Internship Report On

The Influence of social media platforms and different content formats on brand Image and customer acquisition

By

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

BRAC Business School

BRAC University

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Declaration

The following declaration is made:

- I have submitted an internship report while pursuing a degree at BRAC University, which is my unique work.
- Nothing is included in this report which contains any material submitted or accepted for a different degree or diploma at a university or any other institution.
- This report does not incorporate any formerly published or written content by a third party unless it is properly credited with complete and exact referencing.
- I have acknowledged all major derivations of assistance.

Student's Full Name & Signature:

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Amin Ahamed Rifat

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Supervisor's Full Name & Signature:

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Ms.Fabiha Enam

Senior Lecturer, BRAC Business School

BRAC University

Letter of Transmittal

Ms.Fabiha Enam

Senior Lecturer,

BRAC Business School

66 Mohakhali, Dhaka-1212

Subject: Submission of Internship report on "The Influence of social media platforms and different content formats on brand Image and customer acquisition"

"

Dear Ma'am,

With due respect I am an undergraduate student of BRAC Business School, glad to submit this internship report, a part of my bachelor's degree from BRAC University while working at Shikho Technologies Ltd. Through this opportunity,I have had the chance to closely examine real-world work and see how it differs from theoretical learning. Even though I am still discovering, this report and my internship have given me the opportunity to gain insight into the fundamentals of how Shikho is as an Edtech company, and how and why the student are considering Shikho as their learning partner.

Therefore, I sincerely hope that you will take into consideration any discrepancies in this report. Finally, I want to thank everyone for their encouragement, support, and guidance. This report would not have been complete without any of their inspirations. For queries in the meantime, kindly get in reach with me.

Sincerely ,

Amin Ahamed Rifat

ID: 19104070

BRAC Business School ,

BRAC University

Non-Disclosure Agreement

This agreement is made and entered into by and between Shikho Technologies Ltd and the undersigned student at BRAC University named Amin Ahamed Rifat for the responsibility to prevent information disclosure of the organisation's classified data.

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Amin Ahamed Rifat

Student ID: 19104070

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Acknowledgment

This report has been undertaken as a part of my recruitment for a bachelor's degree in BUS400 at BRAC University. I would like to express my gratitude and give a vote of thanks to everyone who made this report successful. Firstly, I am thankful to my academic supervisor Ms.Fabiha Enam for guiding me and keeping me on track during the entire process. She gave me clear instructions, and as a result, I was able to finish this entire paper without any complications.

I would also like to give special thanks to all the team members and our leader I had to interact with for the sake of my internship report and for growing to know them during my stay there. My conversation with them helped me with the analysis of my report, and for the company's betterment as well.

The final acknowledgment is dedicated to Mr. Abrar Jahin Rafee, Deputy manager of Production; my on-site supervisor, and Mr. Saif Ahmed, Deputy Manager of the Marketing who assisted me in gathering information and provided guidance for the creation of my internship report.

Thank you.

Sincerely Yours

Amin Ahamed Rifat

ID:19104070

Executive Summary

This internship report deliberates on how within a very short period Shikho has successfully implemented all its marketing and content strategies to reach the right customers at the right time. It also covers the content formats used by Shikho to promote its academic programs,animated lessons,admission programs and the recent milestone project 'Shikho Biddaloy'.It also focuses on the effectiveness of campaigns offered by Shikho with good quality contents in different formats such vertical,horizontal and square;animated contents and static posts.The report also states the chosen company's competitor's situation in the current market and gives a clear view of their strengths and weaknesses, also a part is indeed in the report where few suggestions for the company are illustrated considering the current situation it is in. And lastly, finding out the reasons why students are willing to consider Shikho as their mentor in terms of teaching methods,content assets and staying ahead on the Bandladeshi Ed-tech market.Sikho Technologies Ltd has selected Facebook, Instagram, and LinkedIn as crucial platforms for engaging with a wide spectrum of people. Facebook is used for community interaction, Instagram is used for visual storytelling, and LinkedIn is used for business networking.According to the report, many content formats are crucial in influencing brand perception and client acquisition. The most popular videos attracted the most user interaction, thus increasing brand perception and luring potential consumers. These videos included instructional ideas and success stories.Polls, quizzes, and live sessions are examples of interactive content that dramatically enhanced user engagement and allowed for one-on-one communication between a company and its audience. This strategy promoted inclusion and tailored communication while also enhancing the brand's reputation.Color schemes, logo usage, and tone of voice are just a few branding components that need to be consistent in order to maintain brand identification across various social media platforms and content types.Social media evaluations and testimonials from clients significantly improved the credibility and image of the brand. When potential customers read real user experiences, they were more likely to interact with the brand.

At Shikho Technologies Ltd., the impact of social media platforms and content types on brand perception and client acquisition is a fluid and complex process. The organization can build a strong brand identity, engage with its target audience, and ultimately drive effective customer acquisition in the cutthroat technology education industry by carefully using the power of multiple content formats across numerous platforms.

Topic

The Influence of social media platforms and different content formats on brand Image and customer acquisition.

There are many prospects for further research into the impact of social media platforms and various content formats on brand perception and customer acquisition. Brands can now contact and interact with consumers on a worldwide scale thanks to social media, which has become a crucial component of modern communication. This study can explore how numerous social media sites, including Facebook, Instagram, Twitter, LinkedIn, and TikTok, affect how people perceive brands and how businesses acquire customers. Investigating the function of various content types, including films, photos, infographics, user-generated content, and live streams, can shed light on how effective they are at influencing brand perception and attracting new customers.

I have chosen this topic because I got the chance to work as a core member of the production team during my internship period and I can suggest ample amount of improvements that Shikho Technologies can bring to the prospect of making their content better.

Chapter 1: Overview of Internship

1.1 Student Information

Name:Amin Ahamed Rifat

ID: 19104070

Focus (major): Marketing ; (minor) E-Business

From: BRAC Business School, BRAC University.

1.2 Internship Information

Company Name: Shikho Technologies Ltd.

Department/ Division: Production

Period: 11/04/2023 to 13/07/2023

Address: Deholi,House No.41,Road No. 92

Gulshan-2,Dhaka-1212,Bangladesh

Chapter 2: Organization Part

2.1 Introduction

Shikho is a pioneering Bangladeshi education technology startup on a mission to revolutionize the way Bangladesh learns today and democratize access to a high quality education. The Shikho Learning App allows students to learn at their own pace, test themselves and get ahead with our expert teachers anytime and anywhere. By offering high-quality animated video lessons, interactive live classes, visualized learning journeys, continuous assessment and performance analytics, Shikho is changing the way Bangladesh learns outside the classroom.

They started their journey back in 2019 with a vision of bringing revolution in e-learning of Bangladesh.They provide live class,animated video lesson,academic programs during the year.Each and every student of our country can access to the app and learn with animated videos and take the guidance from the best mentors.Shahir Chowdhury and Zeeshan Zakaria are the sailors of this amazing startup.As Shikho expands their market reach and strong brand presence,it is mandatory to establish their role in social media platforms and different content formats such reels,short contents from the animated programs,live classes,orientations,

podcasts etc.in shaping brand image and attracting new students.

2.2 About Shikho

The content of Shikho serves as proof of its unwavering dedication to elevating minds and transforming education. The website offers an extensive and varied selection of well chosen courses covering a wide range of topics, professional skills, languages, and exam preparation. Shikho's material is thoughtfully crafted to be interesting, interactive, and effective, appealing to learners at all stages of their educational journey. It is created by subject matter experts and dedicated educators. Shikho's adaptive material delivery, which makes use of cutting-edge technology, guarantees a personalized learning experience that takes into account each learner's particular strengths and shortcomings. Shikho's content encourages comprehension, retention, and critical thinking through colorful multimedia tools, practical exercises, and real-world applications.

2.3 Mission

Shikho means "to Learn" in Bangla. Our mission is to democratize access to education for the 85 million learning-age population. With a 300 strong team, we aim to deliver high-quality academic resources in Bangla using the smartphone as the primary medium for dissemination, removing barriers of geography and affordability.

Here's an elaborate breakdown of Shikho's mission and approach:

Democratizing Access to Education: Shikho is aware of the enormous potential that the youthful and eager-to-learn population of Bangladesh possesses. They want to guarantee that everyone has the opportunity to study and develop, regardless of their background or geography, through democratizing access to education.

Serving a Large Learning-Age Population: Shikho's aim is to meet the educational needs of Bangladesh's estimated 85 million people who are of school age. Bangladesh has a sizable youth population. This demonstrates the organization's dedication to developing the nation's talent in order to have a significant impact on its future.

High-Quality Educational Resources: Shikho places a high priority on the caliber of the information they offer. This dedication guarantees that students have access to reliable, timely, and pertinent information that can significantly advance their knowledge and abilities.

Utilizing Smartphone Technology: Shikho makes use of smartphone technology as a potent educational tool in light of the widespread ownership of smartphones. Shikho makes the most of

the portability and accessibility of smartphones by using them as the main platform for material distribution in order to reach students even in remote locations.

Eliminating Geographical Barriers: Accessibility differences between urban and rural locations have long been a problem in education. Shikho's strategy goes beyond geographic boundaries, ensuring that students in both urban and rural settings have access to high-quality educational materials.

Overcoming Accessibility Issues: Education can be expensive, and many people have access issues due to their socioeconomic situations. Shikho responds to this by making educational content accessible at reasonable or even no cost, lessening the financial strain on students and their families.

2.4 Vision

Shikho wants to make high-quality education accessible to students from all over Bangladesh, regardless of their socio-economic background. Acquiring the largest market share in the edtech industry is Shikho's prime vision.Let's elaborate.

Offering High-Quality Education: Shikho places a strong priority on offering high-quality education. This entails providing instructional material that is factual, current, interesting, and in line with Bangladesh's academic requirements and norms. For students to gain the knowledge and skills that can change their lives and advance the country, a high-quality education is necessary.

Accessibility: Shikho is aware that many Bangladeshi students struggle with socioeconomic issues that may prevent them from receiving a high-quality education. Financial limitations, a lack of access to educational institutions, or a lack of learning materials are a few examples of these difficulties. In order to ensure that all students, regardless of background, can use Shikho's educational platform and resources, Shikho is committed to removing these barriers.

Market Leadership: Shikho wants to take the lead in Bangladesh's educational technology business by seeking to win the biggest market share in that sector. This objective represents a dedication to increasing their effect and connecting with as many students as they can. It also suggests a focus on ongoing innovation and improvement to keep one step ahead of rivals.

Innovation: In the edtech sector, innovation is necessary to achieve market leadership. Shikho probably makes investments in the creation of cutting-edge tools and instructional strategies to

improve the educational process. To keep students interested and motivated, this may contain elements like personalized learning, AI-driven exams, interactive content, and more.

Sustainability: Having the biggest market share also suggests sustainability. Shikho wants to create a long-lasting company structure that can support its goal. This could include joint ventures, income sources, and growth-oriented plans for the platform.

Impact on the Country: In the end, Shikho's vision affects Bangladesh as a whole. Shikho helps to improve the nation's human capital by making accessible, high-quality education available to a broad portion of the population. People with a good education may help the country as a whole by innovating, growing the economy, and advancing society.

2.5 Methodology of the study

Qualitative research was selected as the methodology for this study because it is an effective strategy for delving deeply into complicated phenomena. Interviewing the company's CEO, Shahir Chowdhury, will be the main technique of gathering data in this case. This tactical decision to do qualitative research and interview the CEO has various benefits for our research goals.

Qualitative research enables a nuanced and thorough grasp of the topic. An interview with the CEO offers a special chance to delve deeply into the company's history, current situation, and trajectory. We can learn something that quantitative tools might miss if we ask open-ended questions and engage in discourse.

Interviews are particularly useful for gathering detailed contextual data. We can get first-hand stories of the company's history, landmarks, difficulties, and accomplishments by chatting with the CEO personally. For understanding the development of the company and its long-term objectives, this contextual information is crucial.We may also examine the company's long-term objectives and vision thanks to the interview with the CEO. With this qualitative approach, we may look beyond figures and statistics to comprehend the goals, plans, and principles that influence the direction of the business. It offers a chance to investigate the CEO's viewpoint on the company's future course.

In conclusion, doing qualitative research through an interview with the CEO, Shahir Chowdhury, is a suitable strategy for gathering basic information about the company's past accomplishments, present struggles, and desired future. It will give us significant information for our study on content format, marketing strategies, and service quality as well as enable us to present a clear and comprehensive picture of the company's journey.

2.6 Importance of the study

This study has the potential to discover important truths with broad ramifications. First off, it will illuminate efficient methods for audience engagement by analyzing the role that material structure and variety have in drawing in and keeping people. This study tries to unearth the techniques for successfully setting and fine-tuning marketing strategies in a market that is becoming more and more competitive.

Additionally, when we dig deeper into enhancing service quality, the results will provide companies, like Shikho, with practical tips to improve their content marketing strategy. These suggestions can include streamlining communication methods, improving the distribution of content, or adjusting the content to a particular audience's tastes.

The general goals and objectives of my department, which probably revolve on improving customer engagement, boosting marketing effectiveness, and eventually driving business growth, are intimately matched with this study project, which is critically important. As a result, the findings of this study should not only be advantageous to Shikho but also significantly advance the field of marketing as a whole. This research project has the potential to be an invaluable resource for marketers by addressing important questions about content strategies, user retention, and service quality in a competitive environment, and by offering practical insights that can be applied across various industries to achieve sustainable success.

2.7 Shikho's Corporate focus

Shikho works with experienced educators to develop high-quality animated video lessons that are engaging and interactive.Live classes of academic programs and all the new programs helps all the students to communicate with the mentors in real time.Sikho has a strong community of students and educators who supports each other as they learn. The app has a window where students can ask questions, share resources, and connect with each other.Shikho Tech Ltd. is making a significant impact on the edtech industry in Bangladesh. Shikho is ensuring education for every student who has access to the internet.Besides this "Shikho Biddaloy" has introduced this country's first ever hybrid tech classroom for the students who are in need of technological support.

2.8 Range of Services

Shikho, a pioneering educational platform, provides a wide range of services intended to transform how people study, develop, and realize their aspirations. Shikho offers a variety of cutting-edge tools and resources to accommodate learners of all ages and backgrounds with a strong dedication to removing obstacles and democratizing education. Let's investigate the wide range of services Shikho provides:

1. **Online Courses**: The main service that Shikho provides is its interactive online courses, which have been carefully created and curated by educators and subject matter experts. These programs, which span a wide range of subjects, are designed to meet the needs of students at different points in their academic careers. Each course features interesting readings, multimedia materials, and interactive tests to create an immersive learning environment that encourages comprehension and retention.

2. **Professional skill development:** Shikho offers specialized courses through **Bohubrihi** focusing on professional skill development since it understands how important it is to provide people with practical skills for the competitive job market of today. Learners can achieve proficiency in fields that are essential for job progression, from programming languages and data analysis to communication skills and project management.

3. **Adaptive Learning Technology:**Shikho makes use of cutting-edge adaptive learning technology, which customizes the learning process to each person's strengths and shortcomings. Learners receive individualized material recommendations through clever algorithms, enabling quick and efficient knowledge acquisition.

4. **Academic program:** Shikho offers academic programs for students. Class 8,9,10,11,12 can get their academic assistance by this program. Students get the best classes from experienced mentors and recorded classes with quiz and exams.This program is helping 15,000 students to do well in academic exams and prosper in life.

5. **Animated Lesson:**Animated lesson videos are premium for the app users. Equations,reactions or organs are explained with animation to help the students to understand the topic easily. Shikho has a huge archive of animated lessons.The number is approximately 4200 videos.Students can get the monthly membership of Shikho app and unleash themselves to the sea of animated learning videos.

6. **Educational Contents:**Content series like calculator hacks,Lobon Rohossho,Short Circuit are hands-on videos of practical learning. Mentors demonstrate chemical reactions,mathematical equations etc. to help students understand tough terms of science.Besides,there are series of reels for English and Bangla which helps students to know more vocabulary and speaking proficiency along with the history.

7. **Accessibility of mobile apps:** Shikho values accessibility and provides a user-friendly mobile app that enables students to access courses and learning resources whenever and wherever they are.

8. **Community and support:** Shikho promotes an active and encouraging learning community where students can interact, work together, and ask for assistance from peers and mentors. This sensation of belonging boosts motivation and promotes a shared learning environment.
9. **Scholarships and Financial Aid:** Shikho provides scholarships and financial aid programs in keeping with its inclusive aim to make education accessible to everyone, regardless of socioeconomic status.

2.9 Shikho'sKey Business Focus

Shikho's key business focus includes promoting lifelong learning, democratizing education, and utilizing technology to build an inclusive, effective educational ecosystem. Shikho works to open minds, close gaps, and realize the full potential of education for the benefit of both people and society as a whole by developing a dedicated community of students and mentors.

1. **Accessible and Diverse Contents:** Shikho is aware that there is no one-size-fits-all method of teaching. Its main business objective is to offer accessible, varied learning content that meets the individual requirements and interests of students. Shikho makes sure that students may obtain the resources they need to accomplish their educational objectives by providing a wide range of courses covering academic disciplines, professional skills, language proficiency, and exam preparation.
2. **Technology-Driven Innovation:** Shikho sees technology as a revolutionary education enabler. Its business model relies around enhancing the learning experience by combining cutting-edge adaptive learning algorithms, AI-driven personalized recommendations, and a user-friendly mobile app. Shikho uses technology to build a smooth and intuitive platform that maximizes learning outcomes for each individual.
3. **Inclusivity and Affordability:**Shikho's business focus extends to assuring inclusivity and affordability in the pursuit of its purpose to democratize education. Shikho aspires to bridge the education gap and provide quality education to learners from all walks of life by giving scholarships and financial aid programs.
4. **Constant Improvement:** Shikho is dedicated to continual improvement and innovation. Shikho strives to stay at the forefront of educational technology and pedagogical breakthroughs by regularly updating and refining its platform and material, ensuring that learners benefit from the most recent and effective learning approaches.

2.10 Pricing strategy of Shikho

Shikho often uses a freemium pricing model where users can access the majority of the platform's services and content for no charge. However, businesses could charge extra for premium membership plans that come with extra features and advantages.Shikho's pricing strategy is motivated by a strong desire to make education affordable and inclusive to students from all backgrounds. Shikho has designed a flexible and open price strategy that corresponds with its objective of democratizing information and encouraging lifelong learning, recognizing the financial constraints that many people experience.Main strategies are;

1. Freemium Model for Basic Access

2.Tiered Subscription Plans

3. Affordable Pricing for Premium Content

4.Value-Oriented Services

2.11 Branding Strategy of Shikho

Shikho's branding philosophy is based on the basic philosophy of empowering minds and inspiring ambitions. Shikho aspires to be more than just an educational platform; it aspires to be a catalyst for good transformation in the lives of learners. The corporate identity emanates innovation, inclusivity, and accessibility, stressing the company's dedication to democratizing education and making information accessible to all. Shikho delivers a seamless and immersive learning experience that resonates with learners across diverse demographics by utilizing vivid visuals, engaging material, and a user-friendly interface. Shikho is portrayed as a light of hope and a partner in each learner's journey for knowledge and self-improvement in the branding narrative, which emphasizes the transforming impact of education.

By consistently delivering on its promises of value, support, and constant improvement, Shikho builds trust, generates a strong sense of community, and firmly establishes its position as a leading force in changing the world of education.

The following four categories serve as the foundation for the company's branding strategy:

- **Brand Identity:** The slogan "Shikhbo Jitbo " serves as the foundation of Shikho's brand identity. The company's logo is a straightforward illustration of a bird, which stands for the ability of education to unleash potential. The bright and brilliant colors of the brand convey the company's dedication to making learning enjoyable and engaging.

- **Brand Image:** The brand image of Shikho is that of a cutting-edge, student-centric organization. The company's promotional materials place a strong emphasis on the level of quality of its video lectures, the practicality of its online learning environment, and the assistance it offers to students.

- **Brand Culture:** The brand culture of Shikho is one of excellence, creativity, and teamwork. The staff members of the organization are devoted to supporting students' success and have a strong love for education. Shikho's activities for corporate social responsibility, performance management, and the hiring procedure for new employees all exhibit the company's culture.

- **Brand Personality:** Shikho prides itself on having a helpful, welcoming, and approachable brand personality. The company's customer support staff is always on hand to respond to inquiries and offer assistance. Shikho connects with students on social media and distributes educational content.

Shikho has built an excellent brand recognition in Bangladesh thanks to its effective branding strategy. With more than a million people that have enrolled, the business is currently among the top EdTech companies in the nation.

Here are some of the specific branding strategies that Shikho has used to achieve its success:

- Sponsorships: Shikho has endorsed a number of well-known events in Bangladesh, such as the Scintilla Science Fair and the Bangladesh Premier League. This has been beneficial in expanding the company's audience and raising its profile.

- Content marketing: Blog entries, infographics, and videos are just a few of the learning tools that Shikho creates. The company's website, social media accounts, and email newsletter all disseminate this content. Shikho is now recognized as an innovator in the field of education because of their content marketing strategy.

- Partnerships: Shikho has collaborated with a variety of other institutions, such as educational institutions, research institutions, and governmental bodies. These alliances have contributed to Shikho in expanding its customer base and serving more students.

Shikho's branding approach combines traditional and digital marketing strategies. The business has had success reaching its target market through a variety of channels and developing a solid brand recognition.

2.12 Communication strategy of Shikho

Shikho's main communication strategy is intended to reach a large number of prospective students, parents, and instructors. They use a variety of channels to get their message across to their targeted audience such as:

- **Social Media:** With accounts on Facebook, Twitter, and Instagram, Shikho has a significant online presence. The business connects with prospective students on social media and shares educational material to advertise its courses. In order to connect with prospective students who are looking for educational resources online, they also use internet advertising. Users are specifically targeted by the company's adverts depending on their interests and demographics.

- **Email Marketing:** Shikho obtains prospective students' email information and uses email marketing to stay in touch with them. They send out emails on a regular basis with updates regarding its courses, special promotions, and other news. They use the push strategy to reach out to the potential clients.

- **Content Marketing:** Shikho makes educational contents and posts them on their website and app. Potential students can discover more about the company's courses from this information, which is intended to pique their interest.

- **Offline Marketing:** Shikho publishes print adverts in pamphlets and newspapers. Potential students who are not online or are unfamiliar with Shikho's internet presence are the target audience for these advertisements. In Bangladesh's largest cities, Shikho sets up billboard and bus advertisements. These advertisements aim to get in front of lots of prospective students. They attend fairs and educational programs. This enables the business to speak with prospective students personally and respond to their inquiries about its courses. Shikho encourages its clients to tell others about the company's training programs. This is a practical means of reaching out to prospective students who are not acquainted with Shikho.

Shikho successfully reaches a large audience of prospective students with their communication technique. The company is able to reach prospective students wherever they are, by using a variety of channels, whether they are looking for educational resources online, following Shikho on social media, or reading its blog entries. The company's communication plan works well for cultivating connections with prospective customers. Shikho interacts with prospective students personally through social media and responds to their inquiries. Additionally, the company sends out frequent emails with news, updates, and special offers regarding its courses. This keeps prospective students interested in the business and its offerings.

Overall, Shikho's approach to communication is successful in connecting with a large audience of prospective students and fostering relationships with them. The business can interact with prospective students where they are and develop relationships with them thanks to the usage of a number of platforms and an emphasis on producing intriguing content.

Chapter 3: Project Part

3.1 Findings

Shikho, which means "learn" in Bengali, is more than just a content marketing strategy; it is a forward-thinking plan that captures the spirit of empowerment, inclusivity, and education. Shikho has opened a dynamic medium for spreading knowledge and fostering intellectual growth across a variety of demographics and geographic areas by utilizing the limitless possibilities of content marketing.I had several interviews with the guardians of this organization.

Although there is space for improvement,Shikho should read the urban and rural students more to connect with them.Content format works differently for different geography. In order to retain a positive brand reputation and foster enduring trust, Shikho must continue to pay attention to its audience and communicate in different ways.

In my survey, I focused on the Influence of social media platforms and different content formats for the growth of Shikho. I asked our CEO a few questions along with the marketing,production and knowledge team.

According to the CEO Shahir Chowdhury,"**content marketing has helped Shikho to execute a whole different business model.Academic program live classes are really helping Shikho to acquire a chunk of students and there are remarkable retention rates in every quarter. Shikho Biddaloy is the second futureproof plan that will lead Shikho to be available offline and online both to reach to the students.Content marketing in format like series,reels,commercials,static posts are generating vast amounts of lead for the team."**

Shikho acquired Bohubrihi as their sister concern and relaunched the whole website this April.Bohubrihi is creating opportunities for people who wants to learn digital marketing,product management,microsoft excel and English speaking.The team has already signed MOU with every startups to be their Human Resource partner.

According to the marketing team,**"Trying out different content formats helped Shikho to understand the fit content for the market and how to take full advantage of social media generated leads."**

Given that Shikho has capital venture support, it leaves a favorable impression on people's thoughts. Guardians get reassured when they see the best mentors are taking care of the students in every possible way. Shikho can afford quality education and make learning fun.

Analysis

3.2 Shikho's Competitors

SWOT Analysis of 10 Minute School

Strengths

1. **Strong brand recognition in Bangladesh:** One of the most renowned educational organizations in Bangladesh is 10 Minute School. The business has been in operation for more than ten years, and it has a sizable and active user base. As a result, 10 Minute School has a big advantage over its rivals.

2. **Large and engaged user base:** More than 10 million people have signed up with them. With an average daily usage time of 10 minutes, these users are very active. This level of involvement is really amazing and speaks highly of the quality of the lessons and instructional strategies used in 10 Minute School.

3. **High-quality educational content:** The teaching materials in 10 Minute School are of the best standard. The teachers are professionals in their disciplines, and the videos are well-made and interesting. One of the key factors contributing to 10 Minute School's success is the quality of its content.

4. **Innovative teaching methods:** To make learning more efficient and interesting, 10 Minute School employs cutting-edge teaching strategies. To make learning more enjoyable and engaging, the organization, for instance, uses gamification, interactive activities, and virtual reality simulations.

5. **Variety of educational contents:** 10 Minute School offers a wider range of educational contents rather than offering the traditional math and science subjects. They offer IELTS classes, Spoken English as well as Quran lessons.

Weakness

1. **Lack of offline presence:** There is no physical location for 10 Minute School in any cities. This indicates that the business cannot connect with students who do not have internet connection. To reach a larger audience, the business needs to establish an offline presence. Their competitor Shikho has already opened up their offline programs which gives them an edge over 10 Minute School.

2. **Competition from other online educational platforms:** 10 Minute School is up against a lot of other online learning platforms. It may be challenging for 10 Minute School to differentiate itself from these platforms because they all offer comparable material and services. In order to keep its market share, the business must discover ways to set itself apart from its competitors.

3. **Potential for copyright infringement:** A group of in-house specialists create the educational material for 10 Minute School. But the business also makes use of some content from outside sources. In the event that the business lacks the necessary authorizations, this content may be susceptible to copyright infringement.

4. **Limited international reach:** Currently, only the people in Bangladesh can have access to the contents of10 Minute School. This restricts the company's market and income opportunities. To grow, the business must penetrate new markets.

Opportunities

1. **Partner with other businesses to offer bundled services:** To offer a variety of service packages, 10 Minute School could collaborate with other organizations like textbook publishers and test preparation centers. As a result, the company's market share and earnings would both rise.

2. **Raise brand awareness through offline marketing campaigns:** In Bangladesh, 10 Minute School is currently quite popular, but it is less well-known outside of Bangladesh. To increase brand recognition in new markets, the company could spend in offline marketing campaigns.

3. **Leverage technology to improve the learning experience:** Technology has the potential to enhance the educational experience for users of 10 Minute School. For instance, the

business might create individualized learning routes, gamified learning modules, and virtual reality simulations.

Threats

1. **Increased competition from other online educational platforms:** The market for online education is getting more and more cutthroat. Every day, new platforms appear, and those that already exist are always adding new features. It might be challenging for 10 Minute School to keep its market share in light of this.

2. **Economic downturn:** The demand for online education could decrease as a result of a recession or economic decline. The income and profitability of 10 Minute School can suffer as a result.

3. **Technological Obsolescence:** Online education uses cutting-edge technology, which is always changing. If 10 Minute School does not follow the most recent trends, its rivals might overtake it.

3.3 Other competitor analysis of Shikho

Interactive Cares

Both Shikho and Interactive Cares are modern educational systems striving for dominance in the online learning market. Shikho, established in Bangladesh, and Interactive Cares, a company with a presence all over the world, both have as their main objectives the democratization of education and the empowerment of learners. Their geographic specialization and target market, however, set them apart. Shikho focuses on the domestic market and surrounding nations, providing courses in specific languages and content that is suited to local tastes. In contrast, Interactive Cares offers a variety of courses with a worldwide viewpoint and serves a wider international clientele. The emphasis on interactive learning experiences is shared by both platforms, which also use technology to provide knowledge in a more specialized way. Shikho stands out for its emphasis on accessibility and scholarships for marginalized populations, whereas Interactive Cares is exceptional for its extensive course collection and focus on employment skills.

Ostad

Shikho and Ostad are two significant companies in the online education business, each bringing particular advantages and products to the table. Shikho sets itself apart by providing students from all backgrounds with a wide variety of courses in academic disciplines, professional skills, language competency, and exam preparation. An interesting and individualized learning experience is produced by the platform's adaptive learning technology and interactive features. The Ostad platform, on the other hand, portrays itself as a specialized one that focuses largely on technology-related courses, particularly in the IT, programming, and data science disciplines. Ostad takes great satisfaction in the technical depth of its courses and the knowledge of its mentors.

While Shikho's greater range of subjects appeals to a wider audience, Ostad's niche focus caters to students looking for specialized expertise in the computer field. Both platforms have their own loyal user groups. Shikho projects an image of inclusivity and community building in terms of branding and user experience, whereas Ostad projects an image of knowledge and professional development. Shikho and Ostad's market shares, user demographics, pricing structures, content quality, and marketing plans would all be thoroughly analyzed to provide valuable insights for both companies' future growth and development in the cutthroat online education market.

EduHive

In order to engage their target audiences, both platforms use social media and influencer marketing, but Shikho stands out because of its active community-building initiatives and scholarship programs that aid poor students. Shikho and Edu Hive's strengths, shortcomings, and market positions can be compared and contrasted in this competitive environment to get important insights into the dynamics of the online education market and how to best adapt strategies to meet changing student needs.

Sohopathi

Aiming to revolutionize educational opportunities in Bangladesh, Shikho and Shohopathi are two well-known players in the online education space. Shikho places a strong emphasis on accessibility, inclusivity, and a thriving learning community with its wide variety of interactive online courses. Conversely, Shohopathi portrays itself as a cutting-edge platform that provides specialized courses for skill development and job promotion, putting a premium on personal development and useful information. While both platforms strive to democratize education and serve a wide audience, Shohopathi outperforms Shikho in its laser-focused approach to

specialized skill sets and career-oriented courses. Shikho's strengths lay in its vast content offerings and user-friendly interface.

3.4 Business Model Canvas of Shikho

Customer Segments

Shikho's primary customers are students of Bangladesh who can access to online education, including:

- Skill development for youth enthusiasts.
- Freelancers and self-employed individuals.

Value Proposition

Some of Shikho's key value propositions include:

- Convenience: Students can access Shikho's services through their mobile phones, which is easy and convenient to use.
- Accessibility: Shikho's services are available to people across Bangladesh, including those in remote areas who may not have access to school facilities.
- Archive: Shikho uses an app archive for students to learn from recorded class and animated lessons.

Channels

Shikho primarily reaches customers through the following channels:

- Mobile apps: Students can download Nagad's mobile app and use it to access the learning services.
- Facebook Group: Shikho communicates with the students through facebook groups.Thus they have created a community to learn and discuss all the problems with mentor's guidance.
- Tele-sales: Shikho also reaches customers through direct phone calls, including email marketing.Tele-sales team from Jessore and Gulshan work tirelessly to achieve their targets and the result is visible.

Customer Relationships

Shikho's customer relationships are built on quality,innovation and consistency.

The customer care service and the technical team of Shikho are 24/7 providing service and solutions to every problem that is raised by the users. This makes the customers more comfortable with using the Shikho app.

Key Resources

Shikho's key resources include:

Educational Content: A sizable collection of online courses, multimedia resources, and study guides that have been painstakingly compiled to cover a wide range of topics, as well as professional skills, language competency, and exam preparation.

Technology Infrastructure: Servers, cloud platforms, adaptive learning algorithms, and a user-friendly mobile app comprise a robust technological infrastructure that will enable

Qualified Mentors: The learning process is made more effective by committed teachers and coaches who lead live, interactive sessions, offer individualized support, and offer professional guidance.

Financial Resources: Enough funds exist for Shikho to extend its operations and reach a global audience by investing in content development, technology upgrades, marketing, and expansion initiatives.

Collaborations: To expand the selection of offerings and improve the general caliber of content, strategic collaborations with educational institutions, content producers, and industry specialists are formed.

Key Activities

Shikho's key activities include:

- Creating and curating a variety of online courses in a range of academic and professional fields.
- Utilizing adaptive learning technologies to tailor the educational experience to the needs of each individual student.

- Arranging webinars and live interactive sessions with teachers to promote a vibrant learning community.
- Provide individualized help and direction to students via committed teachers and coaches.
- To overcome linguistic obstacles and reach a worldwide audience, offering language competency classes.
- Creating and gathering content in several languages to accommodate students with various linguistic backgrounds.
- Encouraging user participation through peer interactions, discussion boards, and community forums.
- Utilizing data analytics to acquire information on the preferences and behavior of learners for ongoing improvement.
- Offering financial help and scholarships to encourage accessibility and inclusivity in higher education.
- Collaborating with educational institutions, content producers, and business leaders to improve course selection and standard.

Key Partnerships

Educational Institutions: Working with schools, colleges, and universities to promote academic courses and provide supplemental educational resources.

Subject Matter Experts (SMEs):Collaborating with SMEs and veteran teachers to create and curate top-notch content for a range of disciplines and courses.

Community Groups: Working together with community groups to bring education to underprivileged and rural areas would enable students who have little access to resources to become more independent.

E-learning Platforms: Working together to share knowledge, resources, and expertise in order to promote innovation and group growth in the education sector.

Investors:The funding from Goodwater, Sturgeon Capital, and Black Kite Capital—three well-known investors on a global scale—is evidence of Shikho's growth potential. Shikho is already backed by a number of well-known companies on a global scale, including Learn Capital from Silicon Valley and Wavemaker Partners from Singapore.

Cost: Shikho's costs include:

- **Technology costs:** Shikho spends a good amount on developing and maintaining its technology infrastructure.Specifically animations are costly

- **Marketing and advertising costs**: Shikho invests in marketing and advertising to promote its services to potential customers.
- **Human Resources:** Shikho hires qualified employees in every department and caters them with salary and rewards.

3.5 Market segmentation of Shikho

Demographic: The company's target market consists mostly of students aged 12 to 25. Shikho also offers courses for both job seekers and professionals. Their courses are reasonably priced, making them accessible to people of all financial levels. The targeted clientele includes both men and women. Shikho's target audience consists of students, job seekers, and professionals. Shikho's target market comprises students' educational levels, from grade 8 to higher secondary level. Shikho's target market is a large and expanding demographic that is expected to continue to grow in the future. The company appeals to students and job seekers in Bangladesh because of its reasonable prices and variety of courses. Additionally, Shikho's target audience is probably more technologically savvy than the general populace, which is a benefit to the business.

Geographic:Shikho uses geographic segmentation to intentionally appeal to a wide range of learner demographics around the world. The platform acknowledges that there are substantial regional variations in educational requirements, cultural quirks, and preferences. Shikho customizes its training programs and marketing approaches to particular geographical areas with an emphasis on inclusivity and accessibility. Shikho prioritizes the native market from its foundation in Bangladesh, making sure that the content adheres to regional curriculam and academic norms. Shikho also offers language-specific training and pertinent content to adjacent nations with shared cultures. Shikho offers thorough training that is in line with international standards for the English-speaking audience around the world. Shikho tailors its content to resonate with students in different places by utilizing localization tactics, thus enhancing the educational experience.Moreover,Shikho is currently focusing on spreading their geographic footprint on other districts like Comilla and Narsingdi with the first ever hybrid classroom of this country.

Psychographic: Shikho primarily appeals to those who have expressed an interest in online education.Although the services provided by Shikho will be used by the students, the parents will be responsible for covering the costs. They focus their marketing and sales efforts on parents as a result. Since these classes are being held online, students from all over the country can sign up for these courses and get the best quality education from the best educators in the country from the comfort of their home. Shikho targets people who want to learn things in a creative manner rather than the traditional memorizing from books.

Behavioral: Shikho searches for those who have already expressed an interest in online education.These individuals may have already used different platforms for learning or completed online courses. They are more likely to enroll in courses and show interest in Shikho's marketing messaging.

3.6 SWOT Analysis of Shikho

Strengths

1. **Strong team of experienced educators and skilled professionals:** The Shikho team is made up of skilled professionals and educators with extensive expertise in the e-learning sector.The majority of them are from renowned universities such as Dhaka University, SUST, BRAC University, BUP, etc. as well as medical students with experience instructing pupils one-on-one or in groups. As a result of their highly skilled educators and skilled professionals, Shikho has a competitive advantage in terms of the standard of its content and the platform's user interface.

2. **Innovative approach to e-learning:** Shikho is continuously experimenting and seeking for fresh approaches to enhance its students' online learning environments. This entails creating fresh features for its platform, like interactive learning modules and live online tuition. They are the first ones to introduce animated videos as a learning tool.These live classes are interactive, and students can ask questions and get help with problems. The live classes are also a way to ensure that all the important points of a subtopic are covered. Shikho has a team of live teachers who are available to take live classes every

   week. The teachers are selected from renowned coaching centers in and around Dhaka, so that students can get the best teaching experience. The live classes are a way for students to get the essence of coaching centers without having to leave their homes. Recently they have launched "Shikho Biddaloy" which is basically a hybrid school system where they are providing

3. **High Quality Content and Courses:** Shikho's courses are simple and engaging, making them ideal for students of all levels. The courses are designed to be easy to understand, even for complex subjects. They also contain engaging features that keep students interested, such as interactive quizzes and animated illustrations. In addition to being simple and engaging, their courses also encourage critical thinking. The courses are designed to challenge students to think outside the box and come up with their own solutions to problems. This helps students to develop their problem-solving skills and learn how to think critically. As a result of these features, These courses are an effective way for students to learn new material. The courses are easy to understand, engaging, and challenging, making them a great choice for students of all levels.

4. **Good Production Capacity:** Since Shikho's beginning, more than 400 personnel have helped to enhance production capacity. Initially courses took close to half a year to launch,now it takes less than two to three months today. However, because the efficiency explains the company's expansion, this speed is also driving foreign investment.

5. **Offline Presence:** Shikho has a competitive edge of their competitors because they have recently opened up "Shikho Biddaloy" which offers digital learning to the students who might not have access to the internet and other facilities needed for e-learning. They have opened up their campuses in cities like Narshindi, Comilla, Bogra etc. They have provided state of the art facilities in these schools to help ease the learning process for the students.

Weakness

1. **Limited reach outside of Bangladesh:** Shikho's scope is currently confined to Bangladesh. This is a drawback considering how quickly the e-learning business is expanding in other nations**.**

2. **High competition from other e-learning platforms:** Shikho's scope is currently confined to Bangladesh. This is a drawback considering how quickly the e-learning business is expanding in other nations.

3. **Limited content:** Shikho could increase the number of courses it offers on a range of topics to grow its course selection. This can include coursework in subjects like English, History, Bangla and foreign languages that the platform does not already offer. In order to

provide their courses on the platform, Shikho might also collaborate with other academic institutions. A larger range of students would find the platform intriguing as a result.

4. **Price:** Shikho might provide more cost-effective price plans, such yearly or monthly memberships. This would increase the platform's usability for low-paying students. Shikho might also provide discounts to students attending particular universities or colleges. The platform would become more affordable for students who are already paying tuition as a result.

Opportunities

1. **Growing Demand for e-learning:** As more and more students explore online learning opportunities, the demand for e-learning is expanding quickly. Shikho has a great possibility to establish itself as a top provider of online education in Bangladesh due to this.

2. **Expansion into new markets:** Shikho might increase its presence in international markets such as Africa, Southeast Asia, and India. Shikho could expand its market reach and expand as a result.

3. **Development of new services:** Shikho might create new services like online tests, certification courses, and business training. Shikho would be able to diversify its market and draw in new clients as a result of this.

4. **Partnerships with other educational institutions:** Shikho could collaborate with different educational establishments to provide services to its students. Shikho would be able to expand its customer base and develop its business as a result.

Threats

1. **Economic downturn:** Given the current political and economic circumstances, many nations may experience a recession soon. Because of this it would lower customers' purchasing power and result in fewer customers, this would have a severe effect on Shikho's business. Additionally, this can make it difficult to pay salaries. The company might not be able to continue paying workers on a monthly basis if income drops. This can result in salary reductions or personnel layoffs**.**

2. **Strong competitors in the market:** Ten Minute School is a formidable competitor for Shikho. The business has a sizable user base and is a well-known brand. Shikho finds it challenging to expand its customer base and increase market share as a result. Furthermore, Shikho lacks a celebrity spokesperson to assist market its brand. Due to the fact that 10-Minute School was started by a well-known YouTuber, it has a big marketing edge.

3. **New entrants into the e-learning market:** Shikho's business may face competition from new entrants into the e-learning market. These new competitors may provide cutting-edge goods and services that draw students away from Shikho.

3.7 Porter's Five Forces model for Shikho

To analyze the competitive forces within an industry and assess a company's strategic position within that industry,Porter's Five Forces model is an ideal framework.

1. **Threat of New Entrance (Low)**
   - Shikho Technologies works in the online education sector, which frequently necessitates significant expenditures for marketing, content development, and technology.
   - It may be challenging for new competitors to compete successfully given the company's existing user base, rich instructional content, and high brand recognition.
   - Regulations already in place in the online education market could be an entry hurdle.
2. **Bargaining Power of Suppliers (Moderate)**
   - For its technological foundation, content production, and perhaps future collaborations with educational institutions, Shikho Technologies depends on a range of providers.
   - If the company has strategic connections with content providers and technology vendors, it may have some negotiating leverage, although the market may have multiple other suppliers.
   - The bargaining strength of suppliers may be impacted by the availability of technological partners and educational content providers.
3. **Bargaining Power of Buyers (Moderate to High)**
   - Customers in the online education market frequently have a variety of options when choosing platforms and courses.

- To keep and draw in students, Shikho Technologies must consistently concentrate on offering excellent, original content and a user-friendly platform.
- The purchasers' ability to negotiate may be impacted by price sensitivity and the presence of alternatives.

4. **Threat of Substitute Products or Services (Moderate)**
   - There is a mild threat of replacements in the online education sector, encompassing conventional classroom-based education and other online learning platforms.
   - The distinctive value proposition and superiority of Shikho Technologies' products in comparison to competitors determine the scope of the threat.

5. **Competitive Rivalry (High)**
   - The online education market is quite cutthroat, with many firms providing a range of programs and services.
   - Both well-known educational institutions and tech startups, some of which may have significant resources and a large market presence, may be competitors.
   - To be competitive, Shikho Technologies needs to differentiate its products, spend in marketing, and develop constantly.

3.8 PESTEL Analysis of Shikho

1. **Political Factors**
   - **Government Rules**: Shikho Technologies could be impacted by rules set forth by the government in the fields of technology and education. The company's activities may be impacted by changes to rules governing online education, content licensing, and data protection.
   - **Government Assistance**: Shikho Technologies may benefit from government financing and assistance for education and technology efforts, particularly in areas where the government encourages e-learning.

2. **Economic Factors**
   - **Economic Condition:** Economic changes, including recessions or economic growth, might have an impact on prospective students' discretionary money. This may affect the demand for the paid courses and services offered by Shikho Technologies.
   - **Exchange Rates:** If Shikho Technologies conducts business abroad, changes in exchange rates may have an impact on its earnings and expenses.

3. **Social Factors**
   - **Demographic Trends:** The demand for online education services can be impacted by a variety of factors, including the population's age and educational attainment.

- **Changes in learning preferences**: A move toward online and self-paced learning, can present Shikho Technologies with both opportunities and difficulties.
- **Cultural spects**: The market acceptance of the company may be affected by cultural perspectives on education and online platforms.

4. **Technological Factors**
   - Rapid technology advancements may have an impact on how online education is delivered and how competitive Shikho Technologies is. It's important to keep up with technological advancements.
   - Security of user data and platforms must be ensured because breaches can damage user confidence and have negative legal and financial ramifications.

5. **Environmental Factors**
   - **Sustainability**: As environmental awareness rises, Shikho Technologies' infrastructure and data centers may be expected to operate in a more environmentally friendly manner.
   - **Carbon Footprint**: Because of environmental rules and customer expectations, it may be important to evaluate and reduce the carbon footprint of technology infrastructure.

6. **Legal Factors**
   - Shikho Technologies must comply with intellectual property rules, particularly when obtaining licenses to use third parties' instructional content.
   - Data protection and privacy laws, such as the GDPR or CCPA, must be complied with when processing user data.
   - Contractual Obligations: To maintain compliance, contracts with material providers, instructors, and partners must be properly monitored.

3.9 Recommendation

Shikho is one of the fastest growing startups across the border. A very few startups got funds such as Goodwater capital,Sturgeon capital,Black kite capital,Ratio ventures,Sajeda foundation and others.All these guidance makes easy for shikho to spread their wings freely. Shikho can afford any sort of solution for tech problems. As I have been able to work closely with each of the teams, I got an essence of the potential of this edtech company.Thus here are some recommendations according to my experience in Shikho.

1. **Localization for a Broader Bangladeshi Audience:**Think about concentrating on content localization to meet the unique requirements of Bangladeshi students. Accessibility can be considerably improved by providing content in local languages, including Bengali.
2. **Incorporate Organic and Visually Engaging Elements:**Look into including visual elements, movies, and the beauty of nature in your marketing materials. This strategy can increase the audience's interest in and engagement with the information.
3. **Focus on Rural Areas with TVC Campaigns:**It is crucial to establish trust and remove geographic restrictions in schooling. To promote your platform and guarantee a wider reach, work with instructors and mentors from different districts, such as Chittagong, Rangpur, Comilla, and others.
4. **Personalized Marketing Messages**:Reaching a larger audience by focusing TVCs on rural areas can be a successful strategy. This strategy supports your objective of enrolling 100k students by the third quarter.
5. **Continuous Monitoring and Adaptation:**Make sure to target particular demographics, such as age, gender, and interest groups, with your marketing communications. Different subgroups of your target audience may respond to this personalisation more favorably.
6. **Simple and Straightforward Communication:**To improve your marketing methods, keep a close eye on your development and solicit feedback. Knowing what works and what doesn't can help you improve your campaigns and make the required modifications.

Shikho should communicate in a simple, straightforward manner. This will make sure that their intended audience is aware of what Shikho is providing and the benefits of using the platform.

3.10 Conclusion

In conclusion, the study discovers that Shikho has a generally favorable brand perception among the market, with many of them considering it to be dependable, trustworthy, and handy. Due to its learning method and student welfare process, people are increasingly choosing the Shikho over other options.

The report also identifies a number of areas where Shikho may make improvements to further boost its customer acquisition and market capture.These suggestions include enhancing their visual beautification, broadening their service offerings, enhancing customer service, and boosting brand recognition through focused advertising initiatives. Shikho has the potential to lead the edtech industry with the largest student community across the country.

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