Internship report

Direct marketing: challenges and prospects from an experience study

On

Direct marketing: challenges and prospects from an experience On Dot com systems

Submitted To:

Mr. Md. Tamzidul Islam

Assistant Professor, Brac Business School

Submitted by:

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BBS Department

Submission Date: 3 /12/2015

To

Mr. Md. Tamzidul Islam

Assistant Professor (Internship Supervisor)

BRAC Business School

BRAC University

Subject: Submission of Internship Report

Dear Sir,

It gives me enormous pleasure to submit the internship report on direct marketing: Its challenges and prospects an experience study from Dot com systems Ltd as per your instruction. I expect this report to be informative as well as comprehensive.

Working in Dot com system Limited was an inspiring experience for me. I feel the immense knowledge and experience will facilitate me a lot in my future career life. With my limited knowledge, I have tried my level best to prepare the report worthwhile.

Your acceptance and appreciation would surely inspire me. For any further explanations about the report, I will be gladly available to clarify the ins and outs.

Sincerely Yours

SaimaSharmin

ID – 09204067

BBS Department

ACKNOWLEDGEMENT

I have completed my internship in Dot com system Limited at Dhanmondi from 6th September to 5th November. My internship report won't be possible without contribution of few people.

At first I desire to express our deepest sense of gratitude of almighty Allah.

With profound regard I gratefully acknowledge my respected teacher **Mr. Md. Tamzidul Islam** Assistant Professor BRAC Business School, BRAC University for his generous help and day to day suggestion in the process of my internship report.

Next I would like to show my gratitude towards Mr. Md.Niwaz Morshed along with my onsite supervisor, Mr. Md.Khaled Hassen, System Analyst, Dot com systems Limited Dhanmondi. They have been extremely supportive to me. I cannot thank enough to all the personnel of Dot com system Limited. They have explained everything I asked for in details. Throughout time they were never impatience. They did not allow me to feel uncomfortable for even a single moment. I am really grateful to all for their supportive and friendly behavior.

I am also grateful to the Human Resource Department of Dot com systems Limited for granting me the opportunity to make my internship program in this organization.

Table of Content

Executive Summary

Dot com system Ltd is one of the growing IT firm in Bangladesh, started its operations from 2007. Dot com system Ltd offers all kinds of Commercial Corporate and Personal web based services include software solutions. Dot com system is one of the IT firm which help all kind of services that an IT firm offers.

For every business Clients are very important. IT firm in Bangladesh has grown meaningfully as "service-industry". My report is based on the Brand marketing of Dot com system Ltd, in this report I tried to lift up a general condition of Brad marketing of as new growing IT firm

Promised and delivered to the customers and the process how to build up their brand as prominent brand for customer.

The first part of the report contains information of the organization itself, the products and services that it firm is providing to the customer and vision for the future. The second part of the report contains the nature of job; my duties and responsibilities towards the job and some suggestions how they can improve their current branding as a growing business organization. The third part covers the development part that I was involved in my internship. In this part I have discussed about Brand marketing of Dot com system Limited, employee's performance and cooperation to the customer. The last part covers the closing part. Before representation any conclusion based on this report it may be noted that there might be lack in data, but still it may be useful for designing any other study.

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Introduction

Bangladesh is a country of population over 150 million with literacy rate of more than 50 Percent. In the last two decades, the country has fetched remarkable economic progress with GDP growth rate of more than 5 per cent. It is argued that there is a wonderful prospect for the country to bind into industrialized economy through the development of the IT sector. Because Bangladesh has high potential to become a huge source of skilled human resources with its traditional implementation ability, English language skills, critical proficiency and a large number of educated and active youths with bright talent, worthy quality and natural ability in software growth. A recent study shows that the gross rate of IT specialists in Bangladesh is almost half of the Indian IT experts. However, the IT sector has not yet been growing as much as expected. The country obtained US$ 33 million by exporting software in 2009. Although the export earnings from the software sector increased by eight million dollars in 2009, compared to 2008, the share of software export is only 0.2 per cent of the country's total export (BASIS 2010). The IT sector mainly focuses in Dhaka, the capital city of Bangladesh. There is only one IT cluster namely the IT incubator center, which was established in November 2002, where 50 IT firms are row doing business. Software and IT service industry in Bangladesh has intersected a long road over the last few decades. It has matured. The industry no more remains at the sideline. It joined the conventional. Not only the industry is contributing significantly in the national income, but also it has been playing very crucial role in creating high quality employment for a sizable portion of young graduates of the country

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Objective

1.2.1. Primary objective–I have been doing my internship from 6[th]September 2015 in dot com systems. I was appointed in marketing department. So, here in the report my purpose is to discussing about the branding of Dot com system, I will be discussing what the major problems in their branding method and how they can improve as a leading branding organization.

1.2.2.Secondary Objective–

Internship is on the mandatory program of Brac Business School which is BUS400 course. The main objective of this report is to completion of my internship. This report is the proof that I have finished my BUS400 course under my course advisor**. Md. Tamzidul Islam**.The brand Dot com system will tag in my internship throughout my entire life.

1.3 Scope –

This report is made only for academic purpose and to fulfill the requirement for industrial attachment. This report has covered the direct and indirect aspects of IT and software Firm and their challenges how to promote their product. I have collected all the information from website using different kinds of tools. I also gathered information from marketing department of Dot com system. The Gm and employees were much helpful to give information for my report.

1.4 Methodology-

I have collected most of the information from the GM, HR and employees, this were my primary data. The further information I took from the intern and websites, this were my secondary data.

Primary Sources:

For primary data, several face-to-face interviews have been conducted with officials from different departments of Dot com systems. Information provided by them has been very important for this report. We conducted with the following professionals.

Limitations of the reports

The interns in Dot com system have to do many diversified work. Some time they sent marketing department to work for them for a project and sometime they sent to Social Compliance department to work for them. Their work is much diversified; it's very tough to manage time with the e-commerce department to gather information.

While gathering information, analyzing and representing them we have faced some limitations. However, despite the limitations I have tried hard to prepare a complete and rather interesting report. The overall limitations of the report are mentioned below:

- Some statistical and qualitative data that were needed were not fully obtained. The Finance and Accounts officials, along with the other department's officials were part of core team development. Because they were very busy, i had difficulties in meeting and gathering information from them.
- Because of organizational confidentiality, I could not put or disclose some information in the report.
- One of the major limitations is the shortage of time. Since the officials had no enough time to respond toward my query but they had tried their best to help me to provide information.
- Because of the limitations of various sources of information the report doesn't contain many important information and data. So, I was incapable to provide valuable information.

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Organization overview

Dot com systems is one of the IT sector is a private limited Company. The Company has entered into business in the IT sector as a IT Solution firm in the year of 2007.

Dot com systems Ltd, a Sister Concern organization, have been improving upon developing their business. Dot com systems Ltd is a leading Bangladesh-based IT firm. Established in the year 2007, the company specializes in various aspects of the IT sphere including network design / installation, software development. Its team of network engineers and programmers design tailor made solutions across the corporate sector. The company is the sole agent for Full Enterprise Corporation and Planet Technology in the region. The company acts as agent for such leading blue-chip corporations as Full Enterprise Corporation and Planet Technology.

Their vision to offer and give proper services to their clients, while providing all the up-to-date facilities of IT sector and remaining responsible to the future for well and quick service.
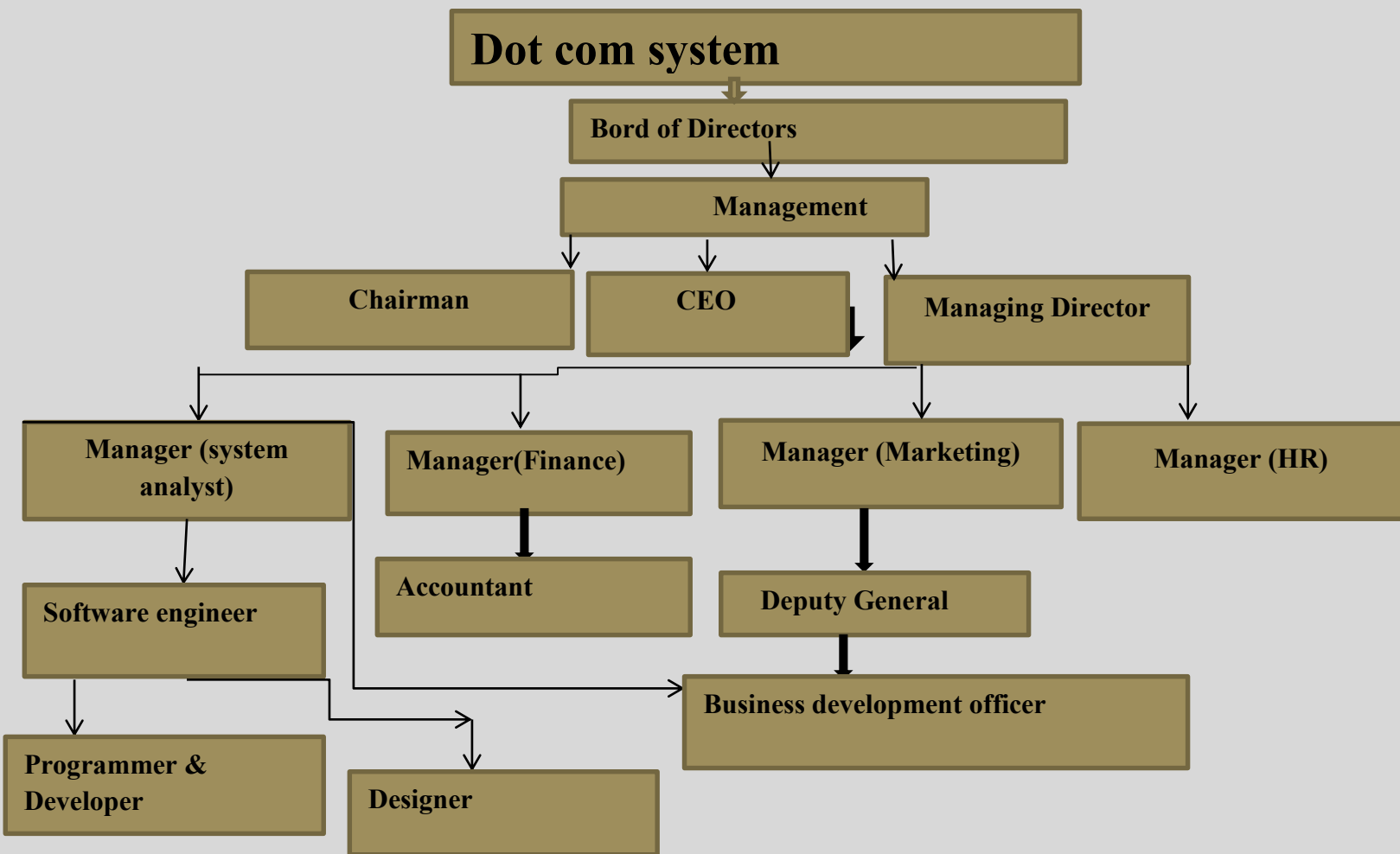
Their mission will continue to be the benchmark against which other IT companies are measured. Dot Com system was founded and has expanded with one central tenant informing our growth: To provide the whole package. Providing the whole package is not easy in IT sector; it means having programmers who specialize in any one of about fifty different language and popular API variations, designers who are comfortable being creative in a number of mediums and software packages, and production consultants who understand the benefits and drawbacks of all of these competing systems. We think it's worth it though. You will be confident that we have chosen the right platform, design and development process for your customized software's or web applications informed by your goals, not limited by developer ability.

Organizational management structure

Organization/Current management:

```
                        ┌─────────────────────────┐
                        │     Dot com system      │
                        └─────────────────────────┘
                                    │
                        ┌─────────────────────────┐
                        │   Bord of Directors     │
                        └─────────────────────────┘
                                    │
                        ┌─────────────────────────┐
                        │      Management         │
                        └─────────────────────────┘
```

| Chairman | CEO | Managing Director |

| Manager (system analyst) | Manager(Finance) | Manager (Marketing) | Manager (HR) |

| Software engineer | Accountant | Deputy General |

| Programmer & Developer | Designer | Business development officer |

To Provide the Whole Package:

Dot Com system was founded and has expanded with one central tenant informing our growth: To provide the whole package. Providing the whole package is not easy in IT sector; it means having programmers who specialize in any one of about fifty different language and popular API variations, designers who are comfortable being creative in a number of mediums and software packages, and production consultants who understand the benefits and drawbacks of all of these competing systems. We think it's worth it though. You will be confident that we have chosen the right platform, design and development process for your customized software's or web applications informed by your goals, not limited by developer ability.

A Commitment to Outstanding Services:

What good is great development talent if you have no way to effectively harness it? This is a problem posed every time you search for a software firm. We understand that, so we made the process as simple as possible. When you chose us to develop your software, website or web application, you'll be assigned to be your project manager and if it is business automation we will even assign a consultant for your project. You'll work with your consultant to establish objectives for a project, create a schedule, track development progress and provide feedback.

Exceptional Products at Unrivaled Prices:

Last, but certainly not least, Bengal Solutions is committed to providing all these exceptional services at a unique quality that cannot be beaten. Our business model allows us to dedicate development resources only where and when they are needed, dramatically reducing overheads and allowing us to apply exceptionally talented individuals to the areas they are most suited too.

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Products/Services

As a total IT firm in Bangladesh, Dot com systems ltd skilled to provide its clients any kind of IT facilities. In this organization extremely expert team in several areas offerings you with personalized solutions that best fit your business and technology needs. Dot com system Contains following services:

Commercial Computerization:

Office Computerization or Business process computerization, or BPC, is the procedure a commercial customs to cover budgets. It entails of assimilating applications, reorganization industry resources, and consuming software applications during the organization. Our business important designers can implement all kind of commercial intellect that help you to program your corporate procedure by reducing your time, effort and cost.

Custom Software:

Total professional or computerization is really well-intentioned .But sometimes it is not that much cost effective for small or medium sized organization or you may face problems with current fixed software in your business. In that case you need custom software that only best fit with your organization. We are pleased to prepare this custom progress only for you.

Network Solutions:

It's more or less as a part of Commercial Procedure Computerization (BPC). If you are in succession organizations with satisfactory number of work stations you need a protected effective network surrounded by your work stations. For us networking is not just electrical system some PCs together. We device up-to-date network technologies that contains complex host server or even cloud servers.

Mobile Applications:

It is so noticeable that upcoming of web is completely depends on mobile devices. Dot system Ltd.; understood its standing and setup a faithful mobile application team for you. We can progress mobile applications for I-Phone, Android and windows.

Popular Mobile Application Platforms:

- ➢ Android
- ➢ Windows Phone
- ➢ iPhone
- ➢ Java Featured Phone
- ➢ Symbian

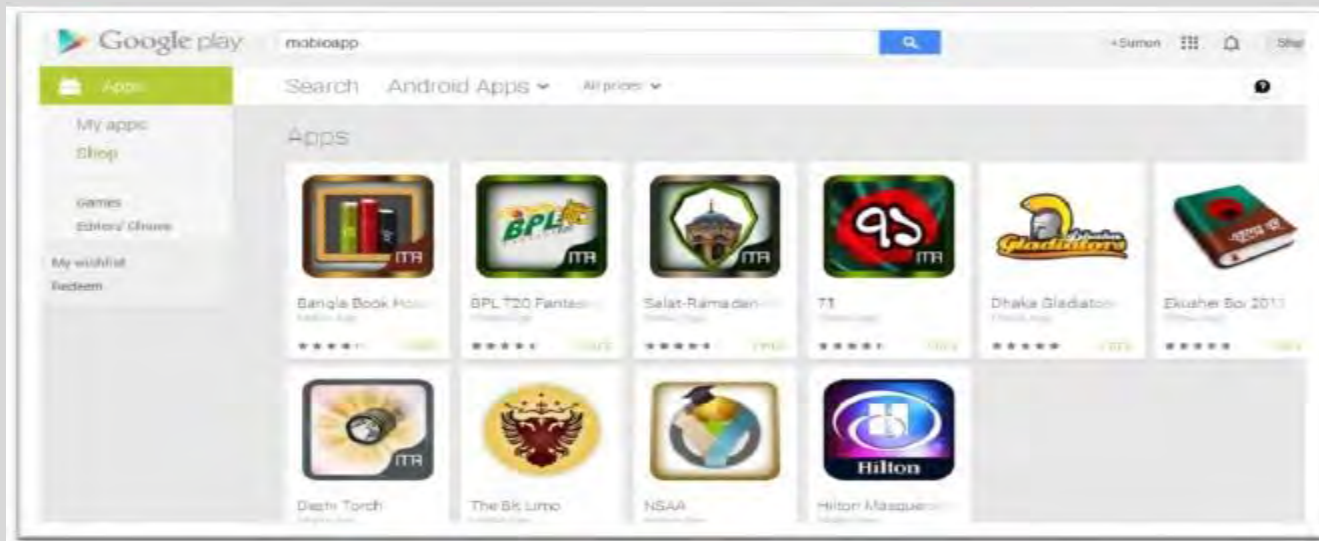Apps developed by Dot com system in marketplaces:

Figure: Apps developed by Dot com system at Google Play

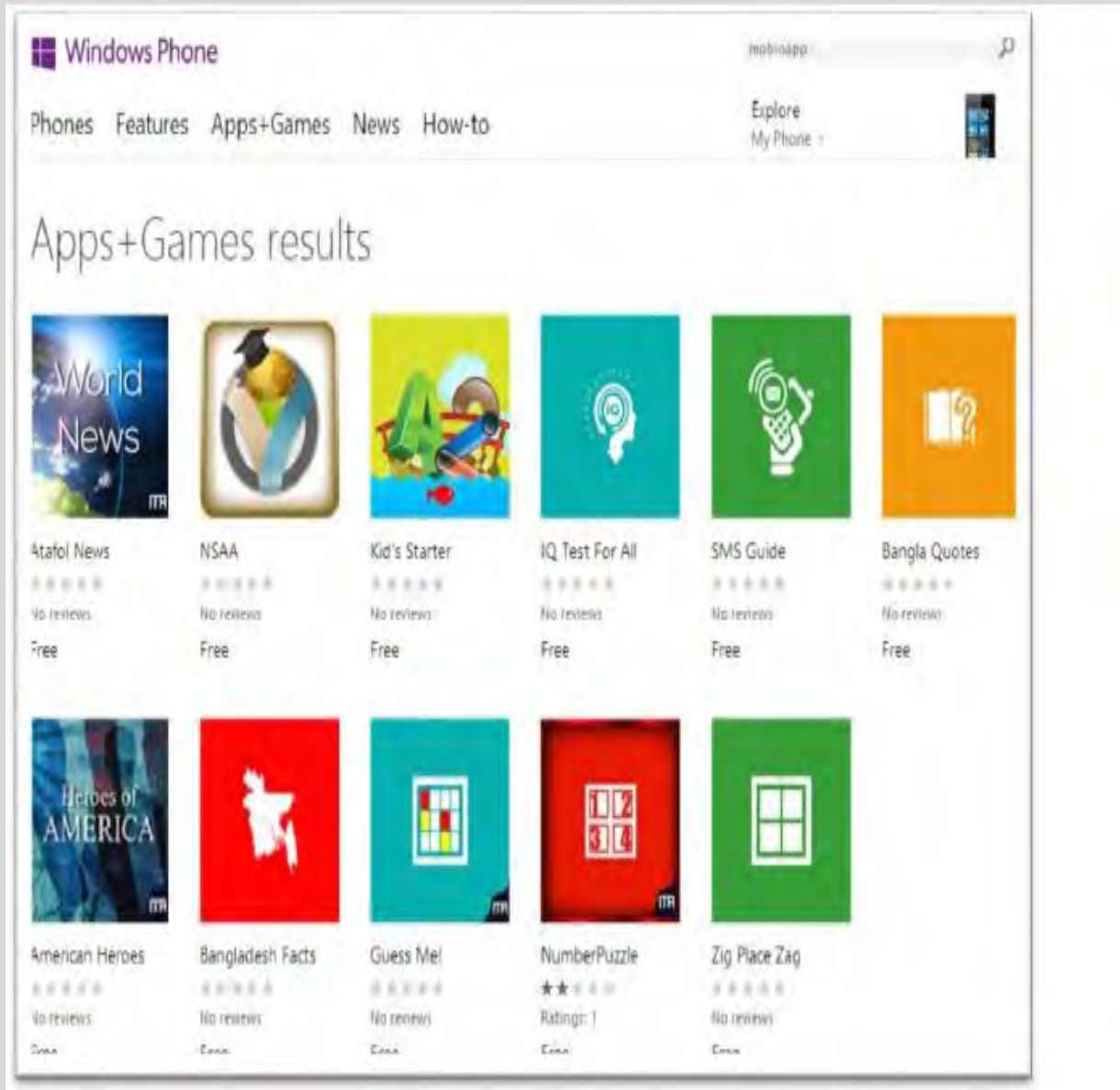*Direct marketing: challenges and prospects from an experience study on*

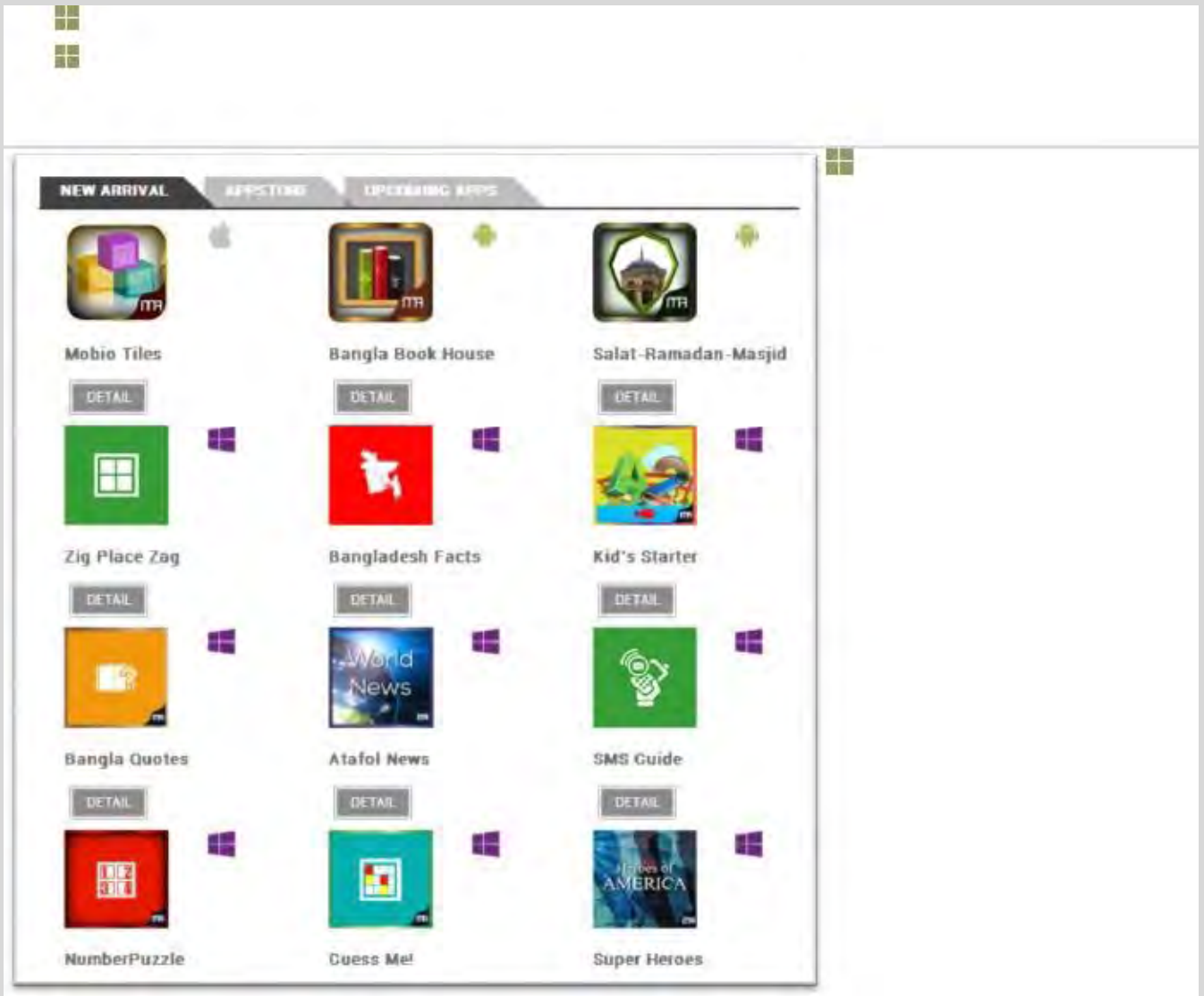Figure: Apps developed by Dot com system at Windows Phone App Store

Figure: Apps developed by Dot com system at their own app market

Web Applications:

Web application includes functional website to complex business application. In today's world most of the complex desktop software comes in the form of web application. It gives you the freedom to run your application while you are not even connected with your office intranet.

E-Commerce Solutions:

In this web era you can even run a business without having your own physical office. Everything is virtual now. You can display your products online and even sell and collect revenues online via your website and our ecommerce solutions always give you the latest technological favor for your business.

Job description

In Dot com systems Limited I have worked as a Business brand Development Officer. As a service and product focused on company the major tasks were to visit the clients physically and take the requirement for their website and software. I have done some other works too. In the next there is a little description of my work.

2.2 Responsibilities:

Mass/Direct Brand Marketing:

Dot com systems Limited is mainly works locally because they are growing organization. Recently they have started local brand marketing. For this reason they have recruited some Business brand Development Officer and I was also an officer of them. In a new market their need some mass marketing where taking and cumulative client profile is very important. So there need some field work. In a week at least four days I have visited 6 offices per day for meeting clients and promote brand.

Taking Requirements:

By visiting clients directly and giving them our offer/proposal who were interested to give work to us, I have visited there again to take the requirements for website or software. Sometimes we show some demo website or software for attracting clients or giving them an idea of our work.

Maintain Database:

After visiting of our clients when I came to the office, I have putted all the visited information to our office database for future work. This database was always updated by me. From this database I have called the clients time to time for knowing their updates. This will help to keep in touch with the clients. Phone call is very much important for an IT firm in Bangladesh as it is not so much well known to our country and people have lack of information about IT work.

Managing Clients:

Understanding a client about website, software or applications is a tough work in Bangladesh. There are lots of organizations where the owner is not so much well educated. I have done a massive work for those who don't know what is website or software, how this works and why this is necessary for an organization. This direct marketing helped me because I have closely monitored the client's behavior and their demand. So understanding client's psychology is an achievement for me.

Mailing letters to clients:

Dot com systems each member has a database targeting a group. These databases need to be updated on a regular base and consist of tracking in formation of websites that need to be posted in, Social media groups in Facebook and LinkedIn that need to be in formed , E mail letters that need to be send out to clients.

Every member of Dot com system will send out online information letters and poster to their personal contacts. This happens a few times over the marketing campaign of Dot com system. We also send out information about the next product to all the previous attendees who have attended the previous Dot com system events.

Other event activities:

These are the event project activities that I was involved in. There are off course many other event activities. These activities are divided among four interns. Those plan such as the Design, promote their product, maintain database, managing clients etc. I have done these activities because most of these activities are divided among us. Each activity is assigned to an intern from a certain educational background. This way they can implement what they have learned from school into the reality. Most of the interns work together and communicate a lot with each other. Working this way helped me a lot become aware of the assigned plan process and the activities around it.

Learning Outcome

All through my internship program my job performance was an important issue for myself as well as for the organization. As native marketing was started by a new group where I was a member, it was a challenging task for me to perform perfectly. As Dot com systems firm is growing organization so it's very hard or difficult to promote product and brand by using different methods. Dot com system IT firm preferred of direct marketing to create their product value. Throughout the three months internship period fifteen days was my training period. It was quite interesting to deal with different client's .In the first month my learning was perfect to work in field. After fifteen days I have started field work as well as the office tasks. My supervisor was pleased about my task, what actually he gave as my tasks. Sometime I faced some problem or difficulties that time; he helped me and gave advice how to maintain those complications.

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Personal Recommendation:

"Dot com systems Limited" is growing IT firm in the IT sector. So depends on my tasks I just give some suggestions on how to improve the condition of Dot com systems limited. As we know that nothing is perfect, there is always room for development, so I have found during my internship that Dot com systems can take the following suggestions.

Overall working circumstances must to be improved.

They must raise the manpower for quick client service.

As a growing organization, branches can be increased in the country for local brand marketing.

They have many attractive product/ services, they promote their products but still it's not enough for new organization. They can do advertise more of their product/ services and can make some local campaign so that more people get concerned to it. They can give massive add to the television, billboard and newspaper as well as social media.

Management should arrange appropriate training facilities

Take the customer's problem as their own responsibility to solve quickly and personally follow up to make sure the customer is satisfied.

Summary

An IT firm performs an essential function in the economy of a country. Being a service industry an IT firm provides various services to its customers. So, every IT firm have to think about their customer first, because the customers are the autonomous. Marketing is one of the most essential parts of any organization. Starting with the product promotion to giving the best service to the customers marketing is everywhere. Financial success often depends on marketing ability. My report basically prepared on how Bengal Solutions Limited applied their marketing strategy on **"Acumen Technology & Builders Ltd"** for delivering superior service, better and faster answering the inquiries, delivery the services on-time and quicker resolution of complaints etc. and the topic is "Direct marketing is challenges prospect and experience of Website Design and Development for "**Acumen Technology & Builders Ltd"**.

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Description

Objective of the Project:

(a) Broad Objective:

The ultimate objective of the study is to gain real life exposure in any kind of service sector and get a clear idea about marketing and sales strategy as well as promoting brand.

(b) Specific Objectives:

- Client's perceptions about website design and development
- Different positioning strategy of Dot com systems Limited
- Market monitoring of Dot Com Systems Limited program
- To determine the origin of consumer perception and positioning strategy in terms of IT   firms in Bangladesh
- Informative promotional activity to inform consumer about the product and services
- About the Communication of different media
- To understand the selling activity and working climate
- To experience the problem solving strategy

Overview of Acumen Technology & Builders Ltd

"Acumen Technology & Builders Ltd" is one of the pioneers in the Real Estate sector is a private limited Company. The Company has entered into business in the Real Estates sector as Land Developer in the year of 2006. The basic demand of a civil citizen is food, shelter, clothes and medicine. But considering the present scenario shelter is the main problem to all. Dhaka is now one of the fast growing and densely populated metro-cites in the world. It has been an unplanned city with disorganized facilities for residents. But there should be a change; it is the demand of time. And the change maker is none other than –**"Acumen Technology & Builders Ltd"** Land Development Limited.

Their vision is to undertake large to medium scale land projects in and around Dhaka Metropolitan City within the next 5-8 years with a view to providing customized and modern living facilities to people from different strata of the society. They are committed to positive contribution to the National Economy, Employment generation: representing a globally acclaimed local entity.

Their mission is to provide and handover the plots including utility services to their clients, while providing all the modern amenities of an integrated township and remaining responsible to the posterity for healthy and peaceful living.

Under the Acumen Technology & Builders Ltd there are some projects like Acumen Heritage, Acumen Glory, and Acumen Eastern etc. For making themselves famous in worldwide, they want to develop an exclusive website where all the information of Acumen Technology & Builders Ltd will be shown attractively. As an IT firm Dot com system Limited has taken the website project and how Dot com system limited applied the marketing strategy upon them, I will describe that.

Project Part

What is direct marketing?

Direct marketing is a very popular and widely used method of informing people about products and services. It's a method of contacting customers and potential customers personally, rather than having an indirect medium between the company and the consumer, such as magazine ads or billboards that are seen by the general public. Direct marketing can take many forms, including mail, telephone calls, emails, brochures, and coupons. The information is usually very broad and meant for a general audience. Direct marketing works best for products that have a wide appeal.

Direct marketing is about marketing direct contact with existing and potential customers to promote your products or services. Unlike media advertising, it enables you to target particular people with a personalized message. Direct marketing can be cost effective and extremely powerful at generating sales, so it is ideal for small business. Direct marketing uses a variety of difficult

Direct marketing is about making direct contact with existing and potential customers to promote your products or services. Unlike media advertising, it enables you to target particular people with a personalized message. Direct marketing can be cost-effective and extremely powerful at generating sales, so it is ideal for small businesses. Direct marketing uses a variety of different methods. Traditional methods include direct mail and leafleting but email marketing, telephone marketing and mobile and SMS marketing are widely used and provide a cost-effective way to reach your customers on a one-to-one basis.

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Why Dot com systems use direct marketing?

Direct marketing allows you to generate a response from targeted customers. As a result, small businesses can focus their limited marketing resources where they are most likely to get results. A direct marketing campaign with a clear call to action can help you boost your sales to existing customers, increase customer loyalty, recapture old customers and generate new business. Direct marketing can be evaluated and measured precisely. For example, you can send out test marketing emails directing customers to specific landing pages on your website.

You can analyze results to see which email was most successful. You can also test your marketing with sample groups before you roll out the campaign that will deliver the best response rate.

Whether you are targeting business (b2b) customers or consumers, direct marketing can deliver results. Choosing the right communication method is vital. Businesses can be more receptive to receiving sales calls than consumers, for example. Individuals will prefer different ways of contact, so make sure you take account of their preferences.

Effective Methods of marketing of Acumen Technology & Builders Ltd":

- ## Direct mail:

One of the most commonly used mediums in direct marketing is direct mail. Direct mail allows you to design marketing pieces in many different formats. Direct mail can include envelope mailers, catalogues, self-mailers, snap mailers, dimensional mailers, brochures, and postcards. When you write your direct mail piece make sure you know your target market, and how you are going to appeal to their wants and needs. Write your objective and refer to it often. Don't lose sight of where you want to go with the piece that you are writing. You can purchase a mailing list of businesses and services in your target market from a list company, or you can develop your own list by gathering email addresses on your web site.

Telemarketing:

Telemarketing is a direct marketing sales technique that has the advantage of speed in a marketing campaign. When you are a conducting a telephone solicitation you should first introduce yourself then offer an incentive in solving a problem that you know exists (to do this would require you to do some research on the business or what individuals would be looking for in your product). Ask question that you know will lead to a yes answer (keep prospects on phone answering yes to your questions). Describe your product or service and how it solves the client's needs.

Marketing Mix:

The Marketing mix is a set of four decisions which need to be taken before launching any new product. These variables are also known as the 4P"s of marketing. These four variables help the firm in making strategic decisions necessary for the smooth running of any product / organization. These variables are

1. Product

2. Price

3. Place

4. Promotions

Product:

Product and Service is the main item for an IT firm. Therefore Product is also the first variable in the marketing mix. Product decisions are the first decisions which need to take before making any marketing plan. A product can be divided into three parts - The core product, the augmented product and the tertiary product.

Price:

Pricing of a product depends on a lot of different variables and hence it is constantly updated. Major consideration in pricing is the costing of the product, the advertising and marketing expenses, any price fluctuations in the market, distribution costs etc. Pricing affects the targeting and positioning of a product. Pricing is used for sales promotions in the form of trade discounts. Thus based on these factors there are several pricing strategies, one of which is implemented for the marketing mix.

Place:

Place refers to the distribution channel of a product. The place where the product is distributed depends on the product and pricing decisions, as well as any STP (situation/ target/ proposal) decisions taken by a firm.

Promotion:

Promotions in the marketing mix include the complete integrated marketing communications as well as sales promotions. If the product is completely new in the market, it needs brand / product awareness promotions, whereas if the product is already existing then it will need brand recall promotions. Promotions also decide the segmentation targeting and positioning of the product. The right kind of promotions affects all the other three variables – the product, price and place. If the promotions are effective, a company might have to increase distribution points, might get to increase the price because of the rising brand equity of the product, and the profitability might support a company in launching even more products.

Relating marketing with project

For Acumen Technology & Builders Ltd how Dot com System Limited applied marketing mix strategy, I am describing below:

Product:

"Acumen Technology & Builders Ltd" demands from the product/service:

"Acumen Technology & Builders Ltd" has an existing website which they built up 3-4 years ago. Now they are planning to sell their product internationally. So they want to develop their website exclusively where their all information will be shown attractively. If a company wants to be famous in international market they must need a website which looks better. Their existing website is not so attractive, so they demanded an exclusive site to us and Dot com systems Limited can give them such type of website. "Dot com systems" has a competitive expertise of constructing of international websites and they have diversification in designing. Beside this, Dot com systems Limited can provide all types of IT solutions to the customer and the product quality is very high.

Image "Acumen Technology & Builders Ltd" of Website

Acumen Technology &builders Ltd demand from the product

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2. Area of using the website:

Acumen Technology & Builders Ltd has a land. For this property, so they want to sell those land property to the foreign Bangladeshi. To sell those properties in online or know them about these property offers they want to use this exclusive website.

Dot com systems Limited make differentiation vs. competitors:

At present competition in IT sector is very high and a lot of new IT firm are coming with new ideas and existing firm are also doing well. Acumen Technology & Builders Ltd called 4-5 IT firm to show the demo of a website. Among them Dot com system Limited is selected as the best website designer. Differentiation between Dot com systems and the competitors are very clear that, Dot com system works and have different taste of website as well as can give offer the best affordable price to the clients. Satisfied client list of Dot com systems Limited is very reach and this is one of the reasons to beat competitors.

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Features to meet customer needs

Dot com systems Limited offered some features for Acumen Technology & Builders website which are –

- User interface design [home, inner pages, admin interface and all forms]
- Representation of company service and product
- Data searching option
- Scrolling News [Dynamic news update, presentation as per need]
- User query collection and view system
- News archive and representation of current news
- Image gallery
- Feedback form
- Site Map
- Online Sell
- Career Opportunities [online job adding and apply]
- Blog [Blog for publishing credit rating related article]
- Face book and Twitter page and link to the page
- Search engine optimization basic package [SEO is the most incredible unpaid marketing strategy now a days. We will provide basic SEO]
- Online Chat option

Value of the product or service to the buyer:

Dot com systems Limited has offered an affordable price to Acumen Technology & Builders Ltd. Basically Dot com systems offers website design and development price by observing and examining the client's financial condition. As Acumen Technology & Builders Ltd is companies in Bangladesh so, Dot com systems Limited offered a price which was reasonable for them and also successfully competing with the competitors. It helped Acumen Technology & Builders Ltd to take decision quickly to place order of their website to Dot com systems Limited.

Dot com system ltd price compare with the competitors

In order to compare the price with the competitors, Dot com system Limited always offer the best price to the clients. So DCM has obtainable the best potential price .Now drives the inexpensive relating price list of Dot com system Limited.

Dot com system Limited	Price/tk/year		Main Competitors	Price/tk	
Domain Name	.com, .net, .org, .biz	1000/-	Domain Name	.com, .net, .org, .biz	1000/- to 1800/-
.com.bd		1200/-	.com.bd	1900/- to 2100/-	
Hosting	100 MB	550/-	Hosting	100 MB	2000/-
500 MB	2000/-		500 MB	4500/-	
1 GB	3500/-		1 GB	6000/-	
Design	Basic	1000/-	Design	Basic	10000/-
Standard (Int)	20000/-		Standard	24000/-	
Exclusive	40000/-		Exclusive	30000/-	
Development	Basic SEO	7500/-	Development	Basic SEO	No Service Available
Standard SEO	13000/-		Standard	15000/-	

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Some of our satisfied clients

Some of our Local client list (Local website development):

www.carbon51.com

www.arvioda.com

www.apgicl.com

www.dufinance.ac.bd

www.iidfcsequrities.com

www.bicm.ac.bd

www.bangabarta.com

www.tippystacos.com

www.newdredgeco.net

www.gannettinvestments.com

www.namestall.com

www.amaderbari.com

www.goldenmahbubair.com

www.orcazbd.com

Www.http://acumenbuilders-bd.com

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My learning from the project

Dot com systems how to deal with their customers:

1. **How to communicate with the customers :**

   For this project we talked to manager of Acumen Technology & Builders Ltd and also talked about our products and services. How they can get benefit from our services and packages. It's great experience because when we discuss about the web design that time we face some problem. After reporting we discuss about those problems with our supervisor. He helps us and gave some advice how to deal with it.

2. **What manners should follow when communicate with a customer**
   We follow some rules, which is very important for communicate with customers:
   - We should avoid negative questions
   - Listen actively to your customers and their desire
   - As an IT firm, Use positive instead of negative statements
   - Anticipate customer objections and questions are very important, when communicating with customers. We should try to anticipate the objections our customers will have to message and address those objections.

3. **How to attract/influence a customer**
   - We have to know everything I can possibly learn about your customers. What are their likes? What are their dislikes? What are their major concerns and how can our products or services resolve them?
   - Should make it so easy and so convenient for the customer to use our products or services.

4. **How to fix the price :**
   Dot com system Use creative promotions to get people in the door and
   They use some methods like
   - Buy One, Get One Free promotion to get people interested in your product and ensure that they'll be struck by the deals they're getting.
   - Discounts on products for their fixed customer

7. How to sell/burgeons with customers

- Differentiate your product from its competitors, which our product is a better product than whatever it's competing against.

8. How to promote products:

- Brochures, posters and packaging are a cost effective way to provide a variety of messages and detailed information about the products and services.

- Business cards can be used to support your networking activities and give potential customers the information they need to contact you.

- Newspaper advertising is a way to reach people in your community and repeatedly exposes them to your message in order to create a stronger local presence for our business.

- Magazines have the advantage of targeting a more specific audience of subscribers who are interested in the topics it covers.

- **Social media** marketing encourages online interaction between our customers and our business using various social networking sites.

Dot com systems try to design their promotions to create a greater need or desire for product in the marketplace.

Conclusion

We should study how marketing your services and how to promote your brand because we all use marketing techniques in every aspects of business. If we want to work in business, we need to know about marketing strategy because marketing people play a vital role in business activities. Marketing jobs are inherently interesting because of the variety of people encountered and activities undertaken. In addition, it offers the opportunities for financial rewards and promotions. After conducting this report successfully I have found that Dot com system Limited can be able to create a significant position to our economy and try to boost up the economy of Bangladesh. In conclusion I can strongly predict that Dot com system Limited contains a great future ahead of it.