Letter of Transmittal

May 2nd, 2016

Mr.Suntu Kumar Ghosh
Assistant Professor,
Department of Marketing
Brac Business School
Brac University, Bangladesh

Subject: Submission of Internship Report.

Dear Sir,

With great pleasure I submit my Internship report on **"Product Development & Marketing Strategy of ClassTune (A learning management system), A Product of Team Creative".** I expect this report to fulfill the requirements of my internship program, which I completed from Team Creative (An initiative of The Daily Star).

I have put in my best efforts to make this report a success. However, I am sure thatthis report could have been a more superior one, if I had some sort of experience for conducting this type of study. However this has obviously been a great source oflearning for me to conduct similar research studies in future.

I would like to express my sincere gratitude to you for your guidance and suggestions in preparing the report. I will be happy to provide any further explanation regarding this internship report if necessary.

Sincerely,

…………………..

Tanzirul Basher Wappi

ID: 13264030
 MBA, Spring 2016

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Department of Marketing
Brac Business School
Brac University, Bangladesh

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Acknowledgement

While conducting the study a considerable amount of thinking and informational inputs from various sources were involved. I express my sincere gratitude to everyone who contributed towards making this internship report possible. Major contributions were received from officials at Team Creative.

My sincere gratitude goes to my internship supervisor Mr Suntu Kumar Ghosh, for his proper guidance & advice, which made the study a success.

First of all I would like to thank the authorities of Team Creative to give me the opportunity to do my internship at their prestigious organization. The experience and knowledge gained at Team Creative helped me a lot to conduct my study.

I would like to specially thank the Chief Executive Officer Russell T Ahmed, Head of Marketing Faiyead Ahmedul Hye, Business Development Manager Mohammad Ashraf Ullah, Technical Head Abdullah Al Huffas, Senior Android Developer Toufiqur Rahman and all the member of marketing and sales department. All of the team members are very co-operative and helpful.

Finally, I would like to thank all persons who have helped me to collect information. This report would not have been possible without their valuable inputs.

(Tanzirul Basher Wappi)

Executive Summary

The developed countries have focused on the learning management and education systems in their education reforms, starting in the late 1990s. Some international organizations, aiming to contribute to these reforms, have given special attention to education and tried to help countries with their deficiencies in teaching, testing and evaluation systems. The PISA exams, one of the international exams, given the opportunity to countries to check regularly to what extent they approach their educational goals in basic education and share the results and evaluation of the factors affecting their education systems. TALIS is also one of these exams that identifies problems and develops suggestions for solving these problems on some sub-areas. The UNESCO IIEP and EU have done similar studies. According to the assessments and reports prepared by the aforementioned organizations, the school administrators in the school system, along with other factors, play an important role in the academic success of student. In this study, it is aimed to develop some recommendations on selection and education process of school administrators for improving the quality of education and academic achievement in the light of exam results and research reports.

The schools are open systems. As with any other system, the school system also has inputs, processes, outputs, feedback, and there are sub-systems interact with its environment. If we consider "process", one of the subsystems, we can encounter its sub-systems which are based on four bases in cycle; these are management, education, cultural, and politics. According to reports prepared as a result of international exams, surveys and assessments, the most important factors that affect academic success in the educational process, the administration and faculty, school principals and teachers that come to the fore. In this study; the " learning management" that affects and increases student academic success and the implications for its development is selected as a main problem and tried to be clarified the results obtained, evaluation findings, and proposals on the subject.

In this report I am working on the Project of a learning Management System. This system has two parts – The desktop version & The Mobile Application. Mobile Application is my focused part to work on. Here I will discuss the Company Background, Company's Mission & Goal to successfully market the product, benefits and features of the product and the marketing strategy and planning for the sales & branding of the product.

Most of the school in Bangladesh those who are using any kind of learning management system are partially management system such as Accounting Software, SMS system etc. ClassTune is a learning management system that will give a total system formation of school. From top to bottom of the school system will be incorporated with the system. Our country does not need to import software from foreign market. The cost effective solution is now in our country.

Chapter 1

Introduction

1.1 Introduction & Background of the Study

Team Creative is a technology services and outsourcing company. Team Creative designs and delivers technology-enabled business solutions that help clients get an edge in this competitive global market.Team Creative also provides a complete range of services by leveraging our domain and business expertise and innovations of the brightest experts.

Team Creative has come in the global market after it has won the now very valuable Asian Market. Team Creative has the domain knowledge of different industries, expertise in technology platforms such as flash, iOS and Android. Aside from working with different platforms, Team Creative also works with web engines and app's, focusing on graphics designing and 2D animation to create educational content.

Excellent and consistent quality at low cost is what drives outsourcing business. And we play by that rule of the game.Team Creative is a company that works in a flexible environment for software development process, adjusting as per our clients' requirements. Quality work is a prerequisite for every task we undertake at Team Creative as we undertake our tasks with the "every day counts" motto. And why not, we know that good jobs always bring new clients.

Team Creative values their clients' requirements as the prime priority and focuses on delivering the best possible solution within given deadline. Our team is ready and dedicated to serve the client(s) 24/7/365 to attain the required excellence.

Team Creative team doesn't only consist of young professionals but also people who has years of experience. This mixture doesn't only assure innovation but perfection as well. Efficiency, proactive leadership, innovation and creativity are the main strengths of Team Creative.

Team Creative may be new in the global arena but has been working in the sector of technology for 4 years. With a team who are inspired to be not just their best but best in the industry. The

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teams of experts that work with us bring years of experience and creativity to the organization. We also a have a group of young geniuses who brings in new ideas and energy in to the organization. We are a group of creative people who works to develop innovative ideas for their clients.

ClassTune is a platform that can be used to make everyday aspect of school life much easier. ClassTune is based on feedback we received from hundreds of teachers. With an eye on the ever-changing requirements of schools and parents, we made sure we're providing solutions that meet very real needs.

ClassTune is a paid service of Team Creative. Schools can subscribe the service by purchasing the license for a year. Students, Parents & Teachers can easily connect with their subscribed school by downloading the application free from Google Play Store. They can access ClassTune by using the user id and password provided from the school.

During the Product Development Phase, I was involved with the marketing research team and software project management. My responsibility was to discuss and produce the software requirement and create the final feature list, documentation of the product requirement. Finally coordinating the Software team and allocate the responsibilities and follow up with the team to efficient production of the software as well as android application.

1.2 Objectives

The main objective is to analyze the Learning Management System in a mobile application in android platform & the marketing strategy of ClassTune. The targets are:

1) Discuss the features of ClassTune mobile application.
2) Discuss the Product Development Process.
3) The uncountable benefits that makes the life easy of School administration, Teachers & Parents.
4) Pricing and Marketing Strategy of ClassTune.

1.3 Limitation

Nothing is beyond limitations. Everywhere and in every task there must have some sort of limitations. Details study of the subject matter was not possible for the following limitations:

- Lack of data availability
- Deadlines of the Project.
- Shortage of time
- Company's restrictions to disclose information

1.4A Brief Overview of Team Creative.com Limited (An initiative of The Daily Star)

In 2010 Team Creative.com first emerged as an e-learning portal. They started an internationally recognized TV Show for children "The Spelling Bee" in Bangladesh. Spelling Bee is a reality show of Spelling Competition participated by the student of Class 6- 10. The TV show was sponsored by The Daily Star, Horlics, BSRM, Metlife- Alico, Faber Castle. The reality show is divided in three phase – Online round & School Activation, Divisional Round, TV round. The Winner is awarded with Best Spelling Bee Trophy, Travel Ticket of Washington DC & an education insurance of BDT 5 Lacs from Metlife- alico. Team Creative organized the show 4 times. This year Summit had sponsored the show.

The software section of Team Creative which is called Team creative is ornamented with some young energetic PHP programming team, Android Developer Panel, IOS Developer, Web Designer, UI(User Interface of Mobile and web), Game Artist, 3D animation expert, Flash Experts.

Team Creative has developed some interesting and fun educational Flash Games such as Monkey jumping (Multiplication Game), The adventure of Little Tonmoy(Algebra solution), RTA Poject (Gardening Game), Mademamatics, Mathoholic (Math Games) etc. A few Mobile games in Android and IOS platform such as Math Parking (Car Parking to the right parking lot number by solving a simple addition, division, multiplication and all), Say it right (Sentence making brick game), Spellato, Spell IT (Word game & Spelling test game) etc.

The new project of Team Creative is an ongoing project. Team Creative has launched its new portal which contains educational content for Students. Useful articles for parents such as Health, Fitness, News & Articles, Personality, Travel, Outing, Food & Nutrition, Games, Video, and Educational Worksheet download, Online Assessment etc. The portal has some fascinating features like Candle (This is where user can make their voice heard. Candle lets user to publish their articles and give feedback. This feature is only for registered users), Good Read (User can

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save the favorites article as good read, Also can wow, share, and read later options are available for articles.

Several Campaigns are ongoing at the same time. The campaigns are Good Internet, Education System in Bangladesh, Opinion section, Candle Campaign etc. All the campaigns main goal and objective is to make the site popular and forward the site with a good ranking in Google. Team Creative portal is also giving the opportunity to open a page for every school where school can use Team Creative portal as a platform to present their website information free. Every School can highlight their school articles, events, gallery, information, blog, teacher article, assessment through champs.com. Team Creative is provided with the URL Team Creative.com/school name. School website is a value added service to the member of Team Creative.com.

1.5 Mission & Vision:

The mission and vision of Team Creative:

- Bringing about fun, excitement and enjoyment in learning

- Opening up the world of Internet as a 'huge free knowledge bank' to the students

- Bridging the resource-divide, that implies a village student gains access to the same quality of learning as a traditionally more fortunate urban student of a top-school

Location:

Team Creative Office Address:
House 54 (5th Floor)
Road 10, Block E
Banani, Dhaka – 1213

Departments of Team Creative:

1. Marketing & Sales

2. Operations Department

3. Software Department

4. HR & Admin Department

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1.6 Conclusion

After starting the company at 2010 Team Creative has achieved a rapid growth. They have created a strong branding, and corporate outlook, Team Creative.com is a proud member of BASIS. Team Creative & Team Creative as a different concern participated in Digital World Fair, where they have focused the work of them. The games and applications are highly reviewed by the users and students. Team Creative.com has also associated themselves with the educational affairs.

Chapter 2

An Overview of the product ClassTune

2.1 Introduction

The educational system in Bangladesh is highly funded. The government of Bangladesh operates many schools in the primary, secondary, and higher secondary levels. It also supports parts of the funding for many private schools. The government also funds more than 15 universities through the University Grants Commission.

The three main educational systems in Bangladesh are:

- General Education System

- Madrasah Education System

- Technical - Vocational Education System

- Other systems include a Professional Education System.

Each of these three main systems is divided into four levels:

- Primary Level (years 1 to 5)

- Secondary Level (years 6 to 10)

- Higher Secondary Level (years 11 and 12)

- Tertiary Level

At all levels of schooling, students can choose to receive their education in English or Bengali. Private schools tend to make use of English-based study media while government-sponsored schools use Bengali. All government and private schools & colleges are highly dependent on paper work. All the records of institutional data and works are highly managed manually. At

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present every government and non-government school consist at least one computer. But it is difficult to maintain a huge system with the help of one or two computer. Event they do not have any kind of Learning Management System to maintain records, attendance, class work, homework, notice, calendar etc.

Recently the people of Bangladesh have made them overwhelmed with the term "Digital Bangladesh" which was the vision 2021 in the election manifesto. Present government of Bangladesh now declared every educational institution need to follow a technical guideline. They have ordered every school to have a Website, if possible; maintaining a Learning Management System where school can track their every bit of work. Such as Student, Teacher, Parents information, Reports of attendance, exam related information, notice, event, academic calendar, syllabus etc.

Digital Bangladesh already prepared for the best part of technology. It is not unknown that the mobile penetration rate in Bangladesh has been expanding exponentially. In the last quarter of 2014, the market for smartphones saw an increase of over 83% year on year. Bangladesh is one of the most rapidly expanding mobile markets in the world. According to BTRC mobile phone Subscription reached about 120.35 million by the end of December.

2.2 What is Learning Management System in Mobile Application?

Learning Management Mobile Application provides user-friendly dashboards with login access for teachers, non-teaching staff, students, parents and management personnel of an academic institution.

This mobile communicator application has modules to manage Timetable, Attendance, Examinations, Gradebooks, Campus News, Hostel, Library, Transportation, School Calendar, Events and many more. The application will be designed and programmed in Android platform. The application can be downloaded free from Google Play Store. The application will also provide news portal and news will be published which are suitable for Students, Parents & Teachers.

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Many educational institutions now a days use different type of Accounting software, Data base software, E-mail & SMS software etc. All systems are desktop base. So sometimes it is a big problem to have portable service from that software. With the Learning Management mobile application the user can access any time whenever required to use. For example: Teacher can upload notice, homework, check holidays or call meeting with the parents and students with their mobile device. Internet service is necessary for using the service.

The main target of School Communicator is to make life easier of School, Teacher and Parents.

2.3 History of Learning Management System:

Learning Management System is now very popular service platform for any school and college. Different countries in the world schools' are using Learning Management system. Now in Bangladesh some advanced schools' are using Learning Management system but mobile application is rear. So this concept is very new in the education sector.

SIMS was first MIS for Schools. It was initially developed by Neal, a teacher at Lea Manor High School, from 1982 to 1983. Bedfordshire Country Council further developed the product, which began being used by other schools in 1984.

In 1988, a commercial company, SIMS ltd, was founded further develop SIMS.

Fedena, Admodo, Magicbox, PowerCreator etc are some of the most popular Learning Management system. Asia is the second largest market for E-learning in the world after North America. Every Country is growing in E-learning so why not Bangladesh!

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2.4 Technology:

Steps to develop the android application:

- First need to design the User Interface of the whole mobile application.

- Create or deign the Icons for the modules.

- After finalizing the design the programming need to be done carefully

- Android programming is based on Java programming language. So the basic of the application will be programmed on java platform.

- Server related work need to done by PHP programming. PHP programming needed to create a server to store all the information and Api calling. When a request from mobile application will be done server will automatically call the data from the server.

- After that the desktop version. We need a desktop version as well for an admin panel. Admin can perform and work with all data reports or generate data to mobile application so that users can easily get update information.

2.5 Key features Benefits of Learning Management system:

The core aim of the Learning Management system is:

- Learners smart diary

- Parents Engagement

- Teachers' Life Made Easy.

- Paperless School System/ Automated process

- Tracking Student, Teacher & School Daily activities.

- The modules are-

    1. Attendance

2. Academic Calendar

3. Lesson Plan making tools for teacher

4. Online Homework Diary for Student, Teacher. Parents can track the Homework Performance.

5. Student, Parents class routine publishes in the system automatically. They get notification if any changes done.

6. Keeping track of daily attendance report of class students, individual students and teachers.

7. Checking schedule meeting of parents & teachers.

8. Assign Homework, Project, and assignment online. Online quiz system.

9. Parents get alerts of the deadlines of payments. Payment details will be notified automatically at the end of the month. Payment done notification will be notified immediately after payment.

10. Any Event, Notice, Urgent notice, News – article of the school related notification will be sent to student, parents & teachers.

11. Employee leave and attendance can be track down with the mobile app.

12. Roll call can be done by teacher with his smartphone.

13. Any leave application can be submitted by parents on behalf of student can be easily done by their mobile application.

14. Report card will be published in mobile application. Seen or acknowledge button is there if acknowledge required.

15. Transport Schedule will be updated regularly. Student, Parent's and Teacher can easily view the schedule of Transport.

16. Syllabus, Exam Routine, Exam schedule all can be seen in the mobile application.

2.6 Cost effectiveness

We have already discussed about the key features of ClassTune mobile application. These features will definitely save lots of time and make our teachers and parents' life easy to deal with their day to day activities. Except these key benefits there are financial benefits also. According to my research I found some useful expenses that are eliminated by ClassTune:

Table 4: Total Yearly Expenditure of a School

	Input Student Number		500	
Sl No.	**School Enpenditure**			**BDT**
1	School Diary	Per pc: 50, Total		25,000
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3	Printed Report Card	Per Pc: 15		7,500
4	Mobile SMS	Per SMS: 0.5, 10 SMS in a year		2500
5	Attendance Register	Per Register, BDT 200 per section		2000
6	Application form	Form : 5 type, Price: 2		5,000
7	Fees Collection	Accountant'l monthly salary & stationer		180,000
8	School Website	Yearly Fee		50,000
9	Online Payments			
10	Online Leave (Student & Teacher)			
11	Attendance report			
12	Class test & Report Card			
13	Mail, Notification			
14	Addmission Form			
15	Calendar Production	Per Clender: BDT 20		10000
16	Syllabus Production	Per Syllabus : BDT 15		7500
	Free Website powered by champs			
		Total:		247,000

Source: Data collected from 100 sample school financial book and No. of Student hypothetically added.

Table 5: Parents Financial Benefit

	Per Month transport : 50
Parents benefits:	BDT
Home Work Notification	0
Attendance Calendar	0
Report Card	0
Online Signature	0
Online meeting request	0
All class activity information online	0
Important notification	0
Online Event Join	0
Set Reminder	0
Tuition Fee	0
Transport	600
Other purpose	600
Late Fee (Avg. 3 Times)	300
Diary Purchase Cost , 1 pc	200
Calendar Purchase	100
Syllabus Purchase	50
Total:	2450
	Per Month transport : 50

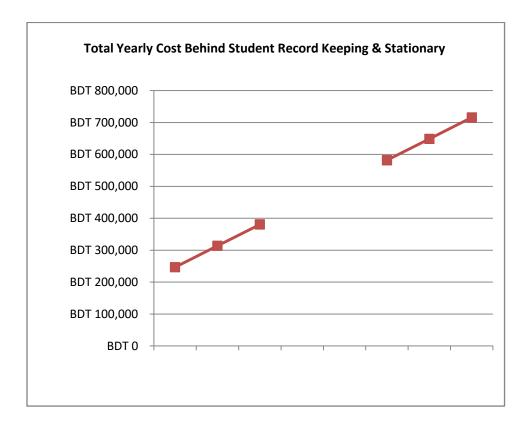| Parents benefits:`	BDT
Home Work Notification	
Attendance Calender	
Report Card	
Online Signature	
Online Payments	
Online meeting request	
All class activity information online	
Important notification	
Online Event Join	
Set Reminder	
Tuition Fee	
Transport	600
Other purpose	600
Late Fee (Avg. 3 Times)	300
Diary Purchase Cost , 1 pc	200
Calendar Purchase	100
Syllabus Purchase	50
Total:	2450

Source: Data collected from 100 sample school financial book.

Table 6: Teacher and Students benefits

Teacher benefits:	Student Benefit:
Less time in Attendance	Online Application
Home Work Distribution	Online Leave
Attendance report, Report Card, Performance generates to parents	Online Event Join
Online Leave	Online homework generates
Set Reminder	Set Reminder

Source: After several software researches.

Figure 1: Total Yearly Cost behind Student Record Keeping & Stationary

Total Yearly Cost Behind Student Record Keeping & Stationary

Source: Calculated from the tables above.

2.7 Conclusion

ClassTune is the only one School Communicator mobile application for Student, Parent, and Teachers in Bangladesh. ClassTune will help to keep student & parent up to date about everything happening in school. Teachers can easily give their feedback and reports to parents. ClassTune always appreciates paperless school system. Attendance Report, Calendar, Event join, Notice, Report Card etc everything can be easily accessible through ClassTune Android App.

Our main goal is to establish ClassTune as a regular usable thing. Every family those who have a school going kid depend on this app. Our main target customers are Schools of Bangladesh. So we need to develop a user friendly product as well as need to establish an effective marketing strategy to promote the product.

Chapter 3

Activities Undertaken

2.1 Introduction

Overall Learning Management System system for educational institution is presented in the study. The product development phase and marketing strategy depend on some variables. The variables are availability and performance of the software team and system server, features that are incorporated in the system, the desktop version and the mobile version, Quality Control of the software. The marketing strategy variables are target market, internet market, smartphone market, technology friendly school, teacher, parents, the pricing of the software, unique selling proposition, value added services etc.

2.2 Research Activities

Product Development idea has generated from the International Market. There are some internationally recognized Learning Management system and mobile application those are used hugely in many countries.

Data collected from the 100 of English & Bangla medium schools, Famous teachers, parents.

a) **Primary Sources**

- The entire marketing & sales team of Team Creative
- A sample of 100 School Administration.
- Interviewing Teachers, Parents and IT experts.

b) **Secondary Sources**

- Popular Learning Management Software such as Fedena, Edmodo, Schoolbag, Active School Etc.
- Different Published Articles on Learning Management system.
- Different School Websites.
- Government notice for Learning Management system requirements.
- News & Articles on Smartphone user in Bangladesh & Internet penetration.

2.3 Methods of Data Collection

The financial figures are collected from School Accounts and Finance department, Pricing of several Learning Management systems, collected data by interviewing parents about the expenditure regarding school purpose. Internet availability and packages from several telecom company, Smartphone price from the Samsung and symphony outlet.

2.4 Tools and Analysis

Microsoft Excel to analysis the expenditure of school, Tables, Flow Charts is used for proper presentation and analysis.

2.5 Activities in Internship:

After joining this company I have engaged myself in coordinating the projects, system work breakdown, Flow-chart, Content planning and User Interface designing. I have involved in some mobile games, school communicator application ClassTune. In this internship report I will be discussing elaborately about ClassTune Mobile Application & marketing strategy of promoting the mobile application.

My Main Activities are:

1. Developing a user friendly Mobile Application.

2. Co-ordinate with the Designer Team, Programming Team & PHP team.

3. Identify the features of the software and the advantage of the Application.

4. Social Media Plan for promoting the app.

5. Marketing Materials for promoting the app.

My job responsibilities are:

1. Software Project Management.

2. Project Co-ordination.

4. Communication

5. Mobile App Development Management.

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6. Mobile Application design flow-charts preparation & presentation.

7. Marketing Material for promoting Mobile App

8. Social Media Marketing Plan & Marketing Material Preparation.

Every day I have to submit the work progress report of the each project, divide the work among the Software team according to priority and specialty and daily follow up with the responsible person with their work, taking the final approval from the supervisor and feedback.

2.6 Conclusion:

In the timeline of working in this organization I found quite interesting about the system they produce. Education is the vast sector in Bangladesh. Our software and games are related to education. We try to make learning in a fun way. Organization's main vision is to work for Education and students. Teachers are the most significant part of an education system but in our country they are neglected and under development. So this system will make teachers life easy by automated the system and work process. If they can learn the system teachers can empower themselves.

Chapter 3

CHALLENGES during Internship Program:

3.1 Introduction

Internship program in a corporate organization is of great significance because it ensures the professional preparation. It provides a practical opportunity to develop true understanding of the teaching profession and future prospects of working conditions in that profession. It is very important to understand what are the responsibilities of the job and ownership of the task. Team Creative.com is an organization where everyone can perform their own task with freedom. Everyone got the chance to express their thoughts and ideas. But also some challenges I faced during the working hour; but with time it was adjusted by me with the help of seniors and my co-worker.

3.2 Challenges faced in the Organization:

As mentioned in the introduction part Team Creative is a place where everyone can contribute their thoughts and ideas .But there are some issues they need to work on it. The issues I have observed during the working hour:

- For the new trainer they need to work on the proper training regarding the job and the responsibilities. The product ClassTune has some critical and complicated part which needs to describe elaborately.
- Working with the software team and creative team is a challenge. Basically creative team work on his own mind and difficult to meet the deadlines.
- Project deadline was a big issue. ClassTune desktop version and mobile application was included in the total project. There are at least 25 features in the system. Each feature has it mobile version design and desktop design. After designing the system, technical team needs to implement the work. So it really difficult to complete the task within deadline.
- Approval of the work was a big problem.
- Regarding the research program sometimes data collection are so narrow that we could not assume the features.

- Content finalization is bit difficult. We had to write easy and understandable English in the system.

3.4 Conclusion

So far I have gather great experience here. If I get enough time to work with the organization I can overcome the problems and perform better than any other. I want to work hard and with honesty that I can contribute for the organization.

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Chapter 4

Lessons learned from the internship program

1. Punctuality in all aspects

whether it's arriving early in the morning or getting a task done on time, punctuality is essential. Managing time well to get things done. It shows the dedication to your work, and that proved the capability of responsibility and professionalism.

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2. Be the eager beaver intern

showing enthusiasm by absorbing everything like a sponge, from corporate culture to knowing the nitty-gritty processes involved in company deliverables. Take initiative and even unsuccessful; we will still learn how to improve upon work.

3. Adopt new skills

Build skills that will be useful in corporate and software industry, and consider that capitalizing on work. Utilize the skills in part-time jobs or freelance projects in tandem with work placement. When I was interning, I covered projects as a project manager- it was a good networking opportunity. If I had extra time, I would also write articles about the portal. Later on, I decided to help out budding art initiatives with their marketing by providing marketing plans. These project helped me gain other opportunities, and now, especially as I work at a company that is very Digi-centric, I'm more aware of the advantages of online software both for my resume and as a marketing tool. It's not about being a jack-of-all-trades but instead using skills to strengthen my forte.

4. Researching targets

Source out potential employment- track people and companies that I want to work for. In my case, I read the publications I wanted to work for and I also suggest following the writers you admire. Follow the company on LinkedIn to keep apprised of vacancies and read all of their social media platforms to get a better feel of their office culture.

5. Cultivate a strong social media presence

keepingportfolio so companies can both Google my work and so that they can ascertain that I have the highly-coveted skills required to maintain a relevant online presence. Have a public account where my voice and views about topics in industry can be seen..

6. Connect with people

We always hear how it's important to have experienced industry leaders to look up to, but it's also essential to practice horizontal loyalty and develop relationships with people who are at the same career level, no matter which industry they're in. Collaborate on projects together and provide feedback on each other's recent work.

7. Reporting

During work I gather knowledge in reporting, writing corporate mail, writing proposal, presentation skill, Software skills, Communication skill etc.

Chapter 5

Marketing Planning and Strategy

5.1 Introduction

Every product has its unique demand and own target market. According to the target market and current situation of the Market Team Creative.com is planning their own strategy to promote ClassTune. Every School needs to inform the key benefits of ClassTune mobile app, creating awareness and create necessary buzz to know about the product. I am feeling lucky to work with some great marketing planners and specialist to make a real marketing plan.

5.2 What Is Marketing Strategy Planning?

Strategic marketing planning is the process that the operational and managerial staff of a company goes through to create and implement effective marketing strategies. Strategic marketing planning takes several aspects of company marketing and promotion into consideration. The aspects that contribute to strategic marketing planning include identifying promotional opportunities and evaluating the marketing opportunities; researching, analyzing and identifying the target markets; developing a strategic position for the company to pursue and how to implement the strategy; preparation and implementation of the marketing plan; and measuring and evaluating the results of the marketing efforts of the company**.**

Strategic Marketing Plans

Strategic marketing planning involves combining customer experiences with the overall direction the company wants and needs to take in order to succeed. For example, market segmentation plays a vital role in strategic marketing. Geographic and demographic differences in a company's target markets can affect the purchasing habits of consumers. Strategic marketing planning allows companies to go through the process of identifying what these differences are, and then

adjusting marketing messages and presentation of the company and the products and services of the business to meet the individual needs of the different segments of the market.

For example, the Baby Boomers generation has created a surge in need for products and services that range drastically. Some companies have adjusted existing products and services to meet the increase in demand, while other companies with the foresight to strategically plan for the increase, developed new products and services to meet the demand.

Once a strategic marketing plan is in place, the company can use the plan as a guide in conducting its daily business as well as making short-term and long-term decisions. Implementation of the strategic marketing plan typically leads companies to the tactical marketing portion of conducting business. The strategic marketing plan transitions into the company's plan for product and service development; the communication plan on how the company intends on promoting the business offerings; developing the sales plan; and finally putting together the customer service plan on how the company intends on interacting with current and potential customers.

Benefits

The primary benefit of a strategic marketing plan is that it puts a written guide in place for a business to follow to reach its goals and objectives. The second major advantage of strategic marketing planning is that is allows the business to create and utilize consistent messaging internally and externally. Consistent messaging in marketing creates efficient companies because employees and customers understand what the company offers and how the company offers it. They work toward a common goal. Efficient companies typically see an increase in revenues and market share, while it sees a decrease in expenses. Ultimately, it all leads to an increase in company profitability.

Time Frame

Strategic marketing planning is not a one-time action, but rather an ongoing process. Typically, a company creates a strategic marketing plan that covers short-term (one year) and long-term (two year, three year and five year plans) periods. When a strategic marketing plan is put in place, the

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company uses it as a guide for six months to one year at a time. The company then evaluates the strategic plan by measuring the results of the marketing programs the plan put in place. After evaluating the strategic marketing plan on a six-month or one-year basis, the company may tweak the plan to improve efforts that didn't go as planned or to mimic the results of plans that achieved success.

Considerations

Effective strategic marketing planning requires companies to conduct a great deal of research and to really get to know its target market. Companies need to fully get to know who the target market is, how they think and feel, what they do, how old they are, where they live, what their hobbies are and more. Companies need to be able to live, think, breathe and feel like their target market to develop products and services that fit the needs of the target market. Companies need to remember that product and service development needs to have an existing marketing to sell, rather than developing products and services, and then seeking out a target market in which to sell it.

In the olden days of marketing, we talked about positioning statements, the "4 Ps," marketing plans, branding, etc. Some pundits and bloggers might claim that these concepts and practices are obsolete and have been replaced with content marketing, social media, marketing automation, SEO, SEM, and so on. I suggest these so-called "old-style," obsolete concepts, strategies, and tactics are more important than ever. As professional marketers, I suggest we go back to the future and embrace the fundamentals before we begin to use the modern tools like content marketing.

Implementing content marketing tactics (or social media tactics, or any communication practice, for that matter) without first preparing a strategic marketing plan is like building a house with no blueprint. Adding rooms (marketing tactics) on a whim without an understanding of how each room supports the overall structure (business goals), the purpose of each room (objectives), and how you will decide if the room is successful (measurement) is a recipe for disaster at worst, and for sub-par performance even in the best-case scenario.

Below are the four essential topics that must be covered in your marketing plans before you proceed with any specific marketing activities, including content marketing, social media, email promotion, websites, or any other "next big thing" emerging on the marketing landscape:

1. **Assess the current situation:**

- Determine what resources you have available.

- Analyze and summarize your market space(s).

- Analyze your company's internal strengths and weaknesses.

- Analyze external opportunities and threats.

- Assess the competition and competitive environment.

- Assess the macro environment in terms of social, economic, political, and technological opportunities and challenges.

- Identify critical issues to be addressed in your marketing activities.

2. **Develop your marketing strategy, including:**

- Your business mission and vision

- Your overarching business objectives

- Your marketing objectives

- A description of your target market and customers

- Your unique positioning statement

- Your unique value proposition

3. **Craft your marketing program, by outlining:**

- Your product messaging

- Your pricing strategy

- The channels you will communicate across

- Your promotion plans

4.   Determine your controls, benchmarks, and measurement processes, including:

- Budgets and resources

- Critical success factors

- Key performance indicators

- Your preferred technology solutions and platforms

5.3 Marketing for ClassTune

The Plan included:

- Creating user friendly & attractive user interface for Mobile Application.
- Created website for ClassTune
- Produced good quality of Brochures, User Manual, Video Tutorial, and Manual Guide.
- Developing Relationship with more than 100 schools in Dhaka city. Also appointed a sales team for the schools outside Dhaka Division.
- Making presentations for Sales Speech.
- Social Media marketing
- Content marketing, Free School Subscription.
- Campaign plan with teachers and School administration
- Press release, Meeting with Government to give the service in Public Schools.
- Article writing campaigns for Teachers who are interested in online writing.

5.4 Package & Pricing

ClassTune is paid software. Every school needs to subscribe first to use the system. The pricing is very reasonable. As per our research if any school use the system and provide the service to parents and teacher they need to charge BDT 300 extra from every parents where the management system is saving thousands of taka of Schools and parents. ClassTune has two packages- Gold Package, Silver Package.

5.5 Conclusion

Creating marketing plans is not just an exercise to be done once and then put on the virtual shelf. These are living, dynamic documents that should be referred to on a regular basis and updated as conditions or situations change.

Chapter 6

Conclusion and Recommendation

6.1 Conclusion

The initiative of Team Creative is noble and government friendly. Our government is now on their way to make a Digital Bangladesh. In the dream of Digital Bangladesh they need to keep their focus on information technology. In latest Digital World fair we have seen hundreds of company showcasing their products and skills for producing software. In future our country can sell the software to the international market. Also they will get hired by the international organizations to work with. Education sector is the largest sector in our country. In past the whole school system worked with manually and paper work but not they have to switch themselves in automated process and being a part of Digital Bangladesh schools need to cooperate with government. Every School should have their own management system. It is more secure and safe system keeps confidential papers safe and sound.

Now – a day's smartphone has become very popular in Bangladesh every family consists at least one smartphone. Every smartphone needs internet to explore the whole world knowledge. ClassTune will open the door of knowledge and keep parents up to date of the daily activities. They can read articles in various topics at the same time. ClassTuneis not only a system but also a future every day tool for Students. Teachers are now can spend more time with students rather doing monotonous clerical job.

We can see the future development of ClassTune . Our plan is huge and vast. We want to include every necessary features in ClassTune . Our future plan is to incorporate total payment system of the school online , and also a e- commerce site.

6.2 Recommendation

The scope of this study does not going in details about customer support section. But in my point of opinion it is very important part of any service related product. After sales service, customer support, technical support. Trainer need to add with the product so that User can get high level of comfort using ClassTune.As ClassTune is huge service system and bit complex it is mandatory to train the users and clients should get full time support.

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- Students, parents, teachers are our main target customers. If we cannot convince them to use the System No School will be interested to take the risk. So we need to think more benefits for the users.

- Every School has a website. So our school website page should contain more information about the school. We should also promote the school in market.

- Customer support executive team need to expand. Without an expert team of customer support no service can exist. Quick response time also necessary.

- Team Creative.com is working hard for selling the existing product. But as a compound system always they should think about a continuous development process. New features need to incorporate to get the best out of the system,

- System needs that flexibility to change according to market requirement.

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