Internship Report On

"Influence of Digital and Traditional Sales Marketing Strategies on Purchase Decision-Making in the IT Industry"

By

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Student ID: 19304071

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
October 2023

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 have acknowledged all main sources of help.

Student's Full Name & Signature:

Nigar Sultana

Nigar Sultana
Student ID: 19304071

Supervisor's Full Name & Signature:

Ummul Wara Adrita
Senior Lecturer, BRAC Business School
BRAC University

Letter of Transmittal

October 16, 2023

Ummul Wara Adrita

Senior Lecturer , BRAC Business School

BRAC University

66 Mohakhali, Dhaka-1212

Subject: Submission of Internship Report

Dear Madam,

I am writing to formally submit my internship report as part of the requirements for completing my BBA program at BRAC University. It was an incredible privilege to have the opportunity to complete an internship at Unico IT Limited and research the impact of traditional and digital sales marketing strategies on the IT industry's purchasing process.

During my internship at Unico IT Limited, I had the pleasure of working under the direction of a helpful and experienced supervisor. The whole team was very helpful, and I used all the skills and information I have learned in my BBA program to the best of my ability. I have followed their directions carefully and am ready to explain any inconsistencies in my report.

I appreciate your assistance and advice during my internship and my academic career.

Sincerely yours,

Nigar Sultana

ID: 19304071

BRAC Business School

BRAC University

Date: October 16, 2023

Non-Disclosure Agreement

This agreement is between Unico IT Limited and BRAC University student me. I have permission to use data for my paper "Impact of Digital and Traditional Sales Marketing Strategies on Purchase Decision-Making in the IT Industry." I will only utilize this data in my report and presentation.
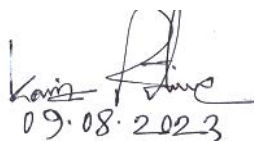
In my report, I have included important information about Unico IT Limited, as well as data that was authorized and directed by my organizational supervisor. My organization's authority has approved the use of all materials in my report.

As part of the course requirements, it is understood that I must deliver an in-depth presentation about the project, which may involve revealing information about the company to an audience that has not agreed to maintain confidentiality. I have however protected that any confidential information pertaining to Unico IT Limited has been excluded. It is important to note that any changes to this agreement must be made in writing and signed by both parties.

Title of Report: "Influence of Digital and Traditional Sales Marketing Strategies on Purchase Decision-Making in the IT Industry"

Name of Company: Unico IT Limited

Supervisor Name: Kaniz Fatema

09.08.2023

Address: House 136/4A, Road 36, Gulshan-2, Dhaka

Name of the Student: Nigar Sultana

Acknowledgement

I want to begin by expressing my profound gratitude to the divine for granting me the patience and strength to successfully finish this report. I extend my heartfelt thanks to my organization, "Unico IT Limited," and my on-site supervisor, Kaniz Fatema, for granting me the opportunity to work and offering guidance throughout my internship, which has been a valuable learning experience that I can build my career upon. I consider myself fortunate to have had a positive work environment with supportive colleagues who have contributed to my personal growth.

I would like to convey my sincere appreciation to my supervisor, Ummul Wara Adrita, not only for her unwavering support and supervision but also for her patience in guiding me through the completion of this report. My academic faculty has provided precise and clear suggestions and directions, which have enabled me to put a great deal of effort into completing this report successfully. Collaborating with Ma'am on this report is incredibly satisfying for me, as it marks the culmination of my bachelor's degree journey, and I couldn't be happier that Ummul Wara Adrita was my mentor to appropriately mark this significant milestone.

Lastly, but most importantly, I want to acknowledge the crucial roles played by my parents and friends in helping me complete my undergraduate degree. I have observed the sacrifices they made, especially during the pandemic, to support my education financially and provide necessary resources. I am grateful to them each day.

Executive Summary

The foundation of this report is the knowledge I gained during my three-month apprenticeship at Unico IT Limited, a IT company dealing in the development of software solutions for organizations. This report is divided into three chapters in which I explore the organization, its marketing strategies, and the results of our primary research to determine the most effective approach for our business. In the section that follows, the objectives for composing this report are enumerated, along with a discussion of the learning experiences and resulting constraints. In addition, I provide a detailed company history and overview to help the reader comprehend Unico IT Limited's history, objectives, and vision. I used both primary and secondary sources to assemble this information.

Conducting a comprehensive SWOT analysis, I then analyzed a variety of internal and external factors that could affect Unico IT Limited's operations. I also discussed my personal development during my tenure at Unico IT Limited and how it contributed to my skill development. In addition, I investigated the company's unique marketing requirements and how marketing strategies can affect the purchasing procedure. Understanding the sales market, generating sales practically, and applying academic concepts in this context were important goals during my tenure at Unico IT Limited. The concluding section of the report includes conclusions, recommendations, and findings, as well as concepts that support my discoveries.

In conclusion, my internship at Unico IT Limited was both pleasurable and useful. I consider myself fortunate to have been a part of such a welcoming and supportive team, which encouraged a pleasant working environment in this new environment. I view this experience as a significant stepping stone in my future professional career.

Keywords: Unico IT Limited; Software solutions; Marketing strategies; SWOT analysis; Personal development; Internship experience

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List of Acronyms

SEO	Search Engine Optimization
SMEs	Small & Medium Enterprises
SWOT	Strength Weakness Opportunity Threat
SMM	Social Media Marketing
OM	Operations Management
HR	Human Resources
KPIs	Key Performance Indicators
CRM	Customer Relationship Management
CFO	Chief Finance Officer
CTO	Chief Technical Officer

Chapter 1 : Overview of Internship

1.1. Student Information

I am Nigar Sultana, bearing the student identity number 19304071, and I am presently enrolled as a student at BRAC Business School (BBS), pursuing a Bachelor of Business Administration (BBA) degree at BRAC University. I started my undergraduate journey in BRAC University, and I hope to graduate in 2023 with a major in Marketing and a minor in Human Resource Management (HRM).

1.2. Internship Information

1.2.1 Period, Company, Department and Address

Period of the Internship: The duration of my internship was three months, or 90 days, started on May 7, 2023 and ended on July 31, 2023.

Company Name: Unico IT Limited provided the chance to complete my internship requirements. Unico IT Limited is an excellent choice for an internship program since it has helped me improve both personally and professionally throughout my time there.

Department: I have been granted acceptance for an internship within the Sales & Marketing Department of Unico IT Limited. Given my academic background in Marketing, it is the most suitable practical field for me to pursue a career in. Therefore, I was confident in my ability to effectively apply theoretical concepts to my practical work, as well as to explore new strategies for success in the field of Promotion, Selling, Product Management and Market Research, which belongs within the responsibilities of the Marketing Department.

Address: I worked at the head office of Unico IT Limited. Located at the top of Gulshan-2 in Dhaka. The details address is Road-34, Domino Tower, 4th Floor, Gulshan-2, Dhaka-1212, Bangladesh.

1.2.2 Internship Company Supervisor's Information: Name and Position

Name: Kaniz Fatema
Position: Senior Marketing Executive
Department: Sales & Marketing

1.2.3 Job Scope & Job Responsibilities

During my tenure as a Marketing Executive Intern at Unico IT Limited, I was assigned with several responsibilities by my supervisor. I mostly contributed to several promotions and campaigns, providing me the opportunity to participate in a diverse range of tasks and projects, while developing practical experience in areas such as social media management, content generation, data analysis, and campaign improvement. Moreover, I extended my support to other team members as needed in carrying out their daily responsibilities. Furthermore, I often collaborated with other departments to enhance the overall efficiency of the workflow.

The job responsibilities that I have been assigned to carry out is stated below:

- **Customer Database Management:** Responsible for collecting and analyzing customer data, segmenting audiences, and monitoring campaign effectiveness through the CRM system.

- **Competitor Analysis and Trend Identification:** Analyzing competitors and identifying industry trends in order to inform marketing strategies while collecting consumer insights.

- **Marketing Collateral Creation:** Designing brochures and presentations, customizing content for individual customers, and maintaining marketing materials.

- **Social Media Management:** Creating and scheduling engaging social media content, staying updated on trends, and handling brand-related interactions.

- **Collaboration with Cross-functional Teams:** Facilitating collaboration between marketing, design, content, and sales teams, providing design feedback, and learning about web development and graphics design.

- **Administrative Tasks:** Assisting in meeting coordination, recording meeting minutes, and focusing on details for effective outcomes.

- **Campaign Handling:** Planning and executing social media campaigns, engaging with the audience, and contributing to post-campaign analysis.

1.3 Internship Outcomes

1.3.1 My Contributions towards the Company

Working as an intern in the Sales and Marketing Department at Unico IT Limited was a great experience that helped me grow as a professional. Although I was only an intern, I was given significant duties to do while I was working at the company, which motivated me. Because my supervisor believed in my skills, I had the chance to prove myself. The way Unico IT Limited does business makes its employees feel deeply respected and valued. Team members are more likely to go above and beyond their normal duties in this setting, not because they have to, but because they care about the company's success and want it to succeed.

I have been grateful for everything that I was able to do during my Internship. I was constantly looking at competitors and finding industry trends to help build our marketing plans, all while learning useful things about customers. On the other hand, I helped set up and conduct meetings, carefully writing down minutes, and paying close attention to details to make sure things went properly. Moreover, I was in charge of making and scheduling interesting posts for social media, keeping up with the latest trends, and handling exchanges that involved the company's brand. I also helped the marketing, design, content, and sales teams work together by giving feedback on design elements and learning more about web development and graphics design. Besides what I did during the job, I also carried to Unico IT Limited a lot of knowledge I had gained during my four years of learning at BRAC University. Even though the things I did may not have been extremely significant, I think that Unico IT Limited has been essential to my professional growth and has helped me get ready for my future work objectives.

1.3.2 Benefits to the Student

During my tenure as a Marketing Executive Intern at a IT company, I went through a time when I needed to grow as a person. At first, I worked on getting better at using technology in a number of digital marketing-related areas. As well as tools for handling social media, this had platforms for data and content management, advertising platforms, and content management systems. Learning these technological skills has not only helped me do my marketing tasks more effectively, but it has also made me more knowledgeable about technology in general.

In addition, working in a fast-paced and shifting place of employment helped me become more flexible and better at solving problems. I quickly learned how to adjust to changing goals, deal with unexpected problems, and come up with creative ways to complete projects. Being flexible also made me feel more at ease when I was faced with doubt and confusion, which are common in the field of digital marketing.

As part of my personal growth, I also worked on improving my teamwork and communication skills. During my time as an intern, I worked closely with many different team members and clients, such as project managers, illustrators, and writers. I learned how to work well with people from different departments by focusing on good conversation and working together. This made it possible for me to work with the team as a whole to reach our common goals. This experience has made it easier for me to connect with others by constantly listening, giving and getting feedback, and building good working relationships.

As I learned something about digital marketing and did some of it, I felt more sure in my skills. As a result, I became more involved in projects and took on more responsibility within them. The praise and compliments I got for my work made me feel even better about my abilities, and they motivated me to keep improving.

Lastly, my position taught me how to make good use of my time and develop a strong work attitude. Organizing and being disciplined were important for juggling many projects and making goals. Putting things in order of importance and making good use of the time I had helped me become more effective and efficient.

1.3.3 Problems/ Difficulties (Faced during the internship period)

During the time I worked in Unico IT Limited, I encountered a number of challenges. At first, the fast-paced nature of the company was a lot to handle, and it was hard to get used to it. To keep up with things like trends, technology, and methods that changed so quickly, I had to keep learning new things and learn them quickly. Another hard thing for me was learning how to use the many digital marketing platforms and tools in the best way possible. Some of these were platforms for ads, advertising platforms, and tools for handling social media. It takes time and practice to get good at these tools and how to study them.

Moreover, it was hard for me to make digital media content that was entertaining and essential. Over the course of my work, I had to learn how to write attractive copies, make content that pulled people in, and make sure that everything was SEO-friendly. It had to be done with a lot of creativity, research, and the ability to think logically.

Another area where things went challenging was the ability to work together and speak clearly. In order to work together, we needed to coordinate our efforts with many different people, such as project managers, designers, and content writers. Effective contact and sharing of feedback at the right time were necessary for the effort to go off without a hitch. Also, it was hard to understand and make sense of the data. The ability to understand metrics and analytics so that I could judge the success of marketing efforts and make decisions based on facts was a skill I needed to learn through experience and advice. It might be hard to keep track of time and figure out which tasks should come first when there is a lot of pressure in the surroundings. I had to be organized and flexible in order to handle many jobs, due dates, and tasks at once.

Although there were a few challenges, my position gave me a lot of chances to learn, which helped me get better at marketing and gain experience in the field.

1.3.4 Recommendations

Working at Unico IT Limited provided an exceptional career opportunity. While Unico IT Limited provides students with a valuable learning experience, there are several areas in which the overall internship programme might be improved.

- **Required Comprehensive Training:** It is a good idea to have a planned training programme in place at the beginning of the internship to teach interns about the digital marketing tools, platforms, and processes that the company uses. Because of this, it will be easier for interns to get used to their new roles and make useful additions to current projects.

- **Employing Numerous People on Every Project:** Having more people to a project may help it move faster and rely on more ideas, which could lead to more sources of information and tracking. A project may also benefit from having more people working on it, which may help in finding more ideas.

- **Facilitate Professional Development Chances to Succeed:** Help interns get the professional growth opportunities they need to achieve. Give them access to any relevant training materials, webinars, industry conferences, or workshops that could help them learn more about digital marketing. Giving interns the chance to do things like these shows that the company cares about their professional growth and wants them to become better employees.

- **Make networking opportunities available:** Make plans to attend events for business networking or to meet employees from different departments within the company. This will give interns the chance to grow their professional networks, learn about different jobs, and maybe even look into future job opportunities within the company.

- **Increasing the Project's Scope:** In the marketing field, client satisfaction is the most important factor. It is important to study the customer journey well because it will be helpful to figure out the rate of customer satisfaction.

Chapter 2 : Organization Part

2.1 Introduction

This chapter will show how my company analyzes and evaluates its operations. The marketing, management, and financial processes of the company will also be discussed as much as possible based on the information I have gathered and been given.

In 2019, Unico IT Limited embarked on its journey in Bangladesh as a subsidiary of NJN International Limited, a global company operating in five regions. Their motto, "We are the brand builders for tomorrow," reflects their pride in working with various businesses and industries across Bangladesh, fostering valuable relationships that contribute to their continuous growth and service enhancement. Unico IT Limited specializes in digital marketing, applying technology to promote products and services through various platforms, including the internet and mobile devices. The company offers a range of services including software development, web design and development, search engine optimisation (SEO), social media management (SMM), graphics design, and content marketing. These services are aimed at providing advanced digital solutions, user-friendly online experiences, boosted internet visibility, and persuasive content that promotes business growth and increases brand recognition. The company places a high importance on developing long-lasting and mutually beneficial relationships with its clients. They acknowledge the changing nature of digital marketing, as consumers increasingly depend on digital devices and online platforms to fulfill their requirements.

2.2 Overview of the Company

Unico IT Limited is a leading name in the digital marketing and software development market in Bangladesh. It was founded in 2019 as a division of NJN International Limited. Unico IT Limited's objective is to stay on the frontier of technology and provide innovative solutions. To do this, it has been building strong partnerships with a wide range of companies and businesses, which has helped it grow constantly and provide excellent service.

Unico IT Limited uses the latest technology to sell products and services on the internet, mobile phones, and other digital platforms. They are professionals in software development and digital marketing. Their wide range of services involves developing software, designing and building websites, search engine optimisation (SEO), social media management (SMM), graphics design, and content marketing. These services have been carefully planned out to provide modern digital solutions, easy-to-use online experiences, higher internet contact, and strong material that helps businesses grow and builds brand recognition. The fact that Unico IT Limited wants to build long-lasting relationships with clients that are good for both sides shows how committed they are to success. They are very aware of how software development and digital marketing is changing because they know that people are relying more and more on technology and online channels to meet their needs. Unico IT Limited is committed to building lasting relationships with clients in a digital world that is always changing.

Figure 2.1 : Unico IT Limited Logo [13]

2.2.1 Vision

Unico IT Limited's vision is to be one of the most successful IT firms in Bangladesh by 2025, known for providing excellent software development and digital marketing services that help businesses grow and succeed.

2.2.2 Mission

- **Innovation through Technology Leadership:** Their goal is to always be on the front lines of technology, using the newest tools and methods to give their clients new solutions that help them succeed.
- **Team Development and Well-Being:** They are committed to creating a positive work atmosphere that helps team members grow personally and professionally, because they know that this is key to the team's success.
- **Business Partnership:** Unico IT Limited wants to build strong, long-lasting relationships with enterprises so that they can work together to reach their common goals and objectives.
- **Global Enrichment:** They want to maximize their global reach and increase their influence and effect in the field of software development & digital marketing.

Unico IT Limited's goal is to help businesses meet their software development & digital marketing goals by giving them results-driven solutions that are specially made for each client. The company effectively uses modern technology and marketing strategies to promote growth and achievement, continually providing outstanding service and tangible results that exceed the expectations of the clients.

2.2.3 Services Offered by the Company

Digital marketing is using technology to get people to buy things or use services. It means ads on digital sites like the Internet, phones, and other gadgets. The idea of "digital marketing" grew and changed in the 1990s and 2000s, changing the way businesses and brands use technology in their marketing. As people depend on digital gadgets and the internet more and more, digital marketing has become more popular and more successful than traditional marketing. Here is a brief description of Unico IT Limited's services in the below:

- **Software Development**: This approach transforms complex ideas into tangible and innovative digital solutions.

- **Web Designer & Development**: It helps make online experiences that are attractive in appearance, easy to use, and provide people strength.

- **Search Engine Optimization (SEO):** Through website content and structure optimization, it raises the website's visibility on the internet and brings in larger numbers of users.

- **Social Media Management (SMM):** By managing social media platforms well, businesses can get greater visibility, keep customers engaged, and build important relationships.

- **Graphics Design:** It takes ideas and turns them into designs that are attractive and compelling, which connect and get their point across.

- **Content Marketing:** Strategically creating and distributing unique and relevant material to draw in, interest, and keep target groups, leading to business growth and brand recognition.

2.3 Management Practices

Unico IT Limited has implemented an efficient organizational structure to provide smooth everyday operations. Each individual inside the organization is responsible for their designated department and is subject to supervision by their respective supervisors. These supervisors regularly monitor the activities of their subordinates and ensure that each employee has clearly defined and visible responsibilities. The workflow of Unico IT Limited is designed to provide a comprehensive understanding of how tasks are structured and progressed within the organization. The workflow is outlined as follows:
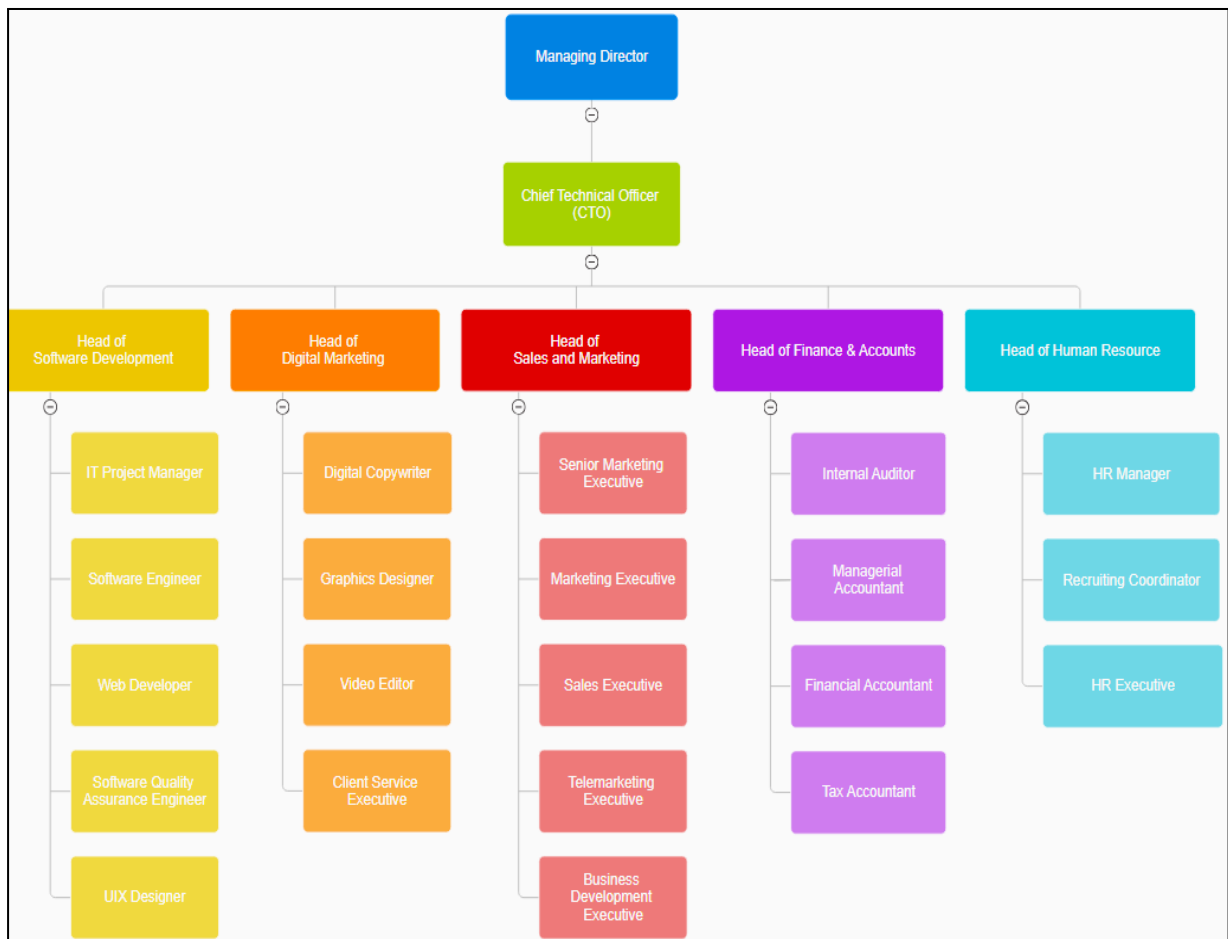

Figure 2.2: Organogram of Unico IT Limited

2.4 Marketing Practices

Unico IT Limited is a startup that began running in 2019. Unico IT Limited already works with a lot of well-known companies, such as Headman Academy, Enchanted, 3D Homes Limited, Asset Development, Amjad International, Fakir Fashion, and more. They mainly use traditional marketing methods to get in touch with their customers. Their salespeople meet with possible customers. Sales people used to do first-hand study on a client and then go show them a demo of their software. If the customer liked it, they would meet with them again to buy the software.

In addition, Unico IT Limited's CTO believes that it's better to meet clients in person when working in software. Building trust, communicating clearly, and getting along well with buyers and customers are all helped by it. The CTO also wants to grow the business in digital ways when they get more money. People use the internet more these days, so salespeople have an edge in initial research sales if customers already know them and can remember our brand name. This will make the company's marketing plans better by using both approaches together.

2.4.1 Marketing Strategy

Unico IT Limited, a top startup, has put in place its own marketing plans to stay competitive and gain a large part of the market over time. The 4Ps concept is used in this part to describe Unico IT Limited's marketing strategies.

Figure 2.3: The 4p's of Marketing [14]

1. **Products:** To be more specific, the marketing mix products are being promoted. Things like quality, packaging, style, and name are what we mean when we talk about the product. As we work on the product, we need to make sure that it meets the needs of our market. In other words, do the people we want to sell it to want or need it? It's also important to talk about the life cycle, which includes the stages of growth, development, and sales decline. We will be able to win this part by giving our target group better products than our competitors.

There are many types of customers that Unico IT Limited serves, and the company lets those customers buy many different kinds of IT goods. Unico IT Limited markets its platform through many means, such as its website, ads on social media sites, Google AdSense, and more. Unico IT Limited gives its customers a wide range of goods. Clients can easily find the services they want on the website because it was made that way.

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2.   **Price:** When it comes to marketing, price is very important because it determines whether a company makes money or not. The price has to be higher than what it costs to make. As the IT industry in Bangladesh has grown recently, fresh sites have come online with ridiculously low prices, and many customers fell for it. This caused one of the biggest IT scams in the country, and many people ran away with a lot of customer money, causing people to lose a lot of money.

Unico IT Limited, on the other hand, has never made unrealistic business plans or done anything else illegal. It instead focused on giving people the best experience by giving them the best service and the lowest price. Throughout the year, it also sends out fair price offers that give clients something to look forward to. Because of this, Unico IT Limited is now one of the best startups and its customers are very satisfied.

3.   **Place:** Place is an important part of the marketing mix because it affects how widely and clearly products can be seen by potential consumers. One can't talk about places without talking about the target group first. For this part, it is essential to have a deep understanding of the target character. Once the technique of fully understanding the target audience has been learned, the best ways to get the product to them will be found.

While Unico IT offers an online purchasing experience, it also maintains offices and delivery times to make sure clients are always happy. It has three main offices in Dhaka and more than ten smaller offices. Unico IT Limited works not only in Dhaka but also in the surrounding areas; it has about 12 addresses all over the world. Today, Unico IT has over 400 full-time and temporary employees working in a variety of roles to provide clients with the best service possible.

4.   **Promotion:** In the marketing mix, the parts of the ad mix are the who, what, and how. The idea behind the marketing mix is to get more people to know about and buy a brand. Unico IT's success has limited to do with each other and is mostly focused on internet marketing through their Facebook page, LinkedIn, and email marketing. Unico IT made a website that is easy for a lot of people to use and is simple. They execute several things to build strong relationships with clients. Over the years, different newspaper sections have been written about them. They also have a way to sell to people, and professionals are paid for the part of the request that they put through their record to help customers. No matter what the reason is, their Facebook page now has a huge number of assignments.

2.4.2 Clients of Unico IT Limited

The company is currently working with some great clients, such as "The Enchanted", "Limda Host", "Spice Kitchen", "Ortafox", "3D Homes Limited" and "Akashbari Holidays". These brands work with Unico IT Limited to improve their customer categories and grow their online businesses.

Figure 2.4: Client's of Unico IT Limited

2.5 Financial Performance and Accounting Practices

● **Financial Performance:** The finance and accounting department's work is very important to Unico IT Limited's business. HQ is where the department's duties are carried out. From this area, everything that has to do with accounting and finances is monitored and responsible. There are private limited companies like Unico It Limited that don't want to share financial information or specific departmental duties. I tried to give the most complete explanation of the process I could with what information I had at hand.

Since 2019, Md. Omar Faruk Shakil has been Unico IT Limited's Chief Finance Officer and has been a major asset to the company. Whenever the team has a funds issue, he is in charge of fixing it. He is also in charge of making budgets every year, which the whole company generally follows for the whole financial year. Any financial deals or plans are only carried out or put into action after getting permission and help from the CFO. The CFO must also talk to the area CFO about important financial problems that affect the company not only in Bangladesh but all over the world. He also suggests ways for the company to make money in the long term, like how to create more while spending less. The CFO keeps accurate records of all financial transactions and only allows them to take place after he gives his approval. In this way, enough communication is kept up.

● **Accounting Practices:** The accounting team at Unico IT Limited is in charge of all business and deals that involve funds. They need to keep documents for all of their businesses. Accounting staff are in charge of keeping the company's funds safe and tracking it. To keep these accounts in good standing, they need to stay in touch with the Human Resources, Digital Marketing, Software Development, and Marketing departments at all times.

Different employees are in charge of putting together financial records and looking over the data they collect. The people who work in accounting also have to record and make daily bank payments. Also, they have to keep an eye on all of their different bank accounts all the time. They also need to keep their account information up to date so that they can pay back loans, deal with interest and other fees, and receive money from sales. To put it another way, the accounts department is in charge of all financial matters and reports to the CFO.

There are two ways that the accounting department handles settling bills. A total of two people work in the accounting area to carry out these duties. Some workers pay with cash and keep records, while others use checks and keep records. After keeping track of these activities, they all send them to the accounting department. That's how the business and accounting staff works every day.

2.6 Operation Management and Information System Practices

● **Operation Management:** According to Adam Hayes, operations management (OM) is the control of a company's business processes so that they are as efficient as possible. Its goal is to make the most money for an organization by turning materials and work into goods and services as quickly and efficiently as possible (2022). Computerized data systems are what Unico IT Limited uses to make development tasks more efficient. It's also possible to place orders, handle bills, and get paid by customers and vendors using these platforms. Using databases is an important component of most connections with clients. On the website, when a client makes an order the information systems record the transaction, track it, and send the data to the right places.

- **Information System Practices:** Information systems are the study of how people and groups use networks of software and hardware to gather, sort, analyze, make, and share data (Prebooks, 2012).

A number of technologies are used by the company to keep track of and handle its finances and accounting. Because of business privacy concerns, I will not be able to say what software it is. Still, Microsoft Excel is still a popular programme for making records and keeping track of data. Aside from that, Microsoft Excel is used to keep track of and analyze recorded financial information. Businesses may be able to simplify their processes and work better with accounting tools. All accounting and finance tasks will be linked, which will make things easier to keep track of and manage.

It was already mentioned that Unico IT Limited has strict policies about financial information and doesn't share it with anyone. The financial records are still confidential, which makes it hard to get an accurate overview of this company. The company is doing well financially, though, which lets them grow their business both locally and around the world. An IT company from Malaysia called Rikkeisoft has invested in Unico IT Limited because of its success. This has helped Rikkeisoft keep entering the South Asian market and has also helped Unico IT Limited make significant investments. As a result, the company's total financial situation could be called satisfactory.

2.7 Industry and Competitive Analysis

IT companies often focus their online branding strategy, which includes activities such as software development, web development, search engine optimisation (SEO), social media management, graphics design, and content marketing. Each of these strategies aims to promote brand awareness among potential clients at various phases of the purchase process.

One of the main problems is that companies, especially small and medium-sized ones (SMEs), do not know how to use technology well. A lot of businesses still do not fully understand the benefits of website development, digital marketing and how it can help them reach their target audience.

Another problem is that there aren't any standards or guidelines for the business. Due to the large number of software development and digital marketing companies that offer their services, it can be hard for companies to tell which ones they can trust and which ones might not have their best interests at consideration.

There are a lot more software development and digital marketing companies now than there were a few years ago. To really understand how an industry works, it's necessary to do analysis using Porter's five forces model. Michael Porter made a model that looks at a business or market from five important points of view. By looking at these factors, we can figure out if an investment in specialized markets would be profitable and figure out how profitable the sector as a whole is. Focusing on limit markets might not be a good long-term plan if the industry is open to outside impacts.
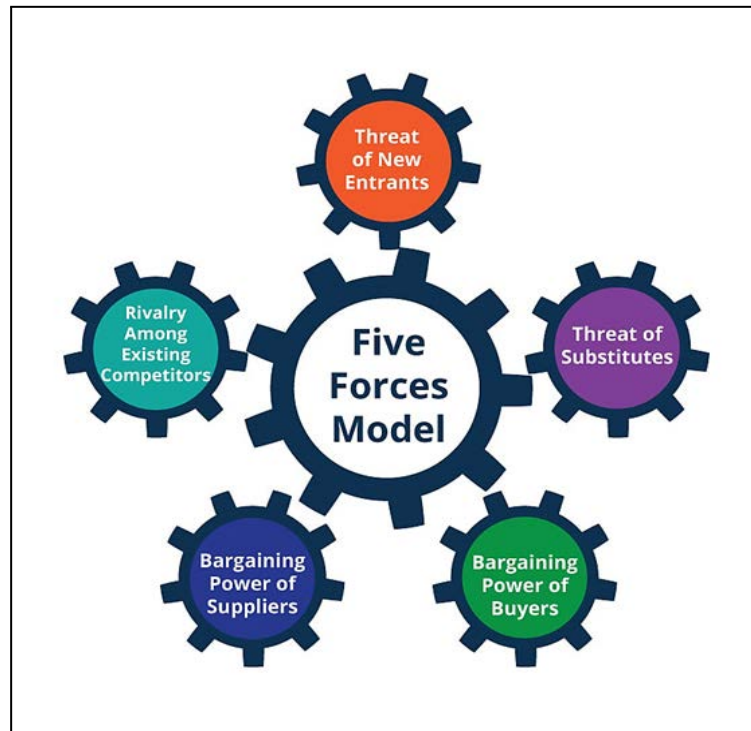
2.7.1 Porter's Five Forces Analysis

Figure 2.5: Porter's five forces model [15]

1.   Threat of New Entrants:

For an IT company, new companies entering the same market and causing problems and risks are called "new entrants' threats." The following things make it hard for new people to get into Bangladesh's digital marketing industry:

a)   Economies of scale: These allow IT companies that have been around for a while to spread their costs across a larger customer base and run more efficiently. New rivals might find it hard to get the same economies of scale, which would make prices go up for customers and profits go down.

b)   Improvements in technology: Technology is what drives the IT industry, and new improvements may make it easier for people to get started. New businesses might use new technologies and methods to quickly compete with well-known companies.

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c) Access to talent and knowledge: The appearance of people who are skilled at digital marketing may bring in fresh talent. If there are a lot of skilled people available in the market, new companies may quickly put together skilled teams and offer services that are competitive.

d) Disruptive business models: New companies may come in with new ideas that are different from the usual ways that established IT companies do things. This could change what people want and how the market works.

e) Branding and Reputation: IT companies that have been around for a while usually have well-known names and a reputation that has developed over time. It might be hard for new companies to build trust and dependability in the market, which makes it harder for them to get customers to migrate from current competitors.

2. Bargaining Power of Buyers : Some of the things that can change the power of the bargaining situation are the number of buyers, how sensitive they are to price, and how easy it is to use other marketing tactics. Customers in Bangladesh are very price conscious, which is something that needs to be thought about. If customers are good at negotiating, it may be hard for digital marketing companies to set prices and make money.

3. Bargaining Power of Suppliers : In the IT industry, strong supplier power could affect costs and profits. Higher input costs, less negotiating power for digital marketing companies, and maybe even lower profits can happen as a result. IT companies could fight supplier impact by getting more suppliers, improving their own skills, looking for options, and encouraging vendors to bid against each other.

4. **Threat of Substitute :** Competitors that offer similar efficiency, lower costs, or better ease of use can damage the position of IT firms by giving businesses more choices about how to spend their marketing funds and resources. IT companies must always come up with new ideas, show off their unique value offering, and follow new trends in order to stay current and stay ahead of the competition.

5. **Competitive Rivalry :** In a very competitive market, IT companies should focus on setting themselves apart, building strong connections with customers, offering great value, keeping an eye on market trends, and consistently investing in new ideas. To stay ahead of the competition, companies need to be flexible, focus on the customer, and know how the market works inside and out.

2.7.2 SWOT Analysis

SWOT Analysis, which stands for "strengths, weaknesses, opportunities, and threats," is a way for companies to compare how well they're doing to their competitors. This is a SWOT analysis of Unico IT Limited to figure out how it stands up against its competitors and look at its strengths, flaws, chances, and threats in terms of the things it does in its industry.

I looked at the organization's activities and its basic processes during this internship. I also looked at Unico IT Limited's picture based on how customers experienced it. We need to think about both the areas of weakness and the risks when we look at market trends. Because every business has to constantly look at its weaknesses and try to get better than its competitors.

Figure 2.6: SWOT Analysis [16]

1.   **Strength:**

●   The organizational ownership structure

●   The organization possesses a robust foundation of regulatory capital.

●   The cost-to-income ratio with the lowest value.

●   Minimizing the extent of command and control restrictions.

●   There is a sustained emphasis on the concept of financial inclusion.

●   The continuous management of reputation and brand.

●   An enjoyable and satisfying client experience.

●   The organization has a profound cultural inclination towards innovation in its products and services.

●   Continuous personnel training, both on and off the work, and ongoing financial assistance for technological advances.

2.   Weakness:

●   Due to a lot of business loans from the bank, there is a concentration risk.

●   It is advisable to reduce the hazards associated with regional and industry concentration by diversification.

●   The occurrence of competition among companies operating within the same industry.

●   The company concept and development require ongoing efforts towards improvement.

●   It is essential to establish and sustain continuous communication with our regulatory authorities.

●   Know about changes to the rules and be ready for when they are put into implementation.

●   Enhancing the liability framework for limited partnership business.

3.   Opportunities:

●   An increase in both experience and brand value as a direct result of the company's continued expansion.

●   Improve the level of engagement with customers for sector-based services.

●   A significant quantity of knowledgeable human resources.

●   Grow the client base through ethical business practices.

●   The implementation of modern technological advancements.

4.   Threats:

●   The information technology industry is vulnerable to the existence of cybersecurity risks. As a direct result of this, Unico IT Limited is working to improve its IT infrastructure.

●   There is a lot of competition in the industry right now because there are so many new companies opening their doors. The company has decided to invest in the highest possible performance from its personnel in order to solve this problem.

●   Concentrated efforts on improving customer service by reducing the time it takes to close loans for borrowers who are eligible.

●   The company is able to reduce the possible effect of regulatory issues by taking prompt communication and action.

2.8 Summary and Conclusions

Unico IT Limited provides internship opportunities with the goal of encouraging students to gain practical experience within the IT sector. Interns will have the opportunity to collaborate with experienced professionals and participate in many activities, including project management, market research, data analysis, and documentation. In addition, participants will be provided with the chance to acquire knowledge regarding testing techniques, programming languages, and software development methodologies. Interns are actively encouraged to make valuable contributions and actively engage in collaborative brainstorming sessions, since their efforts have a direct influence on the overall achievements of Unico IT Limited. This internship offers a range of useful skills and experiences that have the potential to significantly improve future career possibilities within the IT industry.

2.9 Recommendations

As an intern at IT Business Unico IT Limited, I provide five brief suggestions that focus on promoting the growth and advancement of teammates inside the organization:

- **Participate in training and development programs:** Unico IT Limited offers activities for training and development to its employees. Ask everyone on the staff to sign up for these training sessions so that everyone can learn more.

- **Take part in team-building exercises:** These allow individuals to talk to each other and work together better, build community, and make the workplace a healthier place to be. Get all of the employees to attend these events put on by the company.

- **Take charge of projects:** Promote a culture of initiative among every employee by promoting their involvement in duties that extend outside their designated roles, therefore motivating them to independently undertake initiatives. This facilitates individuals in acquiring novel skills and gaining diverse experiences across multiple fields.

- **Request comments for improvement:** Requesting feedback from clients and superiors is one of the most effective strategies for advancement. Encourage the clients to provide feedback on their performance so that they can use it to hone their abilities and knowledge.

- **Encourage teamwork:** Encourage a culture of collective effort among employees, urging them to actively engage in the exchange of ideas, information, and skills with their team members. This facilitates the development of new concepts and builds a positive organizational environment.

Chapter 3 : Project Part

3.1. Introduction

In the fast-paced software industry of today's day, companies are in constant competition to attract the attention of possible customers. Digital technologies have significantly altered how businesses sell software. The rise of digital sales by non-professionals, as opposed to just sales teams, is a significant development. This has facilitated software purchase for customers.

Small software companies, such as Unico IT Limited, frequently have limited marketing funds. Consequently, they frequently rely on old-fashioned sales techniques in which an individual speaks directly with the consumer. Especially when the majority of local consumers are unaware of the company's products, this strategy is effective. However, digital marketing has a significant advantage. It can reach a much larger audience and facilitate customer access to information about the company and its products. Consequently, the choice between traditional and digital marketing is based on the company's circumstances.

Some variables are crucial for influencing the buying choices of customers in the context of sales. These include establishing good relationships between the vendor and the customer, offering valuable products, making sure the software is high quality, and providing great customer service after the sale.

In this constantly developing business environment, software companies must carefully consider their marketing strategies and adapt them to their specific requirements and target audiences.

3.1.1 Literature Review

This analysis requires us to assist us in determining which sales strategy is most effective and how customers make purchasing decisions. It additionally includes determining the most effective software sales strategies. In the past, numerous researchers analyzed these topics in an effort to understand marketing strategies and how individuals make purchasing decisions. Online purchasing has been significantly boosted by digital marketing. Customers can use the Internet to compare prices without visiting multiple stores or relying on newspaper advertisements. The internet facilitates people's ability to seek for and locate the desired information.

Traditional marketing strategies include a range of physical elements, including business cards, advertisements in newspapers or magazines, posters, broadcast commercials, billboards, and brochures. Moreover, conventional marketing frequently integrates digital technologies in order to generate brand visibility, advertise items or services, and showcase logos. Measuring the efficacy of traditional marketing can be challenging, analogous to throwing objects against a wall and praying they stick. Moreover, for many small enterprises, investing in media advertising can be prohibitively expensive. This is exacerbated by the need to employ outside help for activities such as printing and media positioning, which increases overall marketing costs (Taherdoost & Jalaliyoon, 2014). Modern consumer behavior, in contrast, favors online purchases for the sake of expediency. On social media platforms, consumers are inclined to share their experiences and provide product or service evaluations, which traditional media cannot facilitate. Customers are more likely to encounter advertisements on social media platforms than on traditional channels such as television and magazines (Nazimsha & Rajeswari, 2017).

Since consumers spend more time online and on social media, traditional marketing may not be the best way to reach and influence this audience about a brand's products or services. For small businesses, traditional media advertising is expensive, so they turn to digital marketing.

The Institute of Digital Marketing defines digital marketing as using technology to generate integrated, targeted, and quantifiable communication that strengthens consumer connections (Wymbs, 2011). Kent Wertime and Jan Frenwick emphasize the necessity of placing ads where customers are, especially in the digital era when people spend more time online (Bizhanova et al., 2019). Social media allows marketers to interact with customers in their social circles and build relationships (Kelly, Kerr, & Drennan, 2010). With fast growth, the internet has become a critical marketplace for information-based items including periodicals, books, and software (Albuquerque et al., 2012). Digital marketing has many advantages over traditional marketing, including better ROI, cost-effective customer acquisition, flexibility, accessibility for businesses of all sizes, and direct consumer relationships (Taherdoost & Jalaliyoon, 2014). Digital marketing includes email, websites, social media, SEO, SEM, and more.

According to Raluca Dania (2016), the case for combining inbound and outbound marketing strategies is compelling. This hybrid strategy offers several benefits, with inbound marketing providing cost-effectiveness, access to a potentially limitless audience, and platform adaptability. Outbound marketing, whether online or offline, can deliver quicker results and help establish a higher level of trust with clients, thereby guaranteeing long-term viability.

Digital sales marketing has proven to be immensely beneficial in India. It facilitates simple connections with consumers, provides access to a vast client base via a single platform, and addresses concerns regarding sustainability. M. Bala and D. Varma noted in 2018 that India has catalyzed a major transition towards digitalization.

Prior to the introduction of COVID-19, face-to-face interactions were crucial to the purchasing process. However, the pandemic has brought about irreversible changes to this landscape, forcing other sales channels such as phone calls and virtual meetings to supplant in-person meetings in an effort to reduce superfluous travel by sales teams (Vanninen, 2022). Virtual sales, as defined by Gartner, comprise real-time and non-real-time communications between remote salespeople and customers. This method of online retail sales falls within this category. As noted by Anderson et al. (2021), businesses were increasingly incorporating digital channels for customer interactions even before the pandemic, with customers undertaking online product research prior to engaging with salespeople. McKinsey's 1999 historical perspective reveals that one hundred software companies confronted market challenges, particularly in the areas of product internationalization, sales and marketing, compensation, and stock options (J. Hoch, K. Lin and Muller, 2000). In conclusion, the pandemic has accelerated the already-increasing transition towards digital sales channels. According to research conducted by McKinsey in 1999, software industry challenges have persevered over the years.

3.1.2 Objectives

Broad Objective

The main objective of this research is to determine the most effective sales marketing strategy for influencing customer's purchase decisions and to determine which technique shows more potential within the IT business.

Specific Objectives

- To fully understand and assess different sales and marketing methods.
- To show how important sales and marketing are in the IT business.
- To find out which sales and marketing strategies have the most impact on buyers' purchase decision process.

3.1.3 Significance

Digital sales marketing and traditional sales marketing play vital roles in influencing the purchase decision process within the IT industry. This internship report will analyze in depth the significance of these two marketing strategies.

Digital Sales Marketing:

A relatively modern strategy, digital sales marketing leverages online platforms to promote IT products. It employs digital seals to assure prospective purchasers of the authenticity, security, and quality of these IT products. These digital sales serve as endorsements, instilling consumers with confidence in the reliability and validity of the software they intend to purchase.

Digital sales marketing has a significant impact on the purchasing process within the IT industry. By applying digital seals, it is possible to build customers' trust and confidence, thereby increasing software product sales. Digital marketing also allows IT companies to reach a larger audience, as it is accessible to anyone with an internet connection.

Traditional Sales Marketing:

On IT products, traditional sales marketing uses visible seals and certifications. These seals assure prospective customers that the IT products are authentic, secure, and of high quality.

Traditional sales marketing also plays a significant role in determining the decision-making process within the IT industry. The presence of physical seals and certifications can increase consumer trust and confidence, resulting in increased IT product sales. In addition, it accommodates consumers who prefer physical purchases, thereby expanding the software developers' market.

In a world where consumer behaviors change all the time, IT companies need to use the best of both traditional and digital marketing to gain customers' trust and sell as many products as possible. The success of software marketing efforts depends on how adaptable and flexible the software is. In the IT industry, both traditional and digital sales marketing have a significant impact on the purchasing decision process. Utilizing marketing strategies that provide customers with assurance and promote their trust increases the possibility of software product sales.

In order to reach out to a range of consumers and increase product sales, IT companies should employ both digital and traditional marketing strategies.

3.2 Methodology

Data Sources: The data for this report will be sourced from both primary and secondary sources.

Primary Data: The primary data will come from the branch where I'm currently working.

Secondary Data: Secondary data will be gathered from online sources and various publications.

Data Collection Techniques: To compile the necessary information for this report, I will employ a combination of data collection techniques.

1. **Questions and Surveys:** I will give questions to clients and people in the different companies to get useful information.

2. Observations: First-hand knowledge and information will be gained through direct views.

3. Publications: Publications, paperwork, and records that are important will be looked at to find relevant information.

Sampling Technique: The chosen sampling technique will be descriptive in nature and will utilize probability sampling methods to guarantee a comprehensive and balanced selection of data sources.

3.3 Findings & Analysis

This section will include all of the information that came from the first-hand study. The data received through Google Forms will be analyzed and shown visually so that the results can be understood well.

1. Corporate or Organizational Affiliation of Respondents:

In the first question, we asked what our clients' companies were called. This was done to make sure there was no confusion about the different kinds of company reviews and where they came from. As a result of answering this initial question, we are provided with the names of each company.
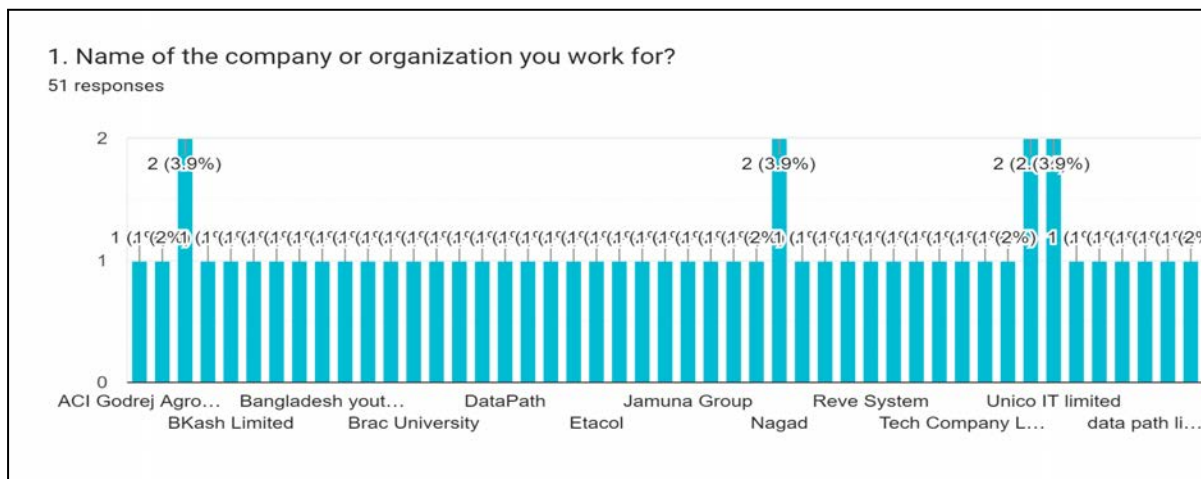
Figure 3.1: Name of the company or organization you work for?

2. Variety of Companies Represented by Respondents in Employment:

In this section, we inquired about the nature of the companies, as we are a software-centric company that offers growth-supporting solutions. This query was asked to help in understanding the following queries.
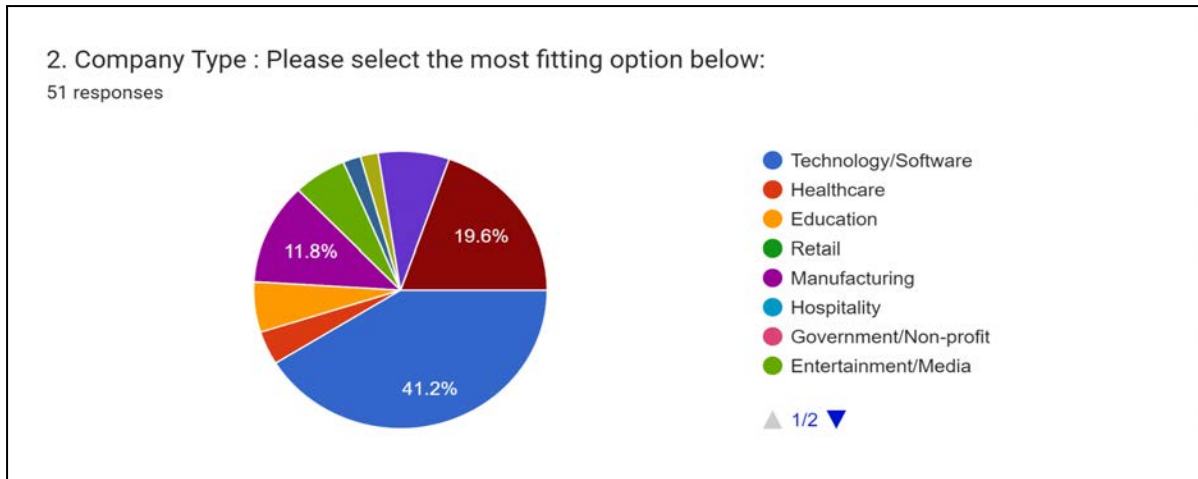
Figure 3.2: Company Type

3. Call Center Software's Proficiency in Meeting Medium and Large Enterprise Needs:

With this question, we wanted to find out if call center software is better for medium-sized or large companies. The answers put light on this topic, with 62.7% of responses saying that our software does work well for medium to large-sized companies. 15.7% of people, on the other hand, think that it is not the best choice for businesses like these. Also, 21.6% of those who answered said that it could possibly work for them.
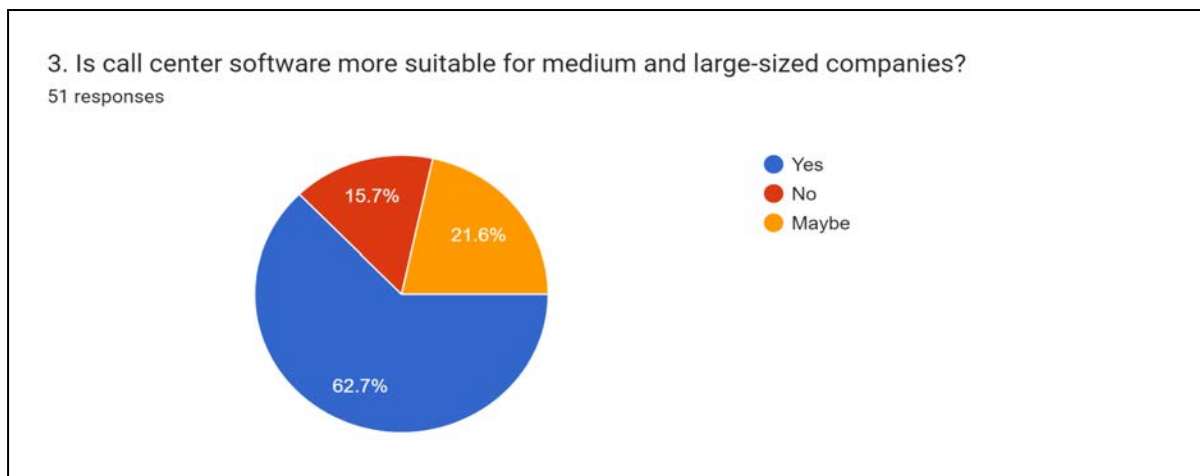
Figure 3.3: Is call center software more suitable for medium and large-sized companies?

4. Preferred Methods of Engagement and Interaction with Sellers:

The presented chart provides insights into the preferred modes of communication among respondents. Notably, 35.3% of people said that meeting us in person is their top choice for getting in touch with us. Next, 19.6% of clients prefer to talk to their customers over the phone, and 17.6% prefer social media platforms. Also, 11.8% of the people who answered like to talk through video chat, and 9.8% like to use email. It's interesting that no one said they would rather talk to us through chat or instant message.
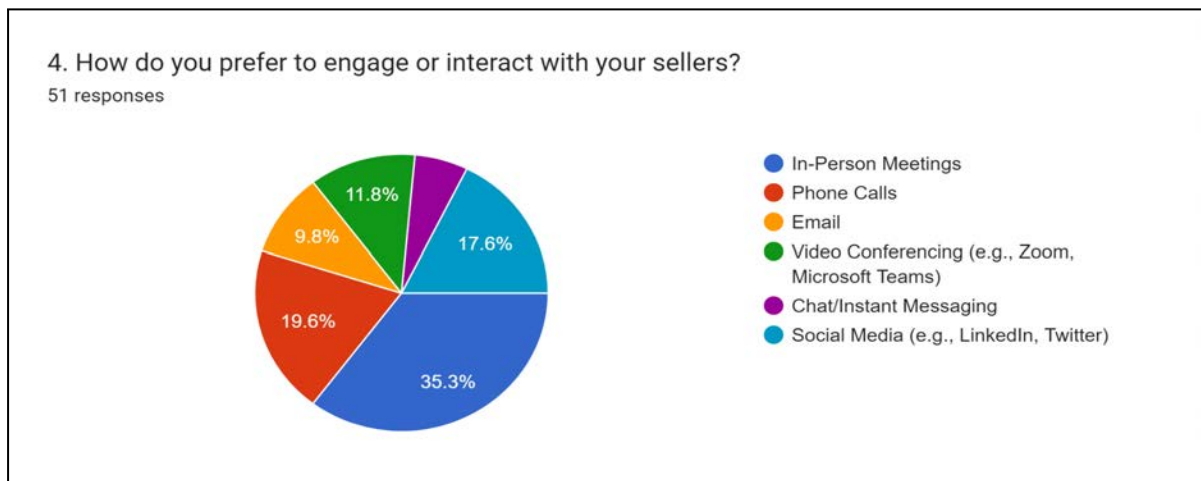
Figure 3.4: How do you prefer to engage or interact with your sellers?

5. Preferred Sales and Marketing Strategies Beyond the Traditional and Digital Approaches:

In response to our inquiry about their preferred sales and marketing strategies, 78.4% of our clients indicated a desire to investigate alternative approaches beyond traditional and digital marketing, indicating a strong preference for other sales marketing strategies. In contrast, 21.6% of respondents indicated a preference for using traditional and digital sales marketing methods exclusively.
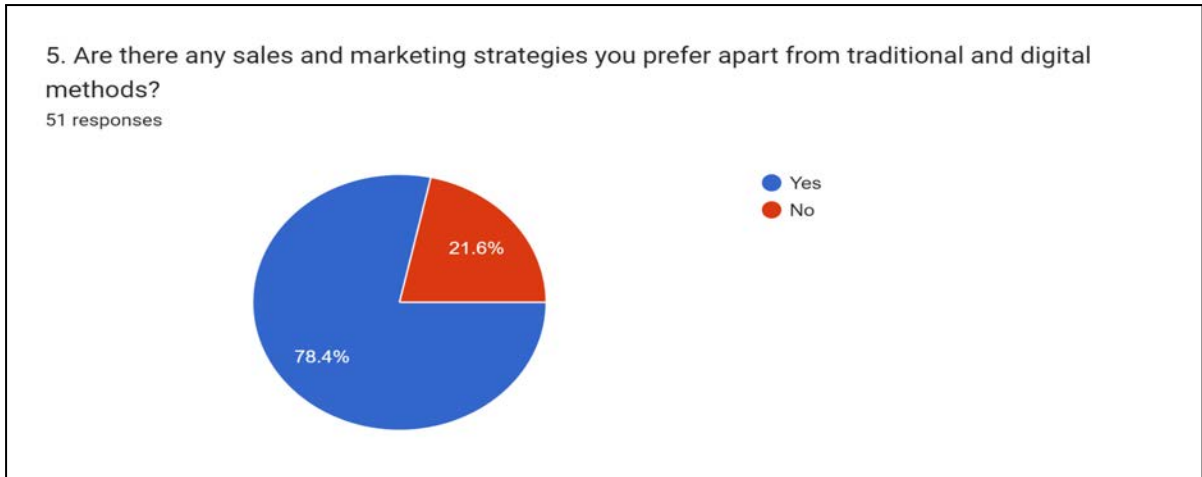
Figure 3.5: Are there any sales and marketing strategies you prefer apart from traditional and digital methods?

6. Digital Marketing Techniques Preferred for Software Purchases:

In the next inquiry, people were asked about the digital marketing methods they liked best when purchasing software. The data showed that 33.3% of clients said they would rather see ads on social media sites like Facebook than on other sites. After that, 17.6% of people said they liked Search Engine Advertising (like Google Ads), and 15.7% said they liked Email Marketing Campaigns. Also, 13.7% of clients said that they liked content marketing, and 9.8% said that they liked short video ads on different platforms.
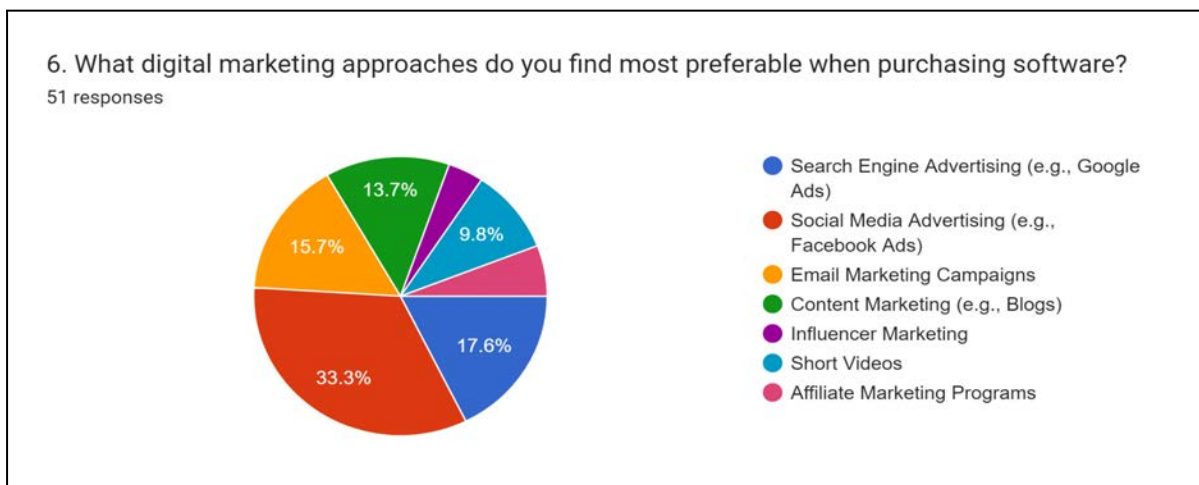

Figure 3.6: What digital marketing approaches do you find most preferable when purchasing software?

7. Perceptions of Customers Regarding Current Sales and Marketing Approaches:

In response to the question about how our clients feel about our current sales and marketing system, the results show that most people are pretty happy with it. In particular, 66.7% of our clients said that they were happy with the sales and marketing method that our company uses. On the other hand, the data in the pie chart shows that a significant 15.7% of clients reported to us they were unsatisfied with our current sales services. Also, 17.6% of those who answered "maybe" when asked how happy they were with our sales and marketing strategy.
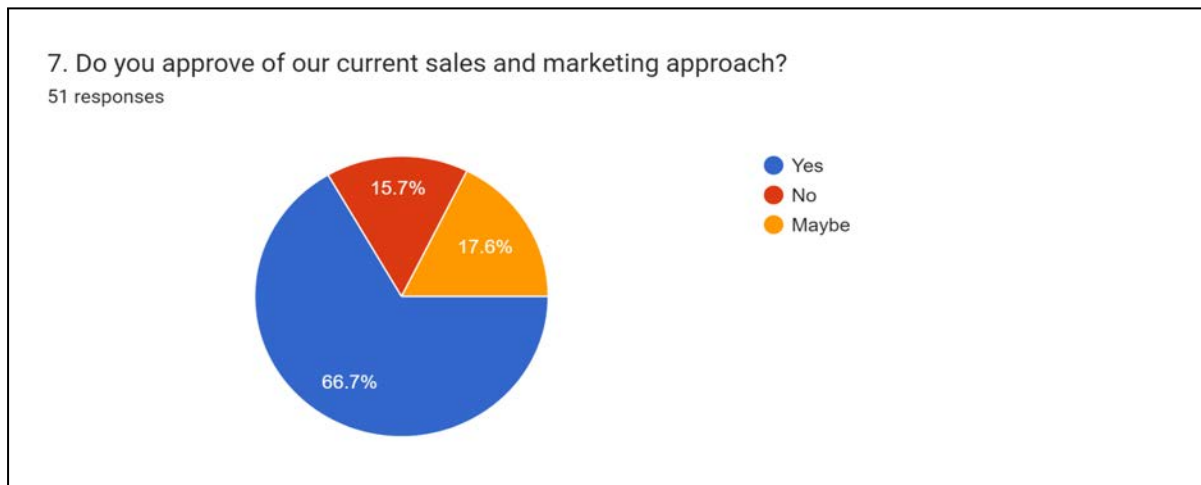

Figure 3.7: Do you approve of our current sales and marketing approach?

8. Preferred Traditional Sales and Marketing Methods:

In the pie chart, we can see that individuals have different ideas about how standard sales and marketing methods should work. Notably, 35.3% of people say that print ads (like those in newspapers and magazines) are their favorite classic marketing method. 31.4% of clients say that trade shows and fairs are their second favorite way to find a business. Both billboards and outdoor advertising got 21.6% of the votes, making them the third most popular pick. Lastly, 9.8% of respondents say they prefer cold calling, while only 2% say they prefer regular sales marketing through social media platforms.
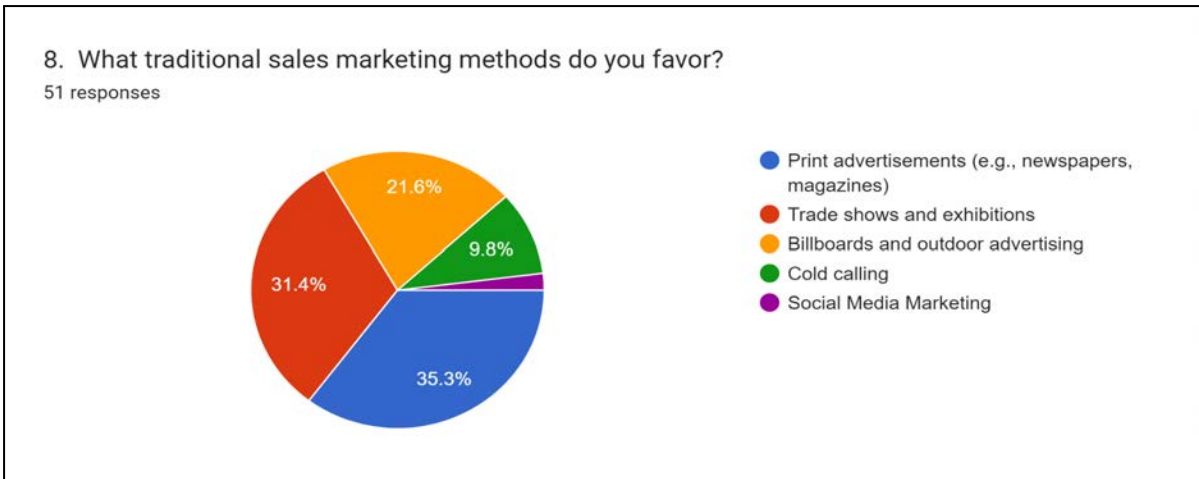
Figure 3.8: What traditional sales marketing methods do you favor?

9. Post-Purchase Service Expectations from Our Company:

In this question, we asked for comments on the services that our customers expect to need after their purchase. The results of this survey show that 49% of those who answered said they wanted a guarantee and full product support. Also, 19.6% of respondents were interested in repair and maintenance services after the purchase, and 21.6% said they needed professional support and help fixing problems. Also, 9.8% of the customers who purchased software from our company chose training tools or user guides as their chosen post-purchase service.
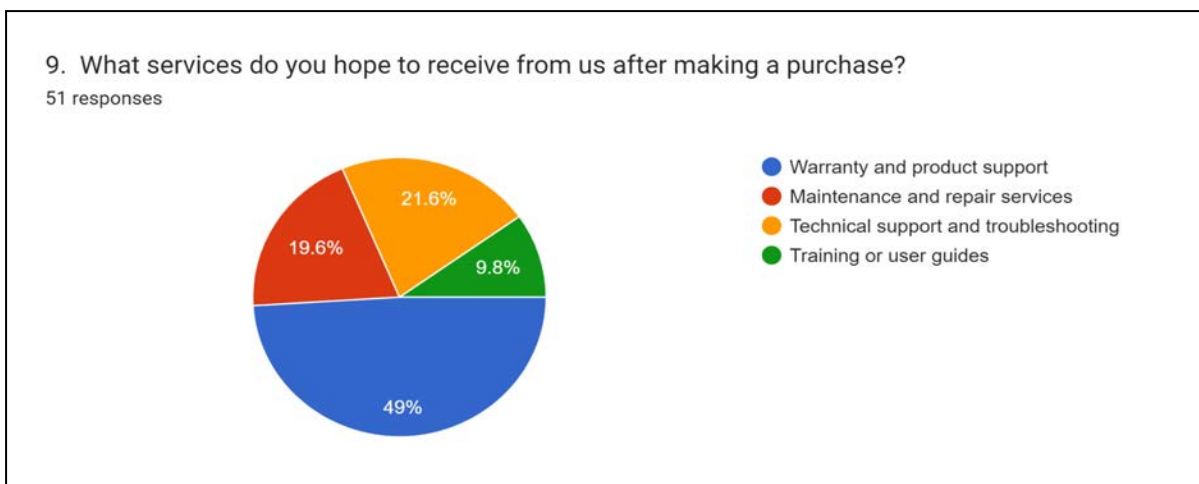

Figure 3.9: What services do you hope to receive from us after making a purchase?

10. Analyzing the Impact of Sales and Marketing on Consumer Purchasing Decisions:

The presented pie chart illustrates the results of the survey analyzing the impact of sales and marketing methods on customer purchasing decision-making. The data presented shows that 49% of the participants in the survey claim that these techniques have a significant impact, while 25.5% of the respondents recognize only a small amount of effect. In addition, it was found that 15.7% of the participants expressed a moderate level of effect, while 9.8% of the respondents stated that sales and marketing methods have no impact on their purchasing decisions.
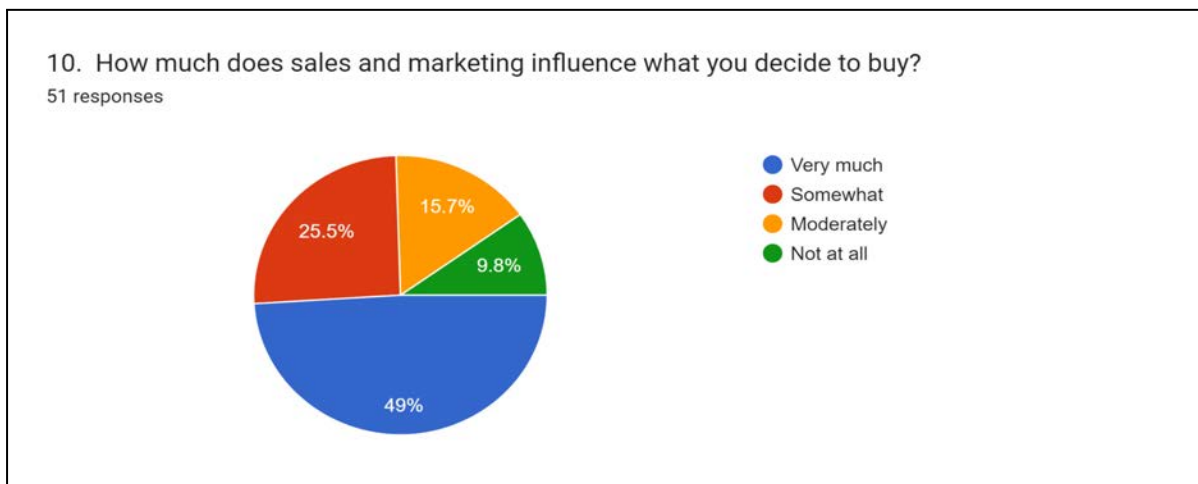

Figure 3.10: How much does sales and marketing influence what you decide to buy?

11. Exploring the Potential Benefits of Combining Traditional and Digital Marketing Techniques for Our Company:

In this part, we conducted an inquiry with our clients to assess the potential effectiveness of using a combined approach that incorporates both traditional and digital sales and marketing methods. The results indicate that a majority of respondents, specifically 76.5%, are of the opinion that implementing a combined approach will lead to positive results for our company. In contrast, a notable proportion of participants, specifically 19.6%, have expressed concerns over the efficacy of the subject under consideration.

In addition, a small proportion of participants, making up 3.9% of the study, express uncertainty or indecision in relation to this strategic decision.
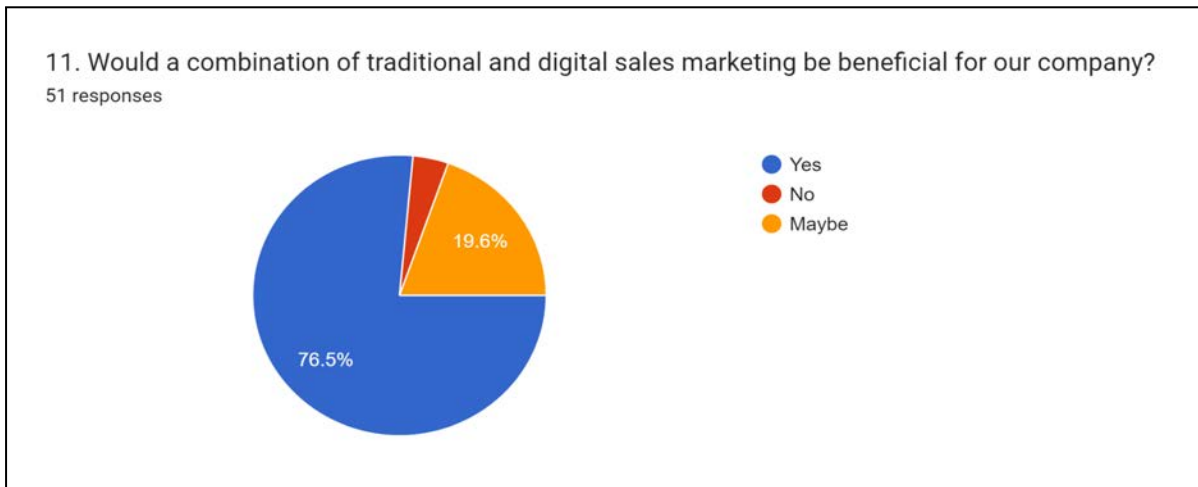

Figure 3.11: Would a combination of traditional and digital sales marketing be beneficial for our company?

12. Recommended Methods of Communication after Purchase:

In this part we tried to find out how people would like to be reached after a purchase, 39.2% of people said that they would prefer to be contacted by email. The phone was the best way to get in touch for 25.5% of the users. Also, 13.7% of the people who responded said they would rather talk online, while 11.8% said they would rather chat. Lastly, 9.8% of the survey's users said that they preferred to talk to the company in person after making a purchase.
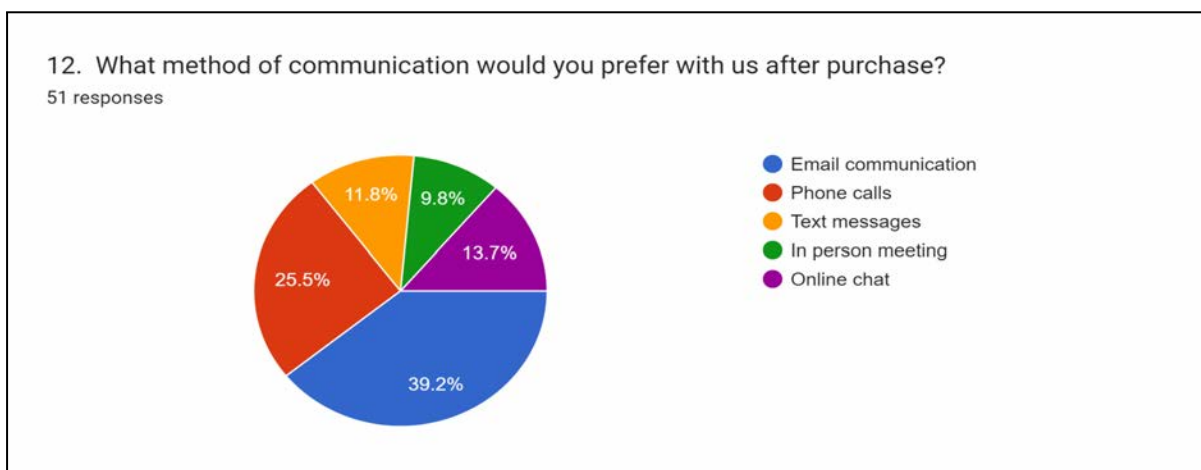

Figure 3.12: What method of communication would you prefer with us after purchase?

13. Evaluating the Efficiency of Our Customer-Focused Sales and Marketing Strategy:

In response to our question about customer satisfaction with our customer-centric sales and marketing strategy, it was revealed that 86.3% of our clients were happy with our approach. In contrast, 13.7% of our clientele expressed dissatisfaction with our customer-focused sales and marketing strategy.

Figure 3.13: Do you find our customer-focused sales marketing strategy satisfactory?

14. Adding Value or Prompting Action Through Particular Sales Strategies:

In the analysis of the second last question, it was determined that 78.4% of our clients have a preference towards call-to-action sales strategies, whereas 21.6% have expressed a lack of interest in sales strategies based on either adding value or prompting action.
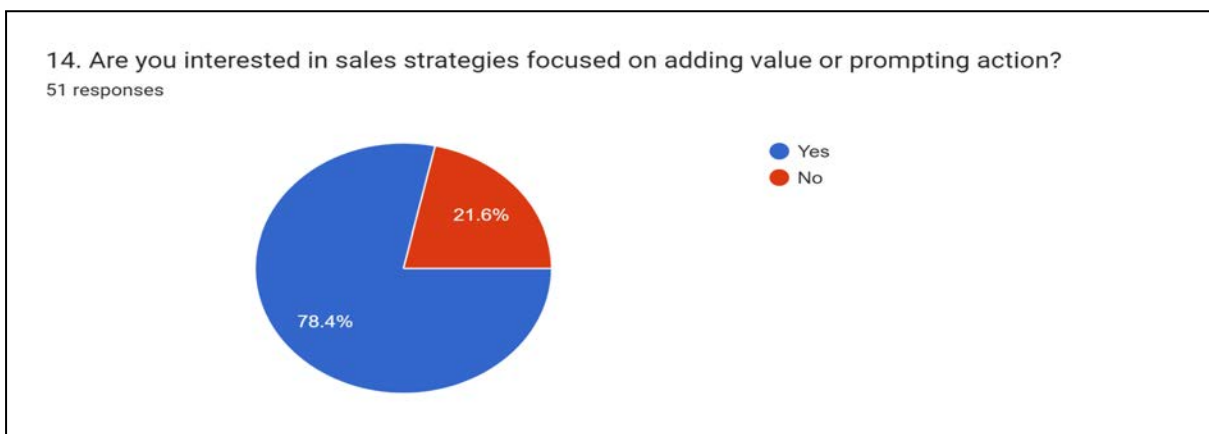

Figure 3.14: Are you interested in sales strategies focused on adding value or prompting action?

15. Preferred Marketing Strategy Combination:

The final question gives an overview of the responses to our company's marketing strategy survey. Notably, 60.8% of participants chose the combination of both strategies, highlighting the need of combining traditional and digital marketing strategies. Meanwhile, 23.5% choose digital techniques entirely, demonstrating the importance of internet platforms. In contrast, 15.7% solely use conventional means, demonstrating the long-lasting significance of traditional advertising approaches. Surprisingly, no respondents indicated confusion about their selection, indicating a clear and explicit feeling among those questioned. These findings highlight the diversity of our customer's viewpoints, highlighting the importance of a flexible and adaptive marketing strategy that incorporates both traditional and digital strategies.

Figure 3.15: When it comes to our company's marketing strategy, which combination do you believe would be most effective?

3.4 Findings

The main objective of this research is to determine the most effective sales marketing approach for the software business and evaluate its influence on the decision-making behavior of customers.

Based on the findings of our research, it is clear that our client demonstrates a strong preference towards a sales style that focuses on interpersonal interactions. Additionally, the customer shows an intense preference towards the integration of traditional and digital strategies in the field of sales and marketing.

The findings from our primary research reveal various characteristics of digital and traditional sales strategies that are both preferred and relied upon by customers. The most effective technique for achieving success in the software business is dependent upon the integration of these two approaches. The survey findings clearly indicate that sales marketing holds significant importance in this particular area. Buyers are influenced by the combined effect of in-person experiences, which develop confidence and assurance, and modern digital sales techniques such as social media marketing, engaging content, and short videos.

3.5 Summary and Conclusion

In summary, the knowledge acquired during my internship at Unico IT Limited was valuable in the analysis of the customer experience and identification of opportunities for improving the conversion channel for the company's client. As a result of my professional responsibilities, I have acquired a deeper awareness of the need of developing the client experience and implementing strategies that improve the conversion process.

After doing an in-depth assessment of the effects of modern digital sales and traditional sales marketing on the decision-making process of the IT business, it becomes evident that both channels have substantial influence over customers' decisions. Digital sales provide customers with a range of benefits, including more flexibility, immediate support, and a wide selection of choices, thereby enhancing their overall purchasing experience.

In contrast, traditional sales strategies, such as participating in trade exhibitions and dealing directly with representatives, provide clients with the chance to develop a personal connection with the manufacturer and establish a foundation of confidence.

In order to optimize their reach and enhance their efficacy in acquiring potential customers, enterprises working within the software industry should have a comprehensive strategy which includes traditional and digital sales techniques within their marketing skills. This involves more than just convenience; it refers to the establishment of a continuous and dynamic client experience that capitalizes on the advantages offered by both sales approaches. Moreover, it is important to highlight the importance of post-sale client service and its potential to have an important impact on customer retention and recommendations within the software business.

3.6 Recommendation and Implication

Recommendations and Implications from Survey Analysis:

- **Hybrid Sales Marketing Approach:** According to our analysis of the survey information, it is recommended to implement a sales marketing strategy that utilizes both traditional and digital methods.

- **Customized Marketing Methods:** It is essential to use the marketing channels that have been identified as preferred in the research. This includes the use of traditional approaches such as print advertisements, trade exhibitions, and billboards, in addition to digital mediums such as social media advertising.

- **Maintaining a Person-Centric Focus:** In consideration of the existing tendency for face-to-face interaction, it is essential to emphasize marketing strategies that center around the individual in the development of our strategy.

- **Prioritize After-Sales Services:** It is important to understand the significance of focusing after-sales services. The offering of high-quality follow-up support has a chance to significantly enhance the level of client satisfaction and promote customer loyalty.

- **Responsible Marketing:** Acknowledge that customers believe sales and marketing strategies affect their purchasing decisions. So, it is important to approach marketing strategies carefully and with an understanding of how they might affect things.

- **Regular Strategy Evaluation:** Constantly analyze and adapt marketing strategies in response to shifting customer needs and industry dynamics. To remain successful, one company must be aware of new developments in both traditional and digital marketing.

- **Invest in Customer Relationship Management:** Need to develop robust customer relationship management (CRM) systems to enhance personalized interactions and modify marketing efforts to meet the specific requirements of each customer.

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