



Changes for the better

IT Firm and Digital System designing



Inspiring Excellence

Internship Report

Overall Marketing Plan / Activities / Strategy of Support Group LTD

Prepared by:

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BRAC Business School

BRAC University

“Overall Marketing Plan/Activities/Strategy of Support Group”

An IT Based and Digital System Designing Firm

Submitted to:

Zaheed Husein Mohammad Al-Din

Senior Lecturer

BRAC Business School

BRAC University

Date of submission: Thursday, September 6th, 2016.

Letter of Transmittal:

6th September, 2016

Zaheed Husein Mohammad Al-Din

Senior Lecturer

BRAC Business School

BRAC University

Subject: Submission of internship report on “Overall Marketing Plan/Activities/Strategy of Support Group”.

Dear Sir,

Here is the internship report on “Overall Marketing Plan/Activities/Strategy of Support Group” which you have assigned me to do as a part of my BBA program requirement. I have tried my best to gather all kinds of relevant information, which could give an overall idea on this topic. I have worked closely with the Marketing Department of Support Group and have observed their work. In addition, I have also studied several journals and writing that might have impact over the topic I have worked on, such as what is marketing communication, why it is important and to what extent it impacts on any business. I hope that this report will meet the expected standard.

I have enjoyed preparing the report very much. Especially, the knowledge obtained from my BBA program and the whole team of Support Group had helped me a lot and made the work of my internship report easier. I am submitting this internship report for your kind consideration and thanking you for your constant assistance and guidance.

Sincerely yours,

Mahfuzur Rahman

ID# 11204069

Acknowledgement:

First of all, I would like to thank the Almighty Allah for giving me the strength and aptitude to complete this report. In addition, I would like to thank the Office of Career Services and Alumni Relations (OCSAR) which was previously known as Career Service Office (CSO) for forwarding my CV to Support Group for internship. Moreover, I would like to thank Zaheed Husein Mohammad Al-Din, Senior lecturer of BRAC Business School, BRAC University for supervising me throughout this work of Internship.

I give special thanks to Mr. S.M. Amanat Hossain, Head of Marketing Communication Department at Support Group Limited and the CEO of the company for their continuous help and support in preparation of this report and creating a friendly environment at the job place.

I thank you all for your continued trust in me and look forward to work with you again in the future, if I get the opportunity to do so.

Thanking you,

Mahfuzur Rahman

ID# 11204069

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List of Abbreviations:

1. C.E.O – Chief Executive Officer
2. CV – Curriculum Vitae
3. L.T.D – Limited
4. C S O – Career Service Officer
5. OCSAR - Office Of Career Services And Alumni Relations
6. IT- Information Technology
7. B.T.L- Below the line communication
8. B.B.A- Bachelor of Business Administration
9. IOS- originally iPhone OS
10. Basis- Bangladesh Association of Software and Information Services
11. ERP- Enterprise resource planning

Pictures and Images:

1. Aakash Manor (Ongoing Project)
2. Oxbridge English School
3. Samdado Japanese Cuisine
4. Westlife Fashion
5. Digital Lock System for offices and houses

Executive Summary:

Marketing communication helps to develop brand awareness for all organizations, which means that consumers translate product information into perceptions about the product's attributes and its position within the larger market. Businesses also use marketing communication to retain the product's current customer base, and to cement relationships with customers and suppliers, notes "Reference for Business."

BTL (Below the line communication) is a common technique in the theory used for "touch and feel" products (consumer items where the customer will rely on immediate information rather than previously researched items). BTL techniques ensure recall of the brand while at the same time highlighting the features of the product (IT firm related). The terms 'below-the-line' promotion or communication refers to forms of non-media communication, even non-media advertising as well. Below-the-line promotions are becoming increasingly important within the communications mix of many companies.

This report is prepared on the basis of practical involvement to the BTL wing of Support IT firm. I hope that the theoretical knowledge and the practical skill will could be clearly defined through this report, especially in case of BTL communication.

1. Introduction:

First of all, this report is prepared with a resolution to meet partial requirement for the degree of Bachelor of Business Administration program as an internship report under BRAC University. Moreover, the important concept of the work is to get a better insight of the subject matter which is below the Line Communication and the marketing strategy of an organization. To do the above mentioned, I have worked closely with Support Group-an IT based company in Dhaka, Bangladesh. I have observed their work to get the better insight of the topic. The difference between theoretical knowledge achieved from the university through my study and the practical skill could be clearly defined through this report about marketing strategies of an organization.

1.1 Marketing Communication:

The following few lines have been extracted from Marketing Communication: An Integrated Approach; Link given later onwards at the end of the report:

“Marketing communication is a fundamental and complex part of a company’s marketing efforts. Loosely defined, MarCom can be described as all the messages and media you deploy to communicate with the market. It includes advertising, direct marketing, branding, packaging, your online presence, printed materials, PR activities, sales presentations, sponsorships, trade show appearances and more.”

For Below the Line (B.T.L) Communication, we can define it as theoretically:

“The terms Below the Line communications, refers to forms of non-media communication, even non-media advertising. Below the line promotions are becoming increasingly important within the communications mix of many companies. Below the line sales promotions are short-term incentives, largely aimed at consumers. With the increasing pressure on the marketing team to achieve communication objectives more efficiently in a limited budget, there has been a need to find out more effective and cost efficient ways to communicate with the target markets. This has led to a shift from the regular media based advertising. In other words, below-the-line sales

promotion is an immediate or delayed incentive to purchase, expressed in cash or in kind, and having only a short term or temporary duration.”

Below the line advertising typically focuses on direct means of communication often using highly targeted lists of names to maximize response rates. According to Iya Malhotra Bhatia, Marketing Professional, “BTL is a preferred tool when test marketing a product, sampling and also in case of a targeted campaign in related to another bigger phenomenon. Below The Line (BTL) communication is unconventional in nature, done at micro level and forms part of non-media communication. Measures include direct mailing, distribution of flyers, brochures, and usage of sponsorships, public relations, tele-marketing and point of sale etc.

The marketing sector of any organization is one of the important role to run the business and to achieve the organization goals. In this era, it is highly important to set up marketing strategy before launching any sort of services to the market.

"The aim of marketing is to know and understand the customer so well the product or service fits himandsellsitself."

— Peter Drucker

The great quotation of Peter Drucker describes the insights of marketing and a company's future lies in this marketing strategy. This is the root of profit among an organization. In one word, the term marketing is very much essential to move on as a product which we want to introduce to the others.

1.2 Objective:

As it is mentioned earlier that the prime objective of the following report is to meet partial requirement of the degree of BBA program under BRAC University. However, there were some other objectives which are as follows:

- ✚ To identify how the Marketing Communication is done in an organization.
- ✚ To identify the impacts of B.T.L in Marketing Communication process of a company.
- ✚ To explain the background of IT companies in Bangladesh through SUPPORT GROUP.
- ✚ To have a clear idea about the BTL process followed by SUPPORT GROUP.
- ✚ To know the basics of the process and to know how it is done in practical life.
- ✚ To implement theoretical knowledge in practical life.

Marketing is essential for any organization that wants to raise awareness about itself, its products or its services. As the famous saying goes, "He who has a thing to sell and goes and whispers in a well is not as apt to get the dollars as he who climbs a tree and hollers." Regardless of whether it's the dollars we are after, having clear, established goals in getting the word out will help us successfully implement a marketing plan for every organization. Marketing research is very much needed fact for marketing strategy of a company. Marketing research plays a crucial role in excelling marketing performance. In fact, it is inevitable to understand and treat customers more effectively than competitors. Marketer can satisfy customers by maintaining close contact with the target market by marketing research. It is one of the basic tasks of modern marketing. However, it is not free from limitations. Marketing manager must be aware of these limitations.

1.3 Limitations:

The report is prepared with an intention to be full and complete marketing strategy for an organization. However, there are few obvious limitations that need to be disclosed in here.

- ✚ Lack of sound experience in research background or prior experience.
- ✚ The documents of Support Group are highly confidential and they maintain their professional code of conduct very strictly.
- ✚ The area of this topic is huge. Hence, it is quite difficult for one individual to go for exploring all the important areas of this topic. This is one of the biggest limitations of this report.
- ✚ Time constraint is the major factor that limited the scope of this report.
- ✚ Sufficient records, publications, facts and figures were nowhere found. This narrowed down the scope at a greater context of showing up the report.

1.4 Methodology:

This report is prepared based on the practical work experience. To prepare this report some primary as well as secondary form of information were used to give a good look report. To give a more handsome look, few quotations is also used to define the term of Marketing and to enhanced the report more accurately and to present it in a valuable way and a good understanding capability on marketing strategy to others.

Primary Sources:

- ✚ Different personnel
- ✚ Direct Line Manager
- ✚ Executive
- ✚ Seniors graduated under marketing major from BRAC University

Secondary Sources:

- ✚ Formats in different marketing medias
- ✚ Website information
- ✚ Traditional Book
- ✚ Documentaries
- ✚ Reports

Data Collection Methods:

- ✚ During the working hours, in depth interviews and conversation were
- ✚ Conducted with BTL manager, Head of MarCom, other senior executive of MarCom department.
- ✚ From the company, Support Group.

2. Support Group Bangladesh Ltd. at a glance:

Support group is generally a new IT based company, which was started in 2014 and trying their best to become one of the best IT Company in Bangladesh. They also design digital systems: which are manufactured by them and give such services at low cost than foreign products found from China, such as digital locks, digital gates etc. They hired best technicians and engineers along with strong marketing department from the country in order to give the best services from them. The IT department of support group is very much enthusiastic in developing new ideas and to make the impossible to possible through their services.

2.1 About Support Group Bangladesh Ltd:

Support group: This has started back in 2014 and trying their best to become one of the leading IT Company of Bangladesh in future. They are specialist in quality based software development, web development, android and iOS development to solve a business problem. The team of engineers along with other departments of the company is capable of developing all types of business solution applying modern methodology and technology. There are several numbers of IT Companies in Bangladesh. According to the Bangladesh Association of Software and Information Services (BASIS) there are 898 members enrolled IT firms in Bangladesh. These organizations are providing a few types of IT services, similar to web designers, Desktop base code bundle, on-line based code bundle, Business associated like e-trade and total answer Enterprise Resource Planning (ERP).

Support group is itself a very professional company. They merge up designing digital systems with their IT services, which makes them different from others. They have great experience in producing new technology to their clients which is not only attractive, but also highly technical & international standards. They work according to client's requirements to design and create products whatever people look for. Client's feedback is vital for them to develop products

according to their expectations. As an experienced software company, the only goal is to satisfy customers by providing quality products & services. Their Professionals are ready to fulfill people's demands under one roof. Client's satisfaction is the main motive for the company. They also emphasize that they are the best upcoming software development and digital system designer of Bangladesh. The Marketing department of the company looks for various methods to present themselves as the best one through good communication with the client which is making them stronger in achieving a viral position in the market they are working for.

The Company Offers:

-  Website Design and Development
-  Web Application
-  E-commerce Solution
-  ERP Solution
-  Android Application Development
-  i-Phone Application Development
-  Digital System Design
-  Manufacture Electrical Equipment's

2.2 History of IT along with motive for making Digital Bangladesh:

Bangladesh Association of Software and Information Services (BASIS) is the government owned national trade body for Software & IT Enabled Service industry of Bangladesh. Established in 1997, the association has been working with a vision of developing vibrant software & IT service industry in the country. The government is helping the up growing IT companies with less amount of Taxation and helping them to get other services at low cost for the digitally development of the Country. The support group is very much pleased with the government initiative and is eager to put up a bigger role in the development of the IT industry in Bangladesh.

BASIS started its journey with only 17 charter members. Today the membership stands more

than eleven hundred. Support Group is one of them obviously. Members of BASIS account for the lion share of the total software & IT services revenue of the country.

BASIS, through its regular programs and activities, works on the following broader objectives in developing the country.

Domestic market development by creating awareness among potential IT users from both private and public sectors, establishing market places for IT solutions and ensuring level playing field for local software and ITE service industry.

BASIS has already gained modest success in attaining the above mentioned goals. For domestic market creation, BASIS has wide range of programs and activities. Digital Bangladesh is the only vision of current government. Along with these initiatives of market development in Bangladesh. With the permission from BASIS, Support Group is working very actively in satisfying their customer at each level of work, which is helping them to be renowned throughout the country with its services.

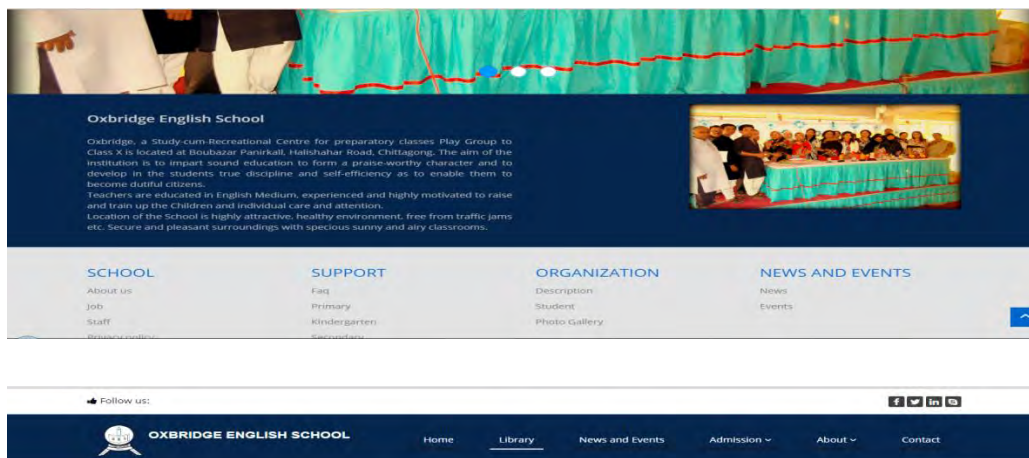
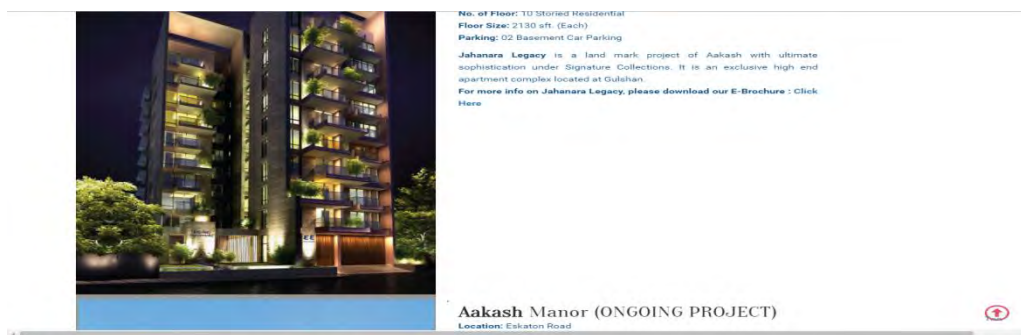
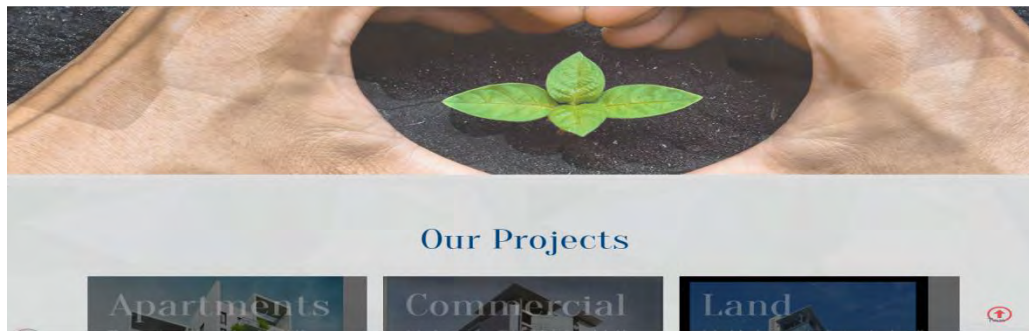
2.3 Current Operation of Support Group L.T.D:

Currently the company had come up with an e-commerce site, Western Fashion, which is rather a website for purchasing garments material through internet choosing various color and size from the picture supplied by the website. Fashion industry is always looking for the latest trend to absorb it and then spread it to the rest of the world and inside the country as initially. The behavior is also common in web design. So, when the world of fashion and internet collide, we can expect to see websites that blend together the latest visual and technological trends. So does the creation of the website for the client to meet up with the latest function in the website formation, merging with mobile application and face book. Each fashion brand aims to create a unique and characteristic visual style that fits its personality. However, there are certain characteristics that are common to most fashion companies' websites. Most fashion websites rely on the power of visuals to draw attention to them and let the product speak for itself. The use of

photographs is imperative, large images and videos are very popular. In most cases, the homepage consist of a large background photo and a navigation menu. The rest of the content is pushed to the background so it does not compete with the displayed product. Black and white is a common color scheme for most fashion websites, especially those that want to convey an image of elegance and classicism, while young and playful brands use a lot of color. Measuring all the means of the client, we therefore being successful in creating the customers reliability on the website designing which is pretty much in a good shape to the viewers of the web which has a probable date for launch was on 1st September 2016.

On the other hand, the company is working on digital system designing which has a great impact in today's market as now the people of Bangladesh does not need to rely on few International products such as door lock, door opener sensor, money exchange machine, digital machine for attendance, CCTV system etc since professionals from support group working days and nights interfacing these products and to give it an own identity as a Bangladeshi product with long term warranty and management priority of the systems to the local people at lesser price and friendly services.

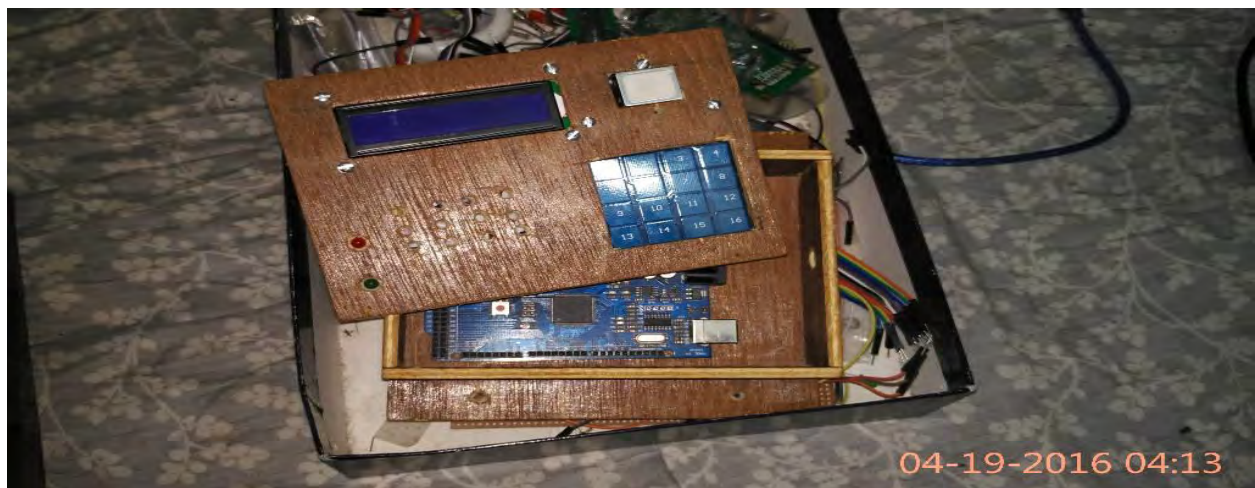
2.4 Few Pictures of current work from the firm:



Library

A few sample of the books available in the library of OES are listed below.
The books are available in the library for students and can be borrowed following appropriate procedure.





2.5 Vision and Tagline:

The motto of the firm is to provide customer satisfaction with the marketing department rearranging the different wants and needs of the company dealing with the firm and their requirement. The firm wants to do many works with low payment comparing to bigger IT companies in Bangladesh since they believe in satisfactory work and product rather than making money only. They want to build up a very friendly relationship with upcoming new companies who want to launch websites and web application providing them with satisfactory work.

3. Marketing Communication of the firm:

The Marketing Communication of Support Group plays a very important role to reach to the consumers in the IT sector in broader aspect. In addition to that, for ensuring the proper communication, the marketing sector of the firm is well tight in their motive to show up their creativity of the firm very neatly which makes people more motivated to work with them. Their marketing department is making sure for customer satisfaction at every level since they believe in relation with the customers as goodwill makes more money indeed in the future.

“In order to acknowledge the proper communications in a proper way and making the use of it to its fullest, Below the Line Communication is the key player in here communication to the outer world who craves for good services.

As the Trade manager S.M. Amanat Hossain of the firm (Head of Marketing Department), who was my direct line manager and boss after CEO, needs to put his best efforts to make everything flawless with my work.

His job descriptions are the following:

1. Collecting all the promotional communications from different marketing wings and makes sure about customers satisfaction, who is dealing with the firm for their work especially in website and E-Commerce designing.
2. Collecting the requirements of the companies, how they want to show it to the people.
3. Briefing different companies about the requirements.
4. Collecting and checking the art works given by the companies.
5. Cross matching the art works and the requirements given from different wings.
6. Budgeting and costing for the websites/apps to preparing those on board for the people.

7. Checking the quality of the websites and e-commerce site given by the printing media.
8. Ordering the quantity and mentioning the delivery time frame as per requirement.
9. Making sure the services are handed over on due time to the customer.
10. Arranging different events; costing and budgeting for them.

As Support Group always tries to do something different in the market, almost whole year they arrange different events to connect them to the mass media. I was assigned to help him to fasten the work pace in marketing department and given the opportunity to work as an intern. My theoretical knowledge from the university helped me to blend with the practical knowledge that I have gained from the firm, they were much friendly in behavior and I say a must good work environment that I have worked with the management of the companies. I considered myself much lucky to be a part of Support and their believe on me and my work. The have given chances to deal with new customers which makes me more professional in my area and leant dealing with different sort of people in business line.

3.1 Role of Support in Marketing Communication:

There is no doubt that marketing is a management process, as most successful organizations regard it as a crucial set of co-ordinated activities that must be driven from the strategic level of a business. Many organizations have an executive director with functional responsibility for marketing but, even if this is not the case, it is usually necessary for a strategic marketing plan to be put in place and implemented, consistent with the goals and objectives set out in the corporate plan.

Despite a widely held perception that marketing is synonymous with selling, the definition confirms that the scope of marketing extends far beyond selling alone. Indeed, a business strategy built on selling and without due attention to other important marketing activities can have serious shortcomings: the customer's needs may be overlooked, the organization may sell goods and services that the customer does not need, or the customer may have needs for the organization's products and services but may purchase the wrong ones.

The heart of your business success lies in its marketing. Most aspects of your business depend on successful marketing. The overall marketing umbrella covers advertising, public relations, promotions and sales. Marketing is a process by which a product or service is introduced and promoted to potential customers. Without marketing, your business may offer the best products or services in your industry, but none of your potential customers would know about it. Without marketing, sales may crash and companies may have to close.

Good firms help clients see their businesses in a new light. We bring order to chaos. We make clients proud of their organization, spark new ideas within them, and communicate a unified message about whom and what they are. We use strategy and design to simplify and solve communication issues clients have struggled with for years. And we make it look easy – like the answers were there all along.

Good marketing firms will show clients a beautiful new world, based on existing strengths, limitations, and aspirations. We create new ways to think about, speak to, and sell products. We solve business problems that those closest to the products and services can't fix on their own.




The best firms help businesses from the inside out to inspire their own audience as well. Because, after all, customers don't only care about what you do, but also what you believe in. They want to know why you get out of bed every morning and what drives you besides revenue. Marketing is about expressing values and viewpoints to people, and finding out if they see the world the same way. It's about building relationships with audiences.

Anyone can create websites, brochures and other collateral, but the true value in marketing comes in the ability to challenge clients to dream bigger, and to provide them with a road map to turn those dreams into effective, usable tools to inspire audiences both within and outside of the organization.

3.2 Why Marketing is important to run a business:

Support's marketing strategies are based on meeting the needs of existing and future clients. We will do this through leveraging internal and external business strengths and understanding the competitive environment. All marketing strategies work towards supporting their mission statement and realizing own stated goals.

The marketing strategies fall into these three categories:

-  Revenue diversification, including service and IT specialization.
-  Fixed fee structure focus.
-  Marketing awareness training.

Marketing of software firm consists of creating value, delivering value and communicating value to customers. This requires constant analysis of customer needs and technology up gradation. Marketing of software products is different from the traditional product due to uniqueness inherent in the product. The paper identifies the marketing challenges faced by the small software firms during the growth process. It starts with the study of small software firm and the influence of marketing strategies on the growth of same. Marketing strategy is more important for software companies now than it has ever been. The strategy of a software firm truly determines the phases it will undergo. The computer software industry is undergoing some major changes which are making an impact on software vendor business models, as well as marketing and sales tactics. A successful marketing strategy can change the present and future of any software firm. In such a competitive scenario where every software company is competing with each other, strong strategy enables them to have a competitive advantage over others. This case illustrates the determining factors of the successful marketing strategy for the software firm and its impact on the future of the firm.

3.3 My Role in Support Group:

I was appointed as intern on their firm and I was dealing with the marketing department. They used to send me to their clients and had meeting about their wants and needs of the company. The firm had some legal issues of web development which I used to introduce the clients. Often, the marketing department is considered to be the face of a company due to the large amount of face-to-face interaction it has with the other companies who want websites and application. We, Interns often gain experience with the public side of marketing by representing the company at job fairs, trade shows and other events, as well as communicating with vendors and business partners. To prepare for these tasks, we must get to know the ins and outs of the organization to effectively promote its goods and services and answer questions from potential customers. This knowledge is gained from on-the-job experience and from conducting our own research from available resources such as the company's website, brochures and other employees.

Responsibilities

- ✦ Assist in the creation of signage, circulars, mock ups, e-mail campaigns, on line promotion, etc.
- ✦ Assist in the distribution or delivery of marketing materials
- ✦ Assist with fulfillment of marketing offers
- ✦ Assist with execution of trade shows
- ✦ Assist with the preparation and delivery of training materials
- ✦ Perform analysis of marketing and sales data
- ✦ Seek and analyze competitor marketing and sales materials both on and offline
- ✦ Prepare presentations and deal with clients
- ✦ Open and sort mail
- ✦ Enter contact information into contact management systems
- ✦ Provide support to social media efforts
- ✦ Maintain tracking report of public relations activity

4. Conclusion:

Support Group is a new IT company where customer's satisfaction is both a goal and marketing tool. Today's customers in the IT industry is increasing, where lots of offers are available to create our Digital Bangladesh which is also a government initiative to make our country equipped with digital system, and we are on full support on the topic to make a better Bangladesh. IT firms are smarter, more price conscious, more demanding, less forgiving and they are approached by many more companies to build application and Websites, since these is making them more competitive to the outer world.

The challenge is not only to produce satisfied customers also to produce loyal and delighted customer in this competitive and customer IT driven market. As the websites/application/digital system development price have been reduced due to technological advancement of people of all income level are started. Even all limited companies are willing to have a website or an application since with these services; they could interact with people more lively and beneficially.

Therefore, the entire IT and their marketing team needs to work accordingly to grab this opportunity. Every wing of marketing team as well as the engineers of the IT needs to put more efforts to make it happen more precisely.

The opportunity to work here as an intern given me a chance to have a better look inside the organization. In most of the cases IT firms depends on one single agency and as there are too many work pressure with different events going on, the works get delayed. Also, I felt there is lack of inter department communication which can be a big threat in future for IT industries.

As one of the growing IT companies in the country they should also try to give better network support to their customers which will obviously put a positive impact on every department working here. A good number of satisfied and trusted customers can bring the position up for this organization. I personally thanks them to give me opportunity to work with them.

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<http://www.info.com/It%20Management%20Firms?cb=19&cmp=5271&gclid=CN6opZ-U-c4CFUahaAodr8gGww>

[Few Journal over Marketing strategy from the Bracu Ayesha Abed Library](#)

Recommendations:

After considering the findings and conclusions of this study, we offer the following recommendations in an effort to improve the operations and success of the support group.

1. Clients tell us there is virtually no limit to the number of actions, strategies and tactics firms can adopt to improve client service.
2. Considering the need for enhanced efficiency, transparency and disclosure of information to policyholders during the claim management process.
3. Account for Existing Laws and Regulations from the government on IT.
4. Collect others opinion about qualifications, experience, or attributes of the company. The more specific your comments are, the more helpful and more credible the recommendation. If you don't know the company well or can't offer a high recommendation, you may choose to comment only vaguely.
5. The company seems to be very strong financially and has an excellent reputation for timely completion of its work. Needless to say, we consider the company one of our most valued customers.
6. Ensuring Customers Satisfaction at every step of work.