manage client interactions, inquiries, and follow-ups. Personalize communication with leads and clients to build stronger relationships.
- **Ethical and Inclusive Marketing:** They ensure that their marketing materials and practices are ethical and inclusive, respecting the diversity of your target audience.

Analyzing the 4Ps

A good brand marketing strategy entails "putting the right product in the right place, at the right price, at the right time." A corporation may assure this notion by utilizing the marketing mix, often known as the 4Ps of marketing. The acronym 4Ps stands for 1. Product, 2. Price, 3. Place, and 4. Promotion. These four criteria assist a corporation in developing a distinct approach for enhancing its brand image. In this section, I will go through the four pillars of Eduvisors.

Services:

Even so, I have made a brief explanation of the services that Eduvisors offers to its customers in the best way possible with the goal of delivering the finest customer satisfaction and fostering customer loyalty. I will highlight the Eduvisors products and services once more in this depth. for instance;

- **Student Counseling:** A student visiting Eduvisors for the first time will receive free counseling that includes relevant guidelines and information depending on his or her objectives and preferences. Most customers arrive at Eduvisors for the first time with confusing information or study intentions. Students frequently lack knowledge regarding where to begin, which universities would be best for them, which countries will make it easier for them to obtain visas, which subjects are more in demand in which countries, how to organize funding, what type of sponsors will be acceptable, etc. In counseling on the first visit, Eduvisors goes into great depth about these important subjects, which aids a student in deciding which nation and university to fix and where to begin the process. Eduvisors are always cautious.
- **Foreign University Admission:** As I previously stated, Eduvisors offers services in Australia, Canada, Sweden, the UK, Germany, Malaysia, and China. As a result, Eduvisors has affiliation agreements with many of these nations' top colleges and universities. Additionally, Eduvisors is well-known among many universities thanks to

intermediaries/education solution providers like Adventus, Apply Board, and Study Group. Eduvisors is able to approach these colleges with ease regarding the behavior of the applicants for the admissions process, and Eduvisors handles all of the admission documentation for the applicant in a way that increases the likelihood that our customers will receive an offer letter. Based on the student's educational background and topic interests, Eduvisors selects the colleges that are the best matches.

- **Scholarship Assistance:** As previously stated, Eduvisors has affiliation with many well-known universities and colleges that prioritize student merits and Eduvisors works directly with the admission office so Eduvisors can assist a student in getting scholarship, Eduvisors even keeps it's loyal members of Eduvisors Facebook pages updated about scholarship, types of scholarship, what kind of requirements are asked by which universities for scholarship, and so on.
- **Profile Assessment:** To provide clients with proper guidance and adequate knowledge, as well as to choose the best suitable country and university, Eduvisors conducts an assessment of the client's academic profile, current state, and financial state on the first visit and keeps the records in Eduvisors assessment file to conduct the admission and visa paper work processes based on the profile to avoid any chances of failure. The evaluation procedure also assists customers in understanding many aspects of their goals and options for furthering their education in their selected countries and colleges.
- **Career Advice:** As I previously stated, the majority of counselors come from the teaching profession, are highly trained, and are knowledgeable about the educational sector. As a result, counselors have a keen understanding of how students think about their future careers and what type of help they require. Many students and young workers visit Eduvisors because they are unsure of which subjects will help them in their higher education and in finding employment abroad. They also don't know which nations demand which skills or types of workers, so Eduvisors provides accurate information and guidance to its clients on these career-related topics.
- **Visa Application:** Being standardized by GRE standards, Eduvisors counselors have high skills and information regarding admission requirements and visa needs. Additionally, the CEO of Eduvisors always handles the paperwork process, so students don't have to worry about that duty here. The entire visa processing procedure will be handled by Eduvisors from A to Z, and the students will also get interview preparation.

Price:

The pricing policy of Eduvisors offers it a decisive advantage over its rivals. The consumer is not charged by Eduvisors for advising or processing visas. Basically, Eduvisors cost 10,000 before they begin the paperwork, and then reimburse consumers for that amount after the procedure is complete. Eduvisors values developing strong connections with both its partners and clients. Eduvisors Aspires to satisfy every level of consumer and realize their aspirations for a better education while also fostering a strong sense of brand loyalty. By sending more capable and talented students overseas for higher education, Eduvisors hopes to establish a respectable position and brand reputation among foreign colleges. It also hopes to increase its affiliations with the best universities in order to become a leading education agent.

Place:

We learned from Eduvisors background that the CEO, Ali Zabeed, helped and assisted Bangladeshi students through his Facebook page <https://www.facebook.com/eduvisors.bd>, and through it he received an encouraging vibe from the 40-50% Bangladeshi students who eagerly wanted to receive face-to-face professional counseling service.

**Promotion:**

Social media has been crucial in the marketing and advocacy of Eduvisors. People who seek higher education, a better career, and a better future in another country keep themselves up to date on the latest news related to higher education, country, immigration, and universities through social media platforms, and given the way Eduvisors began its journey, it is clear that the majority of potential

look-alike clients are heavy internet and social media users. Furthermore, by watching the actions of a few rivals on social media, Eduvisors discovered that these few firms enhanced their clientele and company growth by concentrating their Campaign on social media platforms.

Along with an official Eduvisors company page, Eduvisors built four Facebook group groups covering four distinct areas of higher education as part of a long-term promotion strategy. No competition has as many group pages on Facebook as Eduvisors, giving it an advantage in spreading its brand name across the enormous Facebook user base. Additionally, Eduvisors established official pages on other social media platforms.

These are the marketing techniques Eduvisors employs, and in the last two years, it has been successful in making a positive first impression on potential clients. Eduvisors is now working on additional innovative tactics to elevate the brand above competitors in the consulting sector.

2.5 Financial Performance and Accounting Practices:

Financial performance and accounting practices are critical aspects of managing a study abroad consultancy firm. Proper financial management ensures the firm's sustainability, profitability, and compliance with financial regulations. Here's an overview of financial performance and accounting practices for such a firm:

1. Financial Statements: Eduvisors prepare financial statements, including the income statement, balance sheet, and cash flow statement, on a regular basis (usually quarterly or annually). These statements provide a snapshot of the firm's financial health.

2. Revenue Streams: They identify and track various revenue streams, such as consultation fees, commission from partner institutions, application fees, and other sources of income.

3. Budgeting: They develop a comprehensive budget that outlines expected income and expenses for the fiscal year. Budgets help in planning and ensuring that the firm operates within its financial means.

4. Expense Management: They monitor and control expenses, including staff salaries, rent, marketing costs, and administrative overhead. Implement cost-cutting measures where necessary.

5. Client Billing and Invoicing: They establish clear billing and invoicing processes for clients. Ensure invoices are accurate, include payment terms, and are sent promptly.

- 6. Accounts Receivable and Payable:** They keep track of accounts receivable (money owed to the firm) and implement effective collections processes to minimize outstanding payments. Manage accounts payable (money owed by the firm) by paying bills on time to maintain good vendor relationships.
- 7. Financial Software:** They invest in accounting software to streamline financial operations, track expenses, generate financial reports, and ensure compliance with accounting standards.
- 8. Tax Compliance:** They keep themselves up-to-date with tax regulations and file tax returns accurately and on time. Consider consulting with a tax professional or accountant to ensure compliance.
- 9. Financial Analysis:** They conduct financial analysis to assess the firm's profitability, liquidity, and solvency. Use key financial ratios like the debt-to-equity ratio, return on investment (ROI), and gross margin to evaluate performance.
- 10. Cash Flow Management:** They maintain a healthy cash flow by monitoring cash inflows and outflows. This is crucial for meeting short-term obligations and ensuring the firm's financial stability.
- 11. Investment Decisions:** They assess the potential return on investment for expansion, technology upgrades, staff training, or other strategic initiatives. Make informed decisions based on financial analysis.
- 12. Financial Reporting:** They prepare regular financial reports for internal stakeholders, such as the management team and board of directors, to keep them informed about the firm's financial performance.
- 13. Auditing and Compliance:** They consider conducting regular financial audits or reviews to ensure compliance with accounting standards and identify any irregularities.
- 14. Contingency Planning:** They develop a contingency plan and reserve funds for unforeseen events or economic downturns that could affect the firm's financial stability.
- 15. Continuous Improvement:** They continuously assess and improve financial processes to enhance efficiency and accuracy. It's crucial for a study abroad consultancy firm to maintain transparent and ethical financial practices. Compliance with accounting standards and regulations is essential for building trust with clients, partners, and regulatory authorities. Additionally, strong financial management allows the firm to reinvest in its

services, staff, and growth, ultimately improving its ability to assist students in achieving their study abroad goals. Consider consulting with a financial advisor or accountant with expertise in the education consultancy sector for specialized guidance.

2.6 Operations Management and Information System Practices:

Operations management and information system practices are integral to the efficient functioning of a study abroad consultancy firm. These practices help streamline processes, improve customer service, and ensure that the firm operates smoothly. Here are key aspects of operations management and information systems in such a firm:

- 1. Student Information Management:** Eduvsiors implement a robust student information management system to securely store and manage student data, including personal information, academic records, application details, and correspondence.
- 2. CRM System:** They utilize a Customer Relationship Management (CRM) system to track interactions with students and maintain a comprehensive database of client profiles, inquiries, and communication history.
- 3. Application Tracking:** They develop a system for tracking student applications to universities and other educational institutions. This system should provide real-time updates on application status and deadlines.
- 4. Document Management:** They implement a document management system to organize and securely store documents, such as visa applications, transcripts, letters of recommendation, and financial statements.
- 5. Financial Management Software:** They use accounting and financial management software to track revenues, expenses, and financial transactions. This software should support budgeting and financial reporting.
- 6. Appointment Scheduling:** They use scheduling software to manage appointments with students and their families. Allow clients to book appointments online for convenience.
- 7. Communication Tools:** They utilize email, chat, and video conferencing tools for efficient communication with students, parents, partner institutions, and other stakeholders.
- 8. Website and Online Portals:** They maintain a user-friendly website with online portals for students to submit inquiries, applications, and documents. Provide access to relevant resources, such as guides and checklists.

9. Data Analytics and Reporting: They use data analytics tools to learn more about the preferences of students, patterns in study abroad locations, and the success of marketing campaigns. Create reports on a regular basis to assist in decision-making.

10. Quality Assurance: They establish processes for quality assurance, ensuring that staff members consistently provide accurate and reliable information to students and maintain service standards.

11. Workflow Automation: They automate routine tasks and workflows, such as sending confirmation emails, appointment reminders, and follow-up messages to improve efficiency.

12. Security and Privacy Compliance: They prioritize data security and privacy compliance by implementing encryption, access controls, and policies that adhere to relevant regulations, such as GDPR or HIPAA.

13. Staff Training and Development: They offer training to staff members on how to effectively use the information systems and technologies in place. Ensure that they stay updated on best practices.

14. Disaster Recovery and Business Continuity: They create a plan for business continuity and disaster recovery to make sure that activities can go on in the event of unforeseen circumstances, like data breaches or natural disasters.

15. Feedback Mechanism: They implement a feedback system that allows students and clients to provide input on their experiences with the consultancy firm. Use this feedback for continuous improvement.

Effective operations management and information systems practices enhance the consultancy firm's ability to provide exceptional service to students, streamline processes, and adapt to changing industry dynamics. As the study abroad landscape evolves, staying technologically advanced and operationally efficient is crucial for staying competitive and meeting the needs of students seeking international education opportunities.

2.7 Industry and Competitive Analysis:

Industry and competitive analysis is vital for a study abroad consultancy firm to understand its position within the market, identify opportunities, and develop effective strategies for growth and differentiation. Here's how Eduvisors conduct industry and competitive analysis in this context:

1. Define the Study Abroad Consultancy Industry: They start by defining the scope of the industry. Identify key players, including study abroad consultancy firms, educational institutions, government agencies, and relevant service providers.

- 2. Market Size and Growth:** They gather data on the size and growth rate of the study abroad consultancy industry. This information helps you understand the market's potential and trajectory.
- 3. Market Trends and Drivers:** They analyze industry trends and the factors driving them, such as changes in student preferences, international student enrollment trends, visa policies, and geopolitical factors.
- 4. Regulatory Environment:** They understand the regulatory environment that impacts the industry, including visa regulations, accreditation standards, and other legal requirements.
- 5. Customer Segmentation:** They segment the market based on factors such as student demographics, academic preferences, destination countries, and budget constraints. This segmentation can help tailor your services to specific groups.
- 6. Competitive Landscape:** They identify and analyze key competitors in the study abroad consultancy space. Assess their market share, services offered, pricing strategies, and geographic reach.
- 7. SWOT Analysis:** They conduct a SWOT analysis (Strengths, Weaknesses, Opportunities, Threats) for their consultancy firm to assess your internal capabilities and external factors affecting your business.
- 8. Unique Selling Proposition (USP):** They determine their firm's unique selling points and differentiators, such as specialized services, expertise in certain destinations, language proficiency, or exclusive partnerships with educational institutions.
- 9. Customer Feedback:** They gather feedback from current and past students and clients to understand their experiences, needs, and preferences. Use this information to improve your services.
- 10. Benchmarking:** They compare your firm's performance, services, and pricing to those of your competitors. Identify areas where you can excel or differentiate.
- 11. Partnerships and Alliances:** They explore partnerships with universities, language schools, and other relevant organizations to enhance your service offerings and competitive advantage.
- 12. Market Entry and Expansion Strategies:** Based on their analysis, they develop strategies for entering new markets or expanding your presence in existing ones. Consider factors like target demographics and local competition.
- 13. Pricing Strategies:** They evaluate their pricing strategy in comparison to competitors. Determine whether you can adjust pricing to better meet customer expectations while maintaining profitability.
- 14. Marketing and Branding:** They analyze your branding and marketing efforts. Ensure that your messaging aligns with the needs and preferences of your target audience.

15. Risk Assessment: They identify potential risks and challenges in the industry, such as changes in immigration policies or economic downturns, and develop risk mitigation strategies.

16. Technology and Innovation: They keep an eye on technological advancements that could impact the industry, such as online application platforms or virtual campus tours, and assess their potential for adoption in your consultancy firm.

Regularly updating their industry and competitive analysis is crucial, as Eduvisors is dynamic and subject to change due to various factors, including global events and shifting student preferences. By staying informed and adapting your strategies accordingly, your firm can remain competitive and continue to provide valuable services to students seeking international education opportunities.

2.7.1 Analysis of Competitor:

The study abroad consultancy industry is competitive, as there are several firms and entities that offer services related to international education and study abroad opportunities. Here are some of the main competitors in the study abroad consultancy sector:

- **Carrier Path:** It is a well-established international education agency that provides services for students interested in studying abroad. They offer assistance with university applications, language testing, visa processing, and more.
- **British Council Bangladesh:** The British Council offers a range of services related to education, including IELTS testing, study abroad seminars, and information sessions about studying in the UK.
- **Global Study Consultancy:** This is a Dhaka-based consultancy firm that specializes in assisting Bangladeshi students with study abroad opportunities. They provide services related to admissions, visa processing, and test preparation.
- **Test Preparation Centers:** Various test preparation centers in Dhaka, such as Kaplan and Princeton Review, also indirectly compete with study abroad consultancy firms by helping students prepare for standardized tests like the SAT, GRE, and IELTS.
- **EducationUSA:** Education USA centers, supported by the U.S. Department of State, offer free advising services to students interested in studying in the United States. They provide information on universities, application processes, and scholarships.
- **Online Platforms:** Online platforms like Study.com.bd and Student Visa BD provide information and resources to students interested in studying abroad, reducing their reliance on traditional consultancy services.

- **Government Organizations:** Government bodies in Bangladesh, such as the Ministry of Education and the Ministry of Foreign Affairs, may offer information and support to students considering international education.
- **Universities and Colleges:** Some universities and colleges in Dhaka have their own international offices that assist students with study abroad opportunities and partnerships.

To compete effectively in the study abroad consultancy market, a firm should conduct a detailed analysis of its competitors, understand their strengths and weaknesses, and identify opportunities to differentiate itself. Providing exceptional services, personalized guidance, up-to-date information, and a strong network of partner institutions can help a consultancy firm stand out in this competitive landscape.

2.7.2 Porter's Five Forces

Eduvisors is expanding its brand on a daily basis, and as a four-year-old company, it is surrounded by numerous rivals in the market. So, in order to make Eduvisors' tactics profitable and compatible in its competitive market, Eduvisors keeps a constant eye on its competitive environment. Here, I may utilize Porter's Five Forces model to effectively emphasize Eduvisors' competitive environment. Essentially, Porter's Five Forces is a way for analyzing a company's competitors, understanding the competitive intensity, and identifying opportunities for new competitive tactics.

1. Supplier Power:

Supplier power is defined by the suppliers' size and strength, the distinctiveness of their products and services, and the cost of switching them. Eduvisors provides clients with services connected to all higher education activities. Here, I can represent certain third-parties in the function of a supplier who acts as a middleman for Eduvisors and represents some specific institutions that have a global cooperation. Most mediators are education solution providers, and their role for education consulting businesses is to assist the consulting firms in a variety of ways, including:

- 1) Consulting companies can learn more about the admissions processes at certain colleges that those mediators are advocating for. These mediators will supply the information if consulting companies were unable to obtain it on their own.
- 2) These intermediaries serve as a conduit between the many colleges they represent throughout the world and the consulting businesses.

3) These intermediaries also assist consulting businesses in selecting the finest institutions for a given student depending on that student's characteristics.

The assistance or services offered by these providers of educational solutions improve the level of service that Eduvisors provides to its target clientele.

In this case, Eduvisors has a business relationship with third companies such as Adventus, Study Group, and Apply Board, which are worldwide education providers and partners with several international institutions and are well-known among those colleges overseas. Because Eduvisors receive assistance from these mediators, in some situations, Eduvisors must split a portion of their profits with them, which varies depending on the third-party, thus switching from one mediator to another affects Eduvisors' costs. The more third-party linkages Eduvisors obtain, the more benefits and power Eduvisors will have in comparison to other rivals in this consultant sector. Fewer connections with these mediators mean fewer opportunities to connect with premier universities abroad, reducing the advantage.

2. Buyer Power:

A company's buying power is determined by the number of customers it has and by the customers' influence over price. In this case, Eduvisors, while being new, acquired 34000+ followers in the facebook group in the consulting sector, compared to consultant companies that had been operating in the market for more than 4 years. For Eduvisors, this is a benefit because many of their new prospective customers come from these followers. The facebook likes revealed in a survey data chart of Eduvisors rivals previously indicated that the brand is well-known to many individuals. Since Eduvisors doesn't charge a service fee, many customers choose them over other traditional consulting companies when they need a service. Affiliation agreements with those top foreign universities that will share the profits with Eduvisors as more students Eduvisors are able to enroll in those universities will help Eduvisors to gain more clients, increase reputation from the foreign universities and those mediators, and strengthen brand name. These benefits will be transferred from Eduvisors to other rivals if these clients choose to work with other consulting firms instead.

3. Competitive Rivalry:

The key driver in this case is the quantity and capability of market rivals. The rivalry competitors for Eduvisors are shown by the survey chart that I created about a few competitor consultant organizations. The number of competitors in Bangladesh is relatively big, owing to the young generations' and educated people's proclivity for high study and high maintenance life objectives.

The most powerful rivals are those that have been in this industry for a long time with their brands, giving clients confidence that they would receive superior service. Furthermore, the good reputation spread by loyal clients and the success rate in visa acceptance of these organizations make it stand out in the eyes of Eduvisors.

4. Threat of substitute: The substitute is the additional product or service that a rival will offer. There are more opportunities for clients to switch if there are more alternatives available on the market. Eduvisors' numerous rivals in the industry are providing an alternative to Eduvisors' service for customers with similar wants and objectives. It is difficult to convince a client who is set on visiting India, Singapore, Japan, or Italy to use Eduvisors instead of one of the companies that provide services for these nations. Customers that believe they need to take the GMAT, SAT, or TOEFL will not select Eduvisors. Competitors offering a range of replacement services have the ability to negatively impact Eduvisors' reputation and profit margin in the eyes of its consultants and mediators.

5. Threats of New Entry:

As I am describing the education consultancy market in this report, which provides services to customers, I have discovered after analysis that a new consultancy firm won't work as a significant threat to the established firms unless the brand gets established, which takes time in this consultancy industry, even if the firm is offering an alternative service. Because clients invest a significant amount of money in these businesses and a visa rejection will negatively impact the client's immigration record, there is a higher tendency for clients to visit or select businesses that have a history of working with students pursuing higher education. So, if a new business enters a market offering the same service or equivalent and targeting the same sorts of client demands, it is not a significant danger to Eduvisors for a limited time.

2.7.3 SWOT Analysis

The SWOT analysis is a quick and easy way to evaluate a company's strengths and weaknesses. The advantages, disadvantages, opportunities, and risks that Eduvisors encounter are listed in the table below.

1. Strength

- Our high-quality services and extensive experience of the consulting business.
- Branches in UK and Bangladesh
- Counselors that are British Council certified

- Thousands of pleased students may be found on Eduvisors social media groups. No other competition has a social media organization like theirs.
- For the majority of destinations, no service charge is claimed.

2. Opportunities

- Eduvisors gains new customers via its social media communities, where the CEO is a household name among the majority of the student body.
- At least 40–50% of the students in Eduvisors Facebook group are Bangladeshi students who are motivated to pursue higher education overseas.
- The demand for UK higher education is increasing daily, which influences students' decisions to enroll in Eduvisors.

3. Weakness

- In the field of education consulting, Eduvisors is a young, developing corporation that hasn't yet amassed many well-established commercial partners.

4. Threats

- Since Eduvisors has just been on the market for four years, it has a lot of long-standing rivals.

2.8 Conclusion

During my time with Eduvisors, I learned about the critical need for education consulting firms among Bangladesh's young people and professionals. The period is becoming more technologically and economically advanced by the day, and the world has become a global business zone in terms of employment and economics. Young people desire to be a part of the global economy. In the case of a developing and highly populated nation like Bangladesh, the trend of traveling overseas for higher education has increased for better jobs and a greater standard of living, as well as to escape political upheaval as well as challenges in the academic setting. Over 7,90000 Bangladeshi students enrolled in higher education overseas in 2000, and that figure tripled in 2013. Students are encouraged to pursue studies abroad because workers with foreign degrees are paid more and are in demand in our country's manufacturing, teaching, medical, legal, and private sectors where job openings are less than the number of graduates. The deserving students with financial constraints choose to enroll in public universities, but they experience political unrest there because political parties in Bangladesh have a strong relationship with students at public universities. As a result,

these students cannot have a proper learning environment or feel safe, so they plan to study on scholarships and veer toward foreign universities. According to the most recent UNESCO statistics, in 2017 60,390 Bangladeshi students pursued studies abroad. According to UNESCO, Australia, Canada, the United Kingdom, Hungary, Sweden are among the top ten destinations desired by Bangladeshi students, so eduvisors has chosen to be the representative of well-ranked universities in these countries in order to achieve the goal of being the most reliable and reputable brand in Bangladesh. In this report, I have described in detail the measures taken by eduvisors to achieve its mission, which began with providing A to Z counseling services, career counseling, doing paperwork, preparing for visa interviews and processing in the best way to ensure successful enrolment by top instructors in Dhaka, conducting informative career seminars, uploading online counseling videos and informative higher education related videos, and so on. Therefore, I can without a doubt state that education consulting organizations in Bangladesh have the potential for lucrative expansion.

Chapter 3: Eduvisors and Its Student Recruitment Services for International Study

3.1 Introduction

Eduvisors is a rapidly developing and well-established educational consultancy firm. It offers its clients comprehensive coaching and help for international admission and visa application procedures. It is an approved agent for international student admission to a significant number of famous institutions and colleges in countries such as Australia, Canada, Sweden, the United Kingdom, Malaysia, Hungary, and others. Following an initial examination of one's authentic evidence, Eduvisors provides standard and professional educational counseling services to our individual clients. It has in-house professional consultants that provide high-quality mentorship and training to our customers and support them in higher education-related duties such as course and institute selection, visa processing, enrollment, and eventually moving them to the university.

3.1.1 Literature/Review Background

The whole idea of establishing Eduvisors and its accomplishment is done by the CEO and Founder Ali Zabed who was always passionate about the education consulting industry. He started assisting students who were planning to apply for foreign universities from Bangladesh since 2019. He completed his graduation in Germany. He worked full-time in one of the top leading education agencies as a Business Analyst and Branding Manager for more than a year where he got the opportunity to enrich his knowledge about the international education industry. He is a qualified education counselor by British Council UK Study certified. Eduvisors is a one-stop shop for all of your overseas study needs. Established in 2019, their primary goal is to help students make the best decision when it comes to pursuing education at educational institutions abroad. Eduvisors provides information on higher education in countries such as Australia, New Zealand, the United Kingdom, the United States, Canada, Malaysia, Sweden, Hungary, Ireland, and the Netherlands. They have a strong student experience team, thus they reply swiftly to inquiries via email, Facebook, LinkedIn, and Instagram. It all adds together to give their candidates a sense of ease and openness. The quality of their services and the transparency with which they provide information distinguishes Eduvisors from the average consulting firm.

3.1.2 Broad Objective

The overarching objective of this project is to know the overall activities role of the Eduvisors, to learn about Eduvisors's overall Recruiting strategy and how this new company is developing its brand in the educational consultancy industry.

3.1.3 Specific Objective

- To recruit large number of prospective students
- To affiliate with great number of well-known partners
- To recruit direct students mostly through personal marketing

3.1.4 Significance

The primary goal of this project is to showcase Eduvisors identity and its contribution towards students who wish to study abroad. In my opinion, Eduvisors are doing an excellent job from the very beginning of its journey to till now in the educational consultancy firm market. I have seen eduvisors perform so professionally once they got any student file. From assessment to visa application processing they do everything so carefully and take each individual student as seriously. Their training team is very knowledgeable and kind towards their every counselor to train them properly. Their counselors always stay up to date informative as they can provide their students the best service. For this intelligence, Eduvisors came to this market as a recognized way soon. This is how they created their identity today. In addition, Eduvisors are playing a significant role in assisting students and contributing to the development of a country's education system in several ways. Like, they offer personalized guidance, counseling, and recommendations for students to make informed decisions about academic and career paths. Also assisting with visa requirements and providing information on universities and programs, contributing to a diverse and culturally aware society. Again, assess institutions' reputation, quality, and recommend reputable programs, ensuring high standards and positive career impact for students. They sometimes offer training and workshops to enhance students' skills, such as pre-cas interview or visa interview preparation, communication skills, and personality development. These skills are valuable not only for academic success but also for students' overall personal and professional growth. In Summary, contribute to students' personal and academic growth, facilitate access to quality education, and can have broader economic and societal impacts by promoting international education and fostering a knowledgeable and skilled workforce. In my report I have tried to portray the way Eduvisors give service to fulfill students' dream of studying abroad and

its overall activities. Now comes the difficult part: formulating a system of recruiting students for international study.

3.2 Methodology

The term "methodology," which is used to describe that investigation, refers to the study of the techniques and strategies applied in a specific field of research.

The methodologies that I followed is Google form survey. The survey report I have attached in below.

3.2.1 Data Type

The research was completed with the help of both primary and secondary sources of information.

The Primary Sources:

1. Survey Questionnaire (I shared all the survey question under Appendix.
2. Direct communication with the Supervisor and other members of the compliance team
3. Observation made firsthand (own experience)

Secondary Sources:

1. Documents and Files
2. Keep a note of each day (Containing my activities of practical observation in Eduvisors)
3. Eduvisors Websites & Blog

3.2.2 Literature Survey

We will utilize an exploratory technique to gain a better understanding of the educational consultancy firms can use to enhance their services through research on education Trends and Innovations, Career Development and Job Market, International Education and Study Abroad, Cultural Competence and Diversity, Student Support and Well-being, Admission and Application Processes, Financial Planning and Scholarships, Ethical Practices and Professional Standards, Government Policies and Regulations, Industry Reports and Market Analysis as well as Professional Development and Training.

3.2.3 Data Collection Techniques & Tools

Data collection is a rigorous procedure that involves obtaining and evaluating information in order to provide answers to pertinent queries and assess the outcomes. It focuses on discovering

everything there is to know about a specific topic or subject area. The purpose of gathering data is to test a hypothesis in an effort to provide an explanation for a phenomenon later on.

- Questionnaire
- Existing Data
- Observation

3.3 Findings and Analysis

3.3.1 Findings from the Analysis

The Assistant Student recruitment manager of the Sales division was there for the interview they had scheduled. The information that was provided by the workers serves as the foundation for the subchapters' respective topics. These are the findings that were found:

3.3.1.1 Purpose of Eduvisors

Eduvisors' goal has been to advise, help, and encourage students who are thinking of studying abroad since the beginning of the school year. They provide a number of services to aid students in navigating the challenging process of studying overseas and in making well-informed choices on their future academic and professional endeavors. Some of the key purposes and services of Eduvisors include:

- **Information and Guidance:** Eduvisors provide detailed information about various universities, courses, programs, and countries, helping students understand their options and make well-informed choices based on their interests and aspirations.
- **Application Assistance:** Their consultants help students with the entire application process, from selecting suitable programs and institutions to preparing and submitting application materials, such as essays, transcripts, and recommendation letters.
- **Visa and Immigration Support:** Navigating visa requirements and immigration procedures can be daunting. Eduvisors guide students through these processes, ensuring they have the necessary documentation and information to obtain the required visas.
- **Financial Planning:** Study abroad can be expensive. Their Consultants help students understand the costs involved and explore scholarship and funding opportunities, as well as assist with creating a budget.
- **Test Preparation:** Many study abroad programs require standardized tests like the OIETC, TOEFL, IELTS, GRE, or GMAT. Here Eduvisors guide their students regarding test preparation. Even sometimes take mock tests.

- **Cultural Orientation:** Moving to a new country involves adjusting to a new culture and way of life. Eduvisors provide cultural orientation sessions to help students prepare for these changes.
- **Pre-Departure Services:** Before students leave for their chosen destination, Eduvisors offer pre-departure sessions covering topics such as travel logistics, accommodation, health insurance, and more.
- **Post-Arrival Support:** Once students arrive in their host country, also then Eduvisors continue to offer assistance, helping them settle in, connect with local resources, and address any challenges that arise.
- **Networking Opportunities:** Eduvisors always maintain connections with alumni and professionals, allowing students to build a network of contacts in their chosen field and country.
- **Expertise and Experience:** Eduvisors have an extensive knowledge of various education systems, universities, and countries. Their expertise helps students make the most suitable choices for their academic and career paths.
- **Time and Stress Savings:** Navigating the study abroad process can be time-consuming and overwhelming. So Eduvisors streamline the process and reduce stress by providing step-by-step guidance and handling administrative tasks.

Overall, the purpose of Eduvisors is to facilitate and enhance the study abroad experience for students by providing comprehensive support and guidance throughout their journey.

3.3.1.2 Resources of Eduvisors

A strong resource is to affiliate with great number of well-known partners. In a number of important respects, Eduvisors is distinctive from other study abroad consultancy firms. One way in which Eduvisors stands out from more professionals in the tools it utilizes. Eduvisors is highly active on several social media platforms. Their Facebook page serves as a hub for all of their marketing efforts, where they announce new opportunities, run new scholarships, advertise to their audience and more. In addition, they use Facebook's business manager to track the reach of their advertisements. The feedback they receive is used in tandem with information gleaned from Facebook analytics to better tailor future opportunities. Students can stay in touch with Eduvisors via their Facebook page. With the artificial intelligence bot built into Eduvisors facebook page, the student service crew is relieved of some of the burden of answering questions.

The Eduvisors Facebook page's inquiries are mentioned and answered in a timely fashion by the student experience team, who employ the listensors social media customer servicing platform. This

platform is useful because it allows you to assign tags to inquiries and monitor how many searches each tag receives over a given time period. With this information, we can evaluate how effective our facebook ads have been. They are also active in Eduvisors messenger for a variety of purposes, including phone reception, call distribution, call monitoring and call logging. From the facebook incoming query automatically recorded in google sheets; leads are separated into workbooks for the senior counselor team including assistant counselors. All players have access to their team score sheets. Monthly and daily leads from facebook page and the helpline can be recorded on these lead sheets. Counselor team use 'Begin' which is a CRM platform to monitor the profile of each lead with their interested destination. Begin is utilized for more than just lead profile assessment; teams also use it to monitor the stage of students' application to monitor visa win/loss.

Eduvisors website is one of the most useful resources at its disposal. Eduvisors website was built by the tech department. Maintaining a user-friendly interface, expanding the site's functionality to include additional services, etc., are all ongoing priorities. Eduvisors uses several more tools as well.

3.3.1.3 Eduvisors strategy & Policy as a study abroad consultancy firm

As a policy they are targeting to recruit direct students mostly through personal marketing and also to recruit large number of prospective students. Students are increasingly turning to international destinations to further their education. When submitting their university applications, students who have chosen to work with a study abroad adviser are more likely to be successful. These students tend to favor the use of education consultancies to simplify the application process. These organizations provide guidance and assistance to the students in choosing the most suitable countries, institutions, and programs for their individual needs and financial circumstances.

As Eduvisors are looking to become a renowned study abroad recruiter from the very beginning of its journey, it is essential to establish a strong reputation in the industry. The best place to start is where students would like to go. To do this, they demonstrate how their business can be better than the competition. So, Eduvisors came up with their own strategy.

1. Convenient location: Good reach to targeted age group

Eduvisors always determine its reach in the target market. A good location, which is near their targeted age group, ensures a higher chance of conversion than any other consultancy firm. For example, Eduvisors is currently located in Mohakhali, DOHS which is a very prominent area where well educated people live mostly. Definitely they might have a dream to pursue a higher study abroad. In this way, they are more connected to the targeted age group. In this matter, Professional digital marketing services are working in an effective way to reach eduvisors target

market. So, in this way, offering an appropriate location is one of the hallmarks of a foreign education consultancy.

2. Attractive offers for students (for ex. No Application fee)

Incentives are a powerful tool in any business. Offering a product or service for free will always encourage a customer to purchase it. The most common and effective method for an optimal sales strategy for a study abroad consultancy is to offer free application. Such agreements involve large sums of money in the form of tuition fees. By offering zero application fee, the process of sale is simplified. Consequently, more leads are generated when more people register with no application fee. Therefore, making attractive offers has always been beneficial in the marketing of foreign education consultancy. Therefore, Eduvisors do not take application fees from highly qualified students.

3. Build trust and credibility in students: By ensuring consultancy firm is recognized

Eduvisors has established partnerships with the most prominent colleges and universities in the world. These partnerships are designed to increase the trust and confidence of students in their overseas consultancies, thus allowing them to feel more confident in their dealings with them. Additionally, having other consultancies as partners is an effective way to generate leads. Once students are confident in the recognition of their consultancy, it is simpler to progress in the sales process. Therefore, establishing trust and credibility are essential components of an effective sales strategy for a study abroad consultancy. Therefore, Eduvisors is dedicated to maintaining a strong focus on this issue and devotes a significant amount of effort to each individual student.

4. Recognize the specific requirements of the students:

It is essential to be mindful of the requirements of students and cater to those needs by providing the appropriate services. The most common mistake made by a consultant is to disregard the request of the student. Planning is an integral part of studying abroad and it can be difficult. Students will not prefer a counselor who would exacerbate the difficulties. When conducting student counseling, counselors should strive to understand and cater to the requirements of the student. This will result in a positive learner experience and will encourage them to recommend counselors to others. So, Eduvisors always maintain this strategy.

5. Hire experienced counselor:

The company's staff are the people who represent services. If a company hires an experienced international student counselor, there will be fewer chances of failure. This will positively impact your business performance. Employees can overcome challenges as international students with previous work experience and attract as many students to the consultancy as possible. In this matter, Eduvisors always hire experienced counselors for the position of student recruitment officer. At the

same time, they also take interns to train them in this sector as they can learn and can be good counselors in future by working.

6. Improving online reputation:

In order to draw in additional students, it is essential to cultivate a strong online presence. To stand out from the crowd, it is necessary to emphasize the consultancy's online presence. Students would be more likely to choose a consulting firm with a positive reputation. An effective marketing strategy will help to make the firm stand out from the competition. Promote the consultant's expertise, the amount of time an agent has worked in the field, and the successes it has achieved online. In today's world, social media is one of the most trusted platforms. Before contacting any specific consultancy firm, a student will check all social media profiles. So Eduvisors Ensure their social media accounts are up-to-date with best services, the latest deals, important university news, and student reviews.

7. Monitor the student requirement process from start to finish:

Eduvisors always track the student's recruitment process from beginning to end. As the recruitment process consists of multiple stages, tracking the process will reduce the likelihood of errors. Furthermore, they have the opportunity to inform the learner of all the necessary changes at each stage. By doing so, you can establish a good reputation and gain recommendations.

8. Provide students auxiliary support:

Most students seek out advisors who can provide them with additional support. More students will reach out to consultancies that provide additional support to pupils. Eduvisors provide additional support to students such as: getting an international education loan, getting insurance coverage, opening an international bank account, planning a pre-deployment session, reserving accommodation etc.

Eduvisors has partnered with a few well-known partners. These partners are well-known in certain countries for studying abroad. They are: Friends Consultancy, Alberta Education, Destination guideline, Global study contacts, Education tour agency, visa house, Ideal overseas etc. As Eduvisors is a UK specialist so these partners come to us when they get any prospective student who wishes to study in the UK. Also, sometimes they come to us for Australia, Denmark, Sweden, Ireland and china. Eduvisors also work with these firms when they acquire candidates for a particular country in which they do not work.

3.3.1.4 B2B & Education Provider

Apart from engaging with physically established consultancy firm partnership, Eduvisors have few recognized Education provider, application portal and B2B partners online through the portal. Those are:

Adventus.io: It functions essentially as a marketplace for recruiting international students. is a student recruitment software-as-a-service (SaaS) platform. It facilitates real-time communication and transactions between educational institutions and employment agencies. The correct student is matched with the right course at the right time by it. Educators enjoy working with them because of how quickly they work and move.

Up Education: It is a leading provider of dual-sector education in New Zealand and Australia, delivering VET, routes, and further education. The organization's mission is to increase and strengthen individuals' capacity to attain their maximum potential.

SI-UK: It is a very trusted and helpful partner where eduvisors can depend without any hesitation. This portal basically works in Canada, Ireland, UK and Ireland. And soon they will start working for australia. Its search engine is very helpful during researching about any specific location or specific subject for studying abroad.

Study Group: It is an international education company that provides university degree programmes for international students and provides English language courses. It constantly looks ahead, collaborating with partners to offer educational solutions. They have included their digital learning platform, Intend, into the development, delivery, and evaluation of our courses in order to keep up this innovation. They are able to build on our years of academic experience while adjusting to the online environment thanks to this state-of-the-art educational technology. With the most potent digital tools at their disposal, they are able to create online and blended learning experiences that are accessible, intuitive, and transformative thanks to their extensive experience in digital education and the Intend platform.

Apply Board: It facilitates the study abroad experience by bringing together students, recruiters, and partner institutions on one platform. It is a Canada-based educational technology company headquartered in Waterloo, Ontario. Established in 2015, the company provides an artificial intelligence-based recruitment platform that facilitates international post-secondary students in their applications for international post-secondary studies. In 2019, Apply Board was recognized by Deloitte as the fastest-growing technology company in Canada.

Global Study Partner (GSP): GSP is all about changing lives through education. It's all about giving students the tools, knowledge, platform and services they need to succeed wherever they are in the world. Eduvisors frequently work in this portal. This portal is very innovative and helpful to use in order to find the best university and fulfill desired location.

3.3.1.5 Age of group interested in studying abroad:

Mostly, after completing HSC/A level, students wish to go abroad for study purposes. Also, graduate people also wish to go abroad for completing their masters/research and PhD.

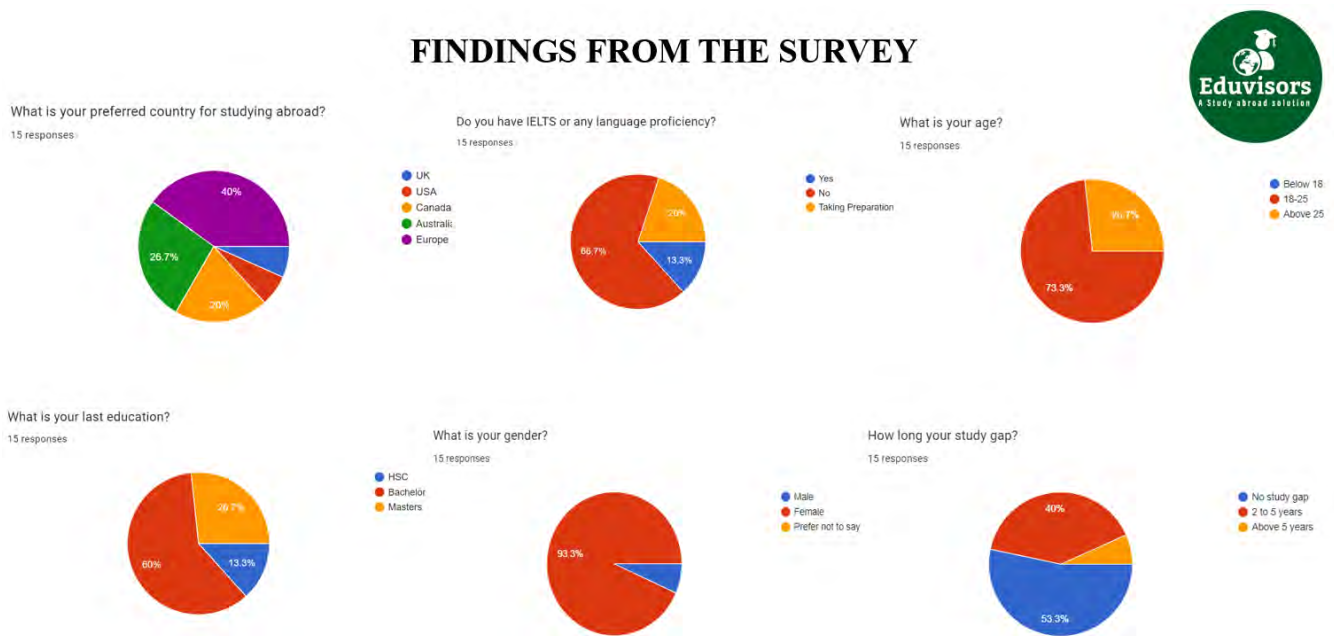
3.3.1.6 Visa Ratio:

The visa ratio of Eduvisors applicant's is very good. Especially for the UK, the visa ratio is excellent as they are a UK registered company and they have direct universities in the UK. Though, the visa result is totally up to luck still if a student has a very good profile with legit academic and financial documents then the chances of getting a visa goes so high. That is why, applying through a trustworthy agency is very important for any applicant. Because, an experienced consultancy firm knows very well how to arrange documents, organize those and prepare the applicants for interview. And if all goes well then automatically the visa result comes mostly positive.

3.3.1.7 Findings from the survey:

I have collected a few responses from 15 prospective students for a survey to know about their interested destination for their higher studies plan abroad as well as their background.

I took all the responses and made it a collage including all responses so that it will be easier to understand the overview of interested students studying abroad.



Source: https://docs.google.com/forms/d/e/1FAIpQLSeHe_ec-bhtjCCtBH11FH7xshVOUjkBaHGOM_CKZdj98Ql_fg/viewform?usp=sharing

3.3.1.8 Limitation of the study

Despite my teammates' best efforts, I was unable to devote the essential concentration. The officers are quite preoccupied with their duties. My research has been hampered by the following barriers, often known as study restrictions:

- The main restriction of this study is that it is based on current secret activities.
- There are insufficient records, publications, and journals.
- Trustworthiness, one of the most pressing issues was the security of sensitive data.
- The availability of information about complaint resolution is severely restricted.

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Appendix

Survey Questionnaire

1. What is your name?
2. What is your age?
 - a. Below 18
 - a. 18-25
 - b. above 25
3. What is your gender?
 - a. Male
 - a. Female
 - b. Prefer not to say
4. What is your last education?
 - a. HSC
 - b. Bachelor
 - c. Masters
 - d. Other
5. How long is your study gap?
 - a. No study gap
 - b. 2 to 5 years
 - c. above 5 years
6. Contact Number?
7. Do you have a passport?
 - a. Yes
 - b. No
8. Do you have IELTS or any language proficiency?
 - a. Yes
 - b. No
 - c. Taking preparation
9. What is your preferred country for studying abroad?
 - a. UK
 - b. USA
 - c. Canada
 - d. Australia

- e. Europe
10. Your permanent location in Bangladesh?
- a. Dhaka
 - b. Sylhet
 - c. Chittagong
 - d. Khulna
 - e. Jessore
 - f. Barisal
 - g. Rajshahi
 - h. Other/Out of Bangladesh

Appointment Letter



15th of February 2023

Samima Jannat
House#1, Block# Cha, Gulshan, Dhaka-1212.

Offer of Employment

I am pleased to offer you the position of "Intern" at EDUVISORS effective from 15th of February 2023, on the following terms and conditions.

1. You will be entitled to a basic salary of TK. 10,000 per month and other benefits as applicable.
2. Your reporting and responsibilities will be advised by the management.
3. It is expected that you will discharge your assigned responsibilities with high standard of performance, quality, integrity and discipline.
4. Your service may be terminated on either side by giving two months (60 days) notice. Upon termination of employment, you will also return immediately all company properties, which may be in your possession. It would be obligatory on your part to get a proper relieving letter from the EDUVISORS before your services are deemed to be concluded. However, if you decide to terminate your employment unnaturally or suddenly for whatever reasons there may be without following the proper procedures as mentioned above, you are strictly required to return previous two months' salary to the company's account before you can be formally discharged.
5. You shall, while in the service of the company, devote your time and attention exclusively for the company's work and responsibilities assigned to you. You shall not engage in any other commercial/business pursuit, either part time, disclose company's information to third party or otherwise, for any monetary gains.
6. You shall be obliged to follow the work processed, technical standards, protocols and general instructions issued by the EDUVISORS.

Sincerely,



Ali Zayed
CEO & Founder



Ali Zayed
CEO
duvisors

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Project Proposal

EDUVISORS and Its Students Recruitment Services for International Study

Abstract

Eduvisors, a trusted educational consultancy firm which is featured by global companies. Students who dream of studying abroad for their higher studies, Eduvisors work for them by providing them consultation, documentation, placement, personalized assistance, eligibility assessment, IELTS coaching, statement of purpose writing guidance, interview grooming, course selection and financial aid assistance. In this paper, we will discuss the whole process of student recruitment services. In addition, this report explores the survey conducted to determine the preferences and prospective of those students who have a dream of studying abroad and are willing to achieve a valuable degree from a well ranked abroad university.

Company Overview

Eduvisors is a firm based in Bangladesh that is registered in the United Kingdom. It specializes in international student recruiting and aspires to be a guiding light for potential Bangladeshi students who want to study abroad at world-class colleges and universities. Eduvisors achieve this by presenting students with a world of choices via the perspective of the most recent study abroad-related information. Also, it assists them in making the most informed decisions about their future education and professional prospects overseas.

Industry Overview

There are now many alternatives for Bangladeshi students in a greater number of nations throughout the world than there were previously for them to study in a limited number of countries. Over 80,000 Bangladeshi students pursue higher education abroad annually, according to UNESCO. The most common study destinations for students from Bangladesh are the UK, US, Canada, Australia, Germany, Japan, Korea, Europe, Malaysia, China, and India. In recent times, student counseling businesses in Bangladesh have had enormous revenue because to the flood of students migrating overseas to seek higher education once the Covid-19 pandemic scenario abated. Students are crowding the offices of numerous student advisory organizations in Dhaka city, and the firms' personnel are having a tough time dealing with a huge number of admission seekers' applications, particularly after the covid 19 period. Industry study indicates that contemporary consulting businesses need to be stronger and more supportive of their applications due to the large number of applicants growing with each intake. In 2021, the United States received the greatest

number of Bangladeshi students (8,122), making it the most popular destination. 6,900 students traveled to Malaysia, while 6,100 went to Australia. In addition, 3,735 students traveled to Canada in 2021, 2,920 to Germany, 2,645 to the United Kingdom, 2,436 to Japan, 2,258 to India, 1,121 to Korea, and 1,062 to Saudi Arabia. In recent years, Bangladeshi students have expressed a desire to attend prestigious colleges in Asian nations such as Malaysia, Japan, and China.