Campusbd.net

Internship Report

On

"Marketing Strategies of Campusbd.net"

Prepared for:

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LETTER OF TRANSMITTAL

26th July 2017

Md. Tamzidul Islam

Assistant Professor & Internship Coordinator

BRAC Business School

Subject: Submission of Internship Project

Dear Sir,

With due regard I ask to present my internship report. I have done the report on "Marketing Strategies of Campusbd.net" under active supervision of Academic Supervisor Md. Tamzidul Islam, Assistant Professor & Internship Coordinator, BRAC Business School, BRAC University, and Organizational Supervisor Yoriko Ueda, CEO and founder of Venturas ltd. My study reveals a developing well-off administration construct and amassed in light of the essential execution of the organization on the setting of promoting and general execution of the association.

In reality, this is a commonsense and critical subject I attempted my best to assemble important data respect to this issue and mastermind them successively. I should be conceded that without your kind hearted co-operation and appropriate direction it would have been incomprehensible on my part to set up this report, so I offer my thanks to you for your accommodating recommendation.

I, consequently, implore and trust that you would acknowledge my report considering my endeavors and requirements and I am prepared to disclose anything to you on the off chance that you feel vital.

Sincerely yours,

_____

Pragna Permita Chowdhury

ID: 12204114

BRAC Business School

Acknowledgement

I would like to thank my honorable mentor Mr. Md. Tamzidul Islam for directing me on culmination of this report and on leading the required studies. Without giving your courage and continuous support, it was quite impossible for me to do the arrangements and procedures of this report. I additionally need to express gratitude toward Yoriko Ueda, CEO and founder of Venturas Ltd. for giving me the internship and freedom on required data accumulation. Employees of every single other division are extremely helpful and the representatives are to be expressed gratitude toward for their unperturbed help and direction in discovering my desired data. I am likewise thankful on the official's help, without help it was very unthinkable for me to continue with the procedures of this report. The authorities upheld me with each conceivable answers and questions that I requested.

I had done this action, where I buckle down on Internship extend. I might want to thank to you for making this report. When again the heartiest thanks will go to my course teacher Mr. Md. Tamzidul Islam.
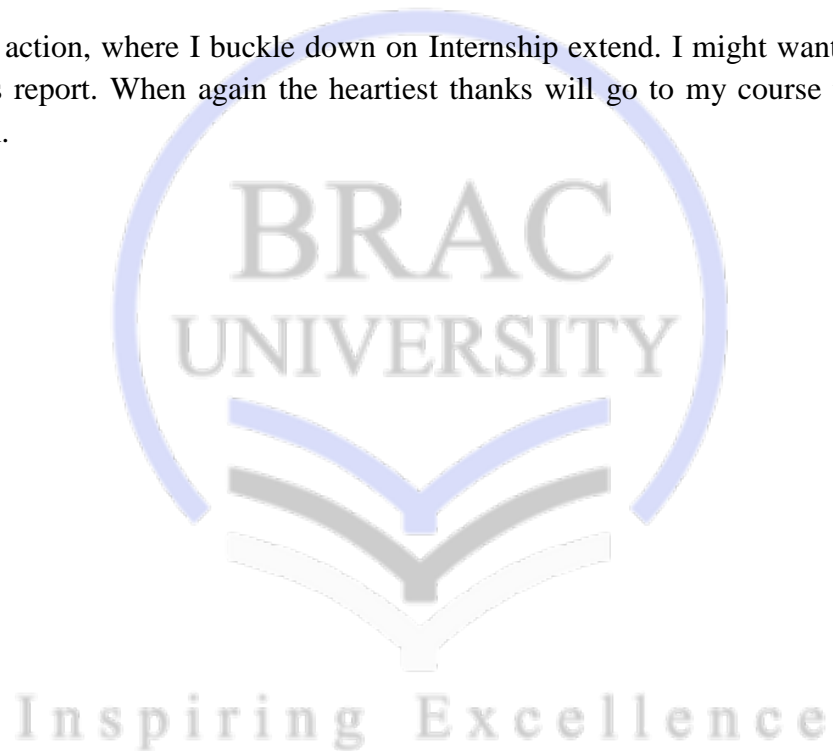
Executive Summary

Venturas Ltd is a startup company which concentrate on how might we function for the advancement of education system with the assistance of the blessings of innovation. In recent days each and every things are step by step improvising by the assistance of innovation. On the off chance that we mix technology with education then it can be simpler and intriguing for the students and furthermore for teachers. Venturas Ltd. Focus on that and create their services for the students which made learning's interesting for them. They have several service based application for the students, for example, Jano Ki, Podokkhep and so on. Among those services campusbd.net is the service which concentrates on those students who want to concede themselves in universities. The made a site in which students can without much of a stretch avail all the university related information one can require for admission. To spread out the facilities of this site Venturas Ltd masterminding such a variety of exercises and furthermore make mindfulness crusades where they make students and teachers both see how gainful it could be. Venturas Ltd. made a decent attempt and soul to advance their recently created benefit campusbd.net. Other than that they additionally give their most noteworthy push to make university authorities comprehend that by this site they can discover their potential student. Not just that, university authorities can likewise perceives the necessities and inquiries about which thing student is all the more addressing. Fundamentally campusbd.net is a site where an student can without much of a stretch inquiry, contrast and apply with the universities; to put it plainly, it can be a one stop answer for university admission. Website management team attempted their best with the goal that students can without much of a stretch benefit smooth and bother free administration by utilizing this site from anyplace, whenever. Students who are future applicants of HSC exam can without much of a stretch set them up by knowing the qualification to apply for their coveted university. This expectation helps them to being persuaded as well as causes them to get decent evaluations too. Campusbd.net fills in as an extension to make a connection amongst university and students. What's more, this connection can make heaps of chances for the students. Students ought to use this open door for their headway and advance in life. In this excursion, campusbd.net dependably endeavors to help them as their level best and needs to be a glad supporter of their critical achievement.

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Introductory Part

1. Introduction

Technology introduces major basic changes that can be indispensable to accomplishing noteworthy upgrades in efficiency. Used to help both instructing and learning, innovation injects classrooms with computerized learning apparatuses, for example, PCs and hand held gadgets; grows course offerings, encounters, and learning materials; underpins learning 24 hours every day, 7 days seven days; manufactures 21st century aptitudes; builds students engagement and inspiration; and quickens learning. Innovation likewise has the ability to change instructing by introducing another model of associated educating. This model connects educator to their students and to proficient substance, assets, and frameworks to enable them to enhance their own direction and customize learning.

Web based learning openings and the utilization of open instructive assets and different advancements can increment instructive efficiency by quickening the rate of getting the hang of; lessening costs related with instructional materials or program conveyance; and better using instructor time.

There is an immense extension in Bangladeshi Educ field where Venturas Ltd. centered and distinguish the need of the two educators and students, not just that as per that need they outlined their administrations which make another measurement of learning

1.1. Origin of the Report

This report was assigned as a feature of the Internship program of BRAC Business School in the wake of completing all the credits of Bachelor of Business Administration (BBA) program. As per the particulars of this program, I have finished three month times of internship at Venturas Ltd.

The assigned project titled "Advertising Strategy of Campusbd.net" has been finished and report has been set up under kind supervision of Academic Supervisor Md. Tamzidul Islam, Assistant Professor and Internship Coordinator, BRAC Business School, BRAC University and Organizational Supervisor Yoriko Ueda, CEO and Founder of Venturas ltd.

1.2. Objective of the Report:

The main objective of this report is to think about the idea of IT based instruction framework and the methodologies in setting of Venturas Ltd. The world of business is dynamic it is subjected to ceaseless changes and a noteworthy reason is huge numbers of the organizations are developing speedier with the goal that we have to change our procedure as indicated by its condition. Here our significant concentrate is on understanding the promotional strategies and exercises of the organization and in addition information about how you can blend education system with technology and make people understand about its benefits.

1.3. Scope of the Study

This report will give a clear thought regarding how to promote in concept among the people. The report covers the activities of "Campusbd.net". It has recognized the significant activities of this Project. It only focuses on the overall promotion as well as marketing activities. The depth analyses of the other programs are not covered here.

1.4. Methodology of the Study

I have used both primary and secondary data for preparing the report.

For **primary data** I have used the survey report among the existing and new users of campusbd.net.
For **secondary data** various articles, publication, website etc. available in the internet to prepare this report.

1.5. Limitation

Limitation of the repot is given below:

➢ According to the organizational strategy, it was hard to gather numeric information in this report.
➢ As a rule avant-garde data is not give
➢ To get and to acquire information is extremely troublesome.
➢ Customers are not willing to save time to give data. A few people are extremely impolite.
➢ Organizational Information sharing is the most basic issue
➢ Every single procedural issue were Conducted Directly in the operations by the best administration level
➢ Non-accessibility of the reference book is another confinement.

Organization Overview

2. Overview of the organization

Venturas Ltd. is a Japanese start-up education based IT Company in Bangladesh which was established by Yoriko Ueda. We are for the most part attempting to give online "Customized Learning" platform for nearby students in Bangladesh so that everybody can access to fantastic substance at moderate cost. Additionally Venturas covers organizations identified with "Learning" and "Working" adding to rising Bangladeshi market. Fundamentally, Venturas Ltd. is EduTech (Education × Technology) organization situated in Bangladesh by augmenting the energy of innovation which adds to the learning segment of the rising Bangladeshi market.

2.1. Mission

The mission of this company is to democratize good education so that everyone can realize their dream by maximizing their potential.

2.2. Vision

To be No.1 Learning platform to change the world is the vision of this company.

2.3. Structure of the organization

REAPRA PTE LTD is the parent enterprise of Viling PTE LTD and the holding organization of the group. This is Singapore based association which has such a variety of operations everywhere throughout the world. This was built up by Japanese business person Shuhei Morofuji in 2014. Till today, REAPRA has set up 14 industry improves and has put resources into near 50 new companies in a differing scope of parts, including agriculture, healthcare, education, hospitality, digital media, travel, real estate, and aviation. Our organizations work crosswise over Asia, in Singapore, Thailand, Vietnam, Malaysia, the Philippines and Bangladesh.

The parent organization of Venturas Ltd. is Viling Group which just put on education based activities in the Asian region. This group works such a variety of projects, for example, Viling Venture Partners in Asia, Viling Inc. in Japan, Venturas Ltd in Bangladesh, EdIT Inc. in Japan and zero to one in Japan. Takashi Takekawa is the CEO of Viling Group, and furthermore fills in as President and CEO of zero to one, one of its gathering substances. They endeavored to blend training with innovation which can make another measurement for the learners.

Venturas Ltd. is a startup company which operates its activities under the great supervision of its parent company Viling Group and the Grand Parent Company RE.A.PRA.
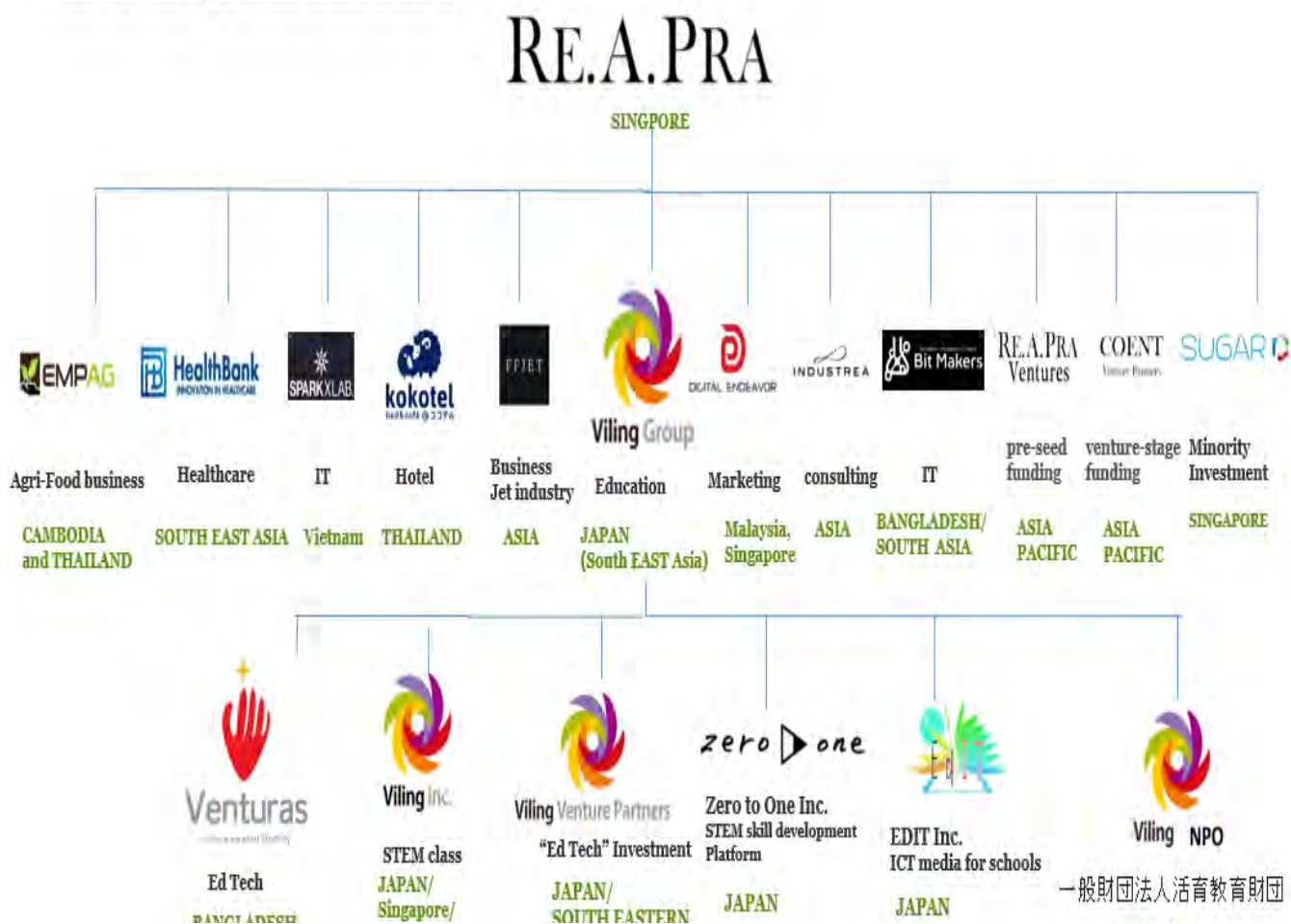

Figure 1: Holding Structure of Venturas Ltd.

Venturas Ltd. is the subsidiary operation under the supervision of its parent and grand parent

Organization. But like other organizations we have our own managerial structure for our own. But our CEO of the company believes in multi-tasking so all the employees have to contribute in other departments also after if needed. It not only helps to learn so many new things from other

Department but also build up a strong communication among the employees of the office.

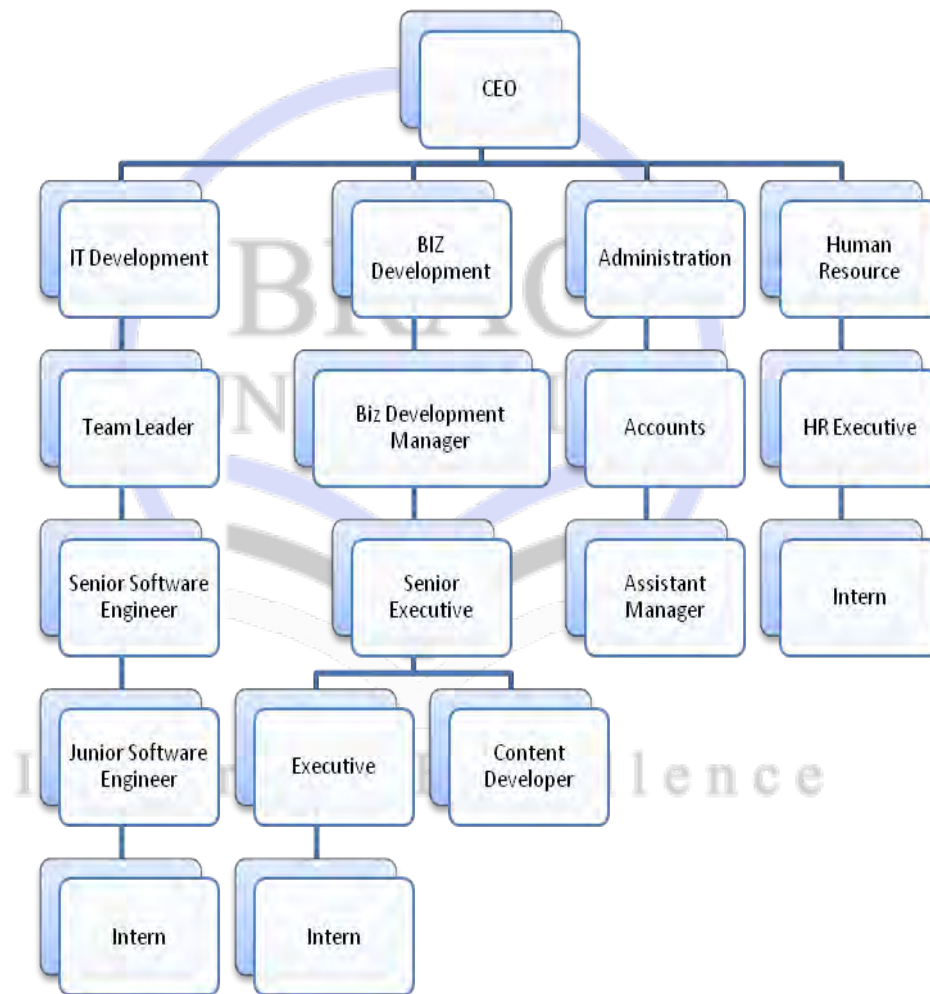The hierarchy of the company is presented below:

Figure 2: Organizational Structure of Venturas Ltd.

2.4. Critical Observation and Recommendation for the Organization

Around 30 individuals are working in Venturas Ltd. The majority of the workers is friendly and has the team playing mentality; then again there are some significant issues in the event of basic leadership. Despite the fact that it is a new business yet it had a splendid achievement record. But there are some areas which this organization should improve:

➢ Need to hire experts who can give real feedbacks regarding the unique situations that the firm faces.

➢ The ambiance and corporate culture should be reflection of the top management as it acts as a guidelines for the other employees, as the CEO of the company is Japanese it is difficult for her to inhibit the culture of Bangladesh and hence the liaison between her and the employees do not meet on the same platform which makes it difficult to give actual feedback of the working scenarios and customs in Bangladesh.

➢ Need to hire more management people who can provide better directions to the employees.

➢ Job analysis and job description should be prepared elaborately so that the personnel can understand their duties and responsibilities.

➢ Venturas Ltd. should arrange some yearly occasion for their employees, to engage them, propel them, give them help from their monotonous work and furthermore make them feel that the association likewise thinks about every employee.

➢ Venturas Ltd. should open their job evaluation system to the employee and should set some standard, so that competitiveness can grow in the employees mind to achieve the level of standard.

Because of absence of inspiration, insufficient administration work on, broadening office hour casually that is ineffective more often than not, wiping out government occasion and holding up the pay rates for couple of days on end, these issues when raised don't have an appropriate individual whom the representatives can answer to and expect a proper solution.

2.5. Service offered by this organization

Venturas Ltd. is a service based organization which offered several services for the betterment of the students. This organization tried its level best to make learning's interesting and hassle free. They offered various services which are:
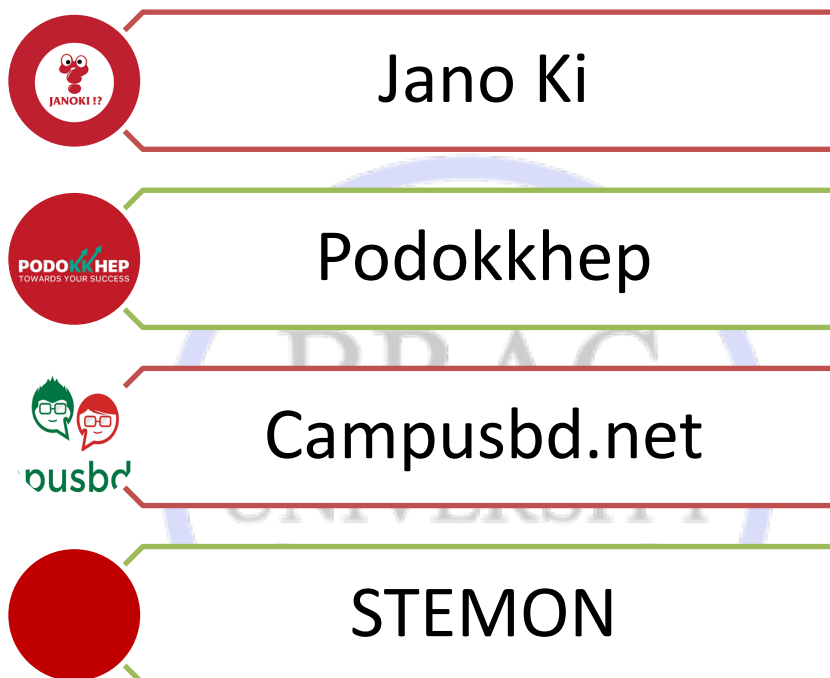

Figure 3: Services of Venturas Ltd.

2.4.1. JANO KI (Mobile based Learning APP)

"JANO KI" is the first memorizing application in Bangladesh for SSC and HSC students to guarantee learning adequacy. It gives substance of 19 subjects including 104 courses and 1000 vocabularies. "JANO KI" was acquainted with more than 70 schools and universities in Dhaka city, and utilized by more than 10,000 students. Jano Ki is an application which makes training more straightforward and fun than any other time in recent memory. This application is composed like a versatile amusement with ambient sounds and hues to pull in students to learn. Students can utilize this application anyplace whenever.

### 2.4.2. PODOKKHEP (Digital Classroom SaaS Platform)

PODOKKHEP is the first Digital Classroom Platform completely modified and created for Bangladeshi educational institutions. It encourages instructors to picture each student's weakness and quality and in addition Batch-wise shortcoming with the goal that educators can have an appropriate system to enhance their understanding level in a data oriented way.

2.4.3. Campusbd.net (Varsity comparison WEBSITE)

The first University search and comparison site for HSC students in Bangladesh. We're related with numerous universities (public and private) everywhere throughout the nation so students can be less time and money consuming when looking and applying to Varsity.

2.4.4. STEMON (Robotics and Engineering program for school)

STEMON is robotics and engineering classes presented for English Medium schools in Bangladesh. STEMON is JAPAN and U.S. Based learning technique for STEM (Science, Technology, designing, arithmetic) subjects. This is the up and coming students of Venturas Ltd.
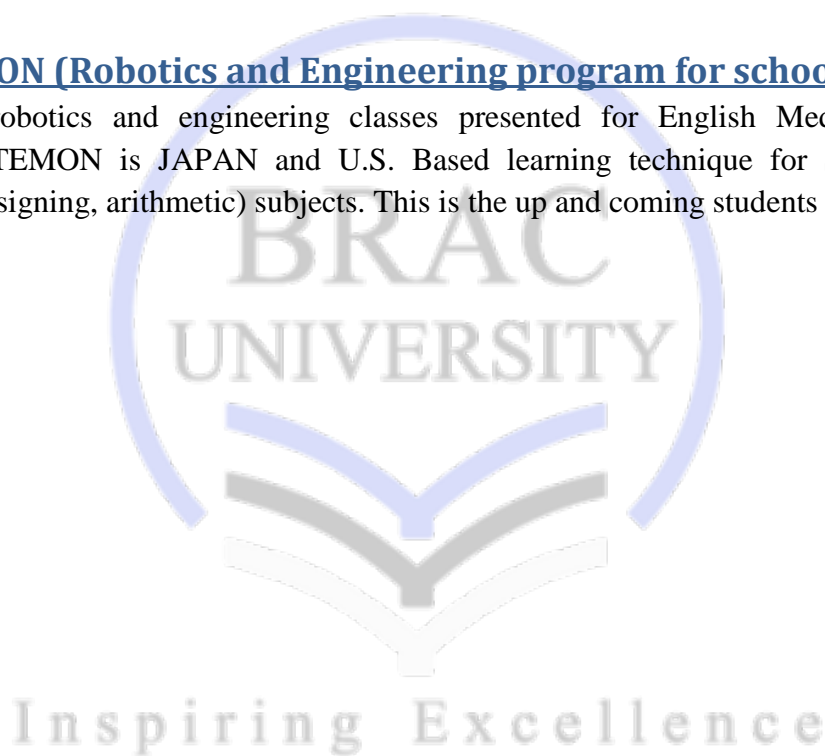
Background of the Study

3. Nature of job

I have worked in Venturas Ltd. as a Business Development Executive under the supervision of Yoriko Ueda, CEO and Founder Venturas Ltd on the venture Campusbd.net. I found the opportunity to work in the field where I needed to conduct surveys and campaigns among college students. Not just that, I likewise needed to brief about our venture to the principals with the goal that they could understand how advantageous the site is for the students who are setting themselves up for university admission. I needed to go to Universities too to talk about our venture Campusbd.net so that university authorities can see what number of students will concede themselves in their organization. Essentially Campusbd.net is the stage which make a bond amongst students and universities. Public relation is the term I generally needed to keep up. I had to deal with the queries asked by students regarding university admission and our website.

For the most part, I worked for marketing team where I got opportunity to participate in promotional activities.

3.1. Specific responsibilities of the job

During my internship period as Business development Executive, I was assigned with several tasks which I had to continue simultaneously.

I have designed a plan consists of different events so that we can reach our service to the students so that they can ensure best possible use of this service. I have to prepare proposal letter for the college principals before visiting the college. Then I have to visit those colleges and make college authorities understand how beneficial this is for the students and how easily they can search, compare and apply to their desire university. After getting the date we have to prepare a team for campaign. On the campaign date we have teach the students about our sign up procedure and how they can easily avail information from our website. Then we conduct surveys where we gather opinions from the students about how much they wanted to know about which university. I conducted campaign in BaddaAlatunessa Girls' College, Monpura College, Uttara Girls' College, Govt. Science College, Ideal Commerce College, Queen Mary College, Gulsan Commerce College, Gazipur Commerce College and Rotnogarva Farida Jaman School and College.

Likewise I have gone to universities to set up meetings with the Vice-chancellor of the universities with our CEO Yoriko Ueda in regards to the affiliation purpose. I go to BRAC University, Fareast University, Canadian University Bangladesh, Northern University, Prime Asia University and Presidency University. I need to take part in meeting there and give a brief about our venture. At that point we need to talk about our paid arrangement with them so they can choose which design is proper for them. After finished with the arrangement method we have another group who go to those aligned universities to take interview of the alumni,

graduates and lecturers. Later on they present that interview to our content developer group so they can compose it appropriately and transfer it on that university page on our website. I work with that content development group to organize that substance in an appropriate way.

Also, I have to call those registered students to react them with their required arrangement who requested a few inquiries. Not just that, after sending leaflets to the students who requested university leaflets I called them for further support. Other than that I worked with the data input group and figure out how to enter and processed data.

3.2. Why I choose the topic

Marketing is the way toward imparting the estimation of a product or a service to clients, with the end goal of offering that a product or a service. I did my major in Marketing so I was given the undertaking of a showcasing advancement as a Business Development official. As I have been working in this organization for over three month, so now I have a reasonable comprehension about how things function.

I got acquainted with present day patterns and practices in limited time exercises. It is close to the finish of my temporary position period and now I am ready to contemplate the improvement, usage and impacts of certain marketing methodologies in business.

So I pick "Marketing Strategies of Campusbd.net" as my report subject. In my report, I dissect the advertising systems and exercises of campusbd.net.

Methodology of the report

4. Introduction

In this chapter I have tried to describe the research design, population, sampling, data collection procedure, and survey approaches and data analysis.
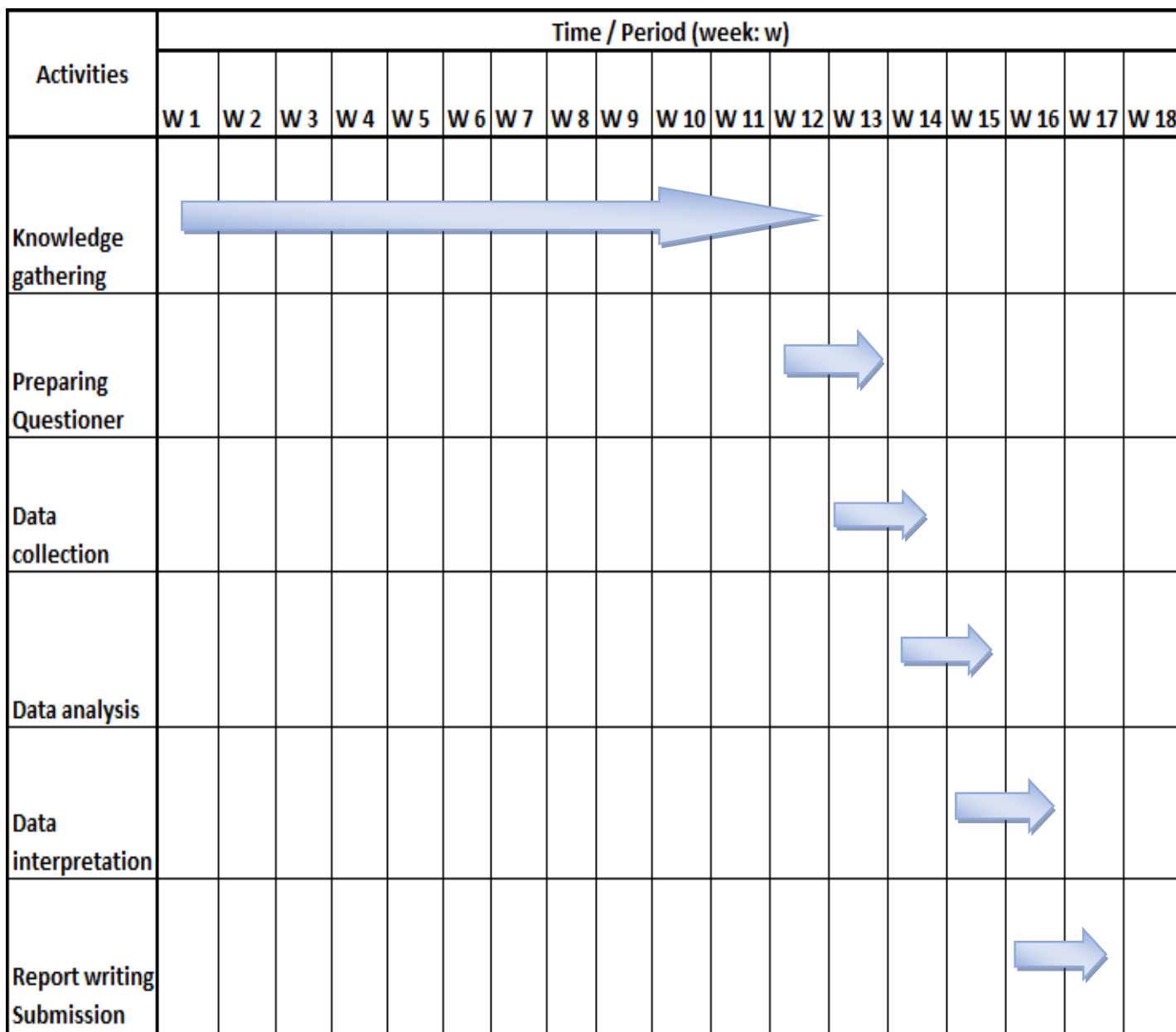
Activities	Time / Period (week: w)																	
	W 1	W 2	W 3	W 4	W 5	W 6	W 7	W 8	W 9	W 10	W 11	W 12	W 13	W 14	W 15	W 16	W 17	W 18
Knowledge gathering																		
Preparing Questioner																		
Data collection																		
Data analysis																		
Data interpretation																		
Report writing Submission																		

Figure 4: Gantt chart

4.1. Knowledge Gathering

From week one to week twelve I worked at Venturas Ltd. And gather knowledge about how a firm promotes their service among their target market. In that twelve weeks I work as a marketing team member and also as a content writer where I gather knowledge about how important every step was.

4.2. Preparing Questionnaire

After done with my internship period I am preparing my internship report based on the marketing strategies of campusbd.net where I focused on how marketing strategies works to promote this service among the students. So, for find out the service gap I prepared an expectation questionnaire and a perception questionnaire.

4.3. Data Collection

For conducting the perception survey I find out twenty students who signed up for the website and avail information and for the expectation survey I find out another twenty students who have an idea about this website but they didn't register yet. I contacted that coaching centers students and college students where we conduct campaigns to find out the students.

4.4. Data Analysis

To analyses the data I used gap theory. Gap theory is the model by which we can compare the service customers 'experience' with what they 'expect' and when it does not match the expectation, a gap arises. So, I tried to find out the gap so that I can identify where campusbd.net team should have to focus to improve themselves. I used Microsoft excel to analyze and to present the data I used pie chart.

Presentation of Data
&
Critical Discussion

Inspiring Excellence

5. Marketing Strategies of Campusbd.net

5.1. 4P's of Marketing:

Marketing mix is the combination of components that assume a part in advancing and conveying product and service to consumers or customers. Basically, it's tied in with putting that product or service in the perfect place at the correct time at the correct cost.

5.1.1. Product

➢ Campusbd.net

Campusbd.net was launched to support students in searching, comparing and selecting Varsity in the most appropriate way.

This is a website which was created for students who are basically focused to get admitted themselves in universities after completing their higher secondary certification exam. This website provides each and every admission related information in detail to the students. Not just that, it also try to maintain contact with students for further follow up and solving queries where they asked various question by students.
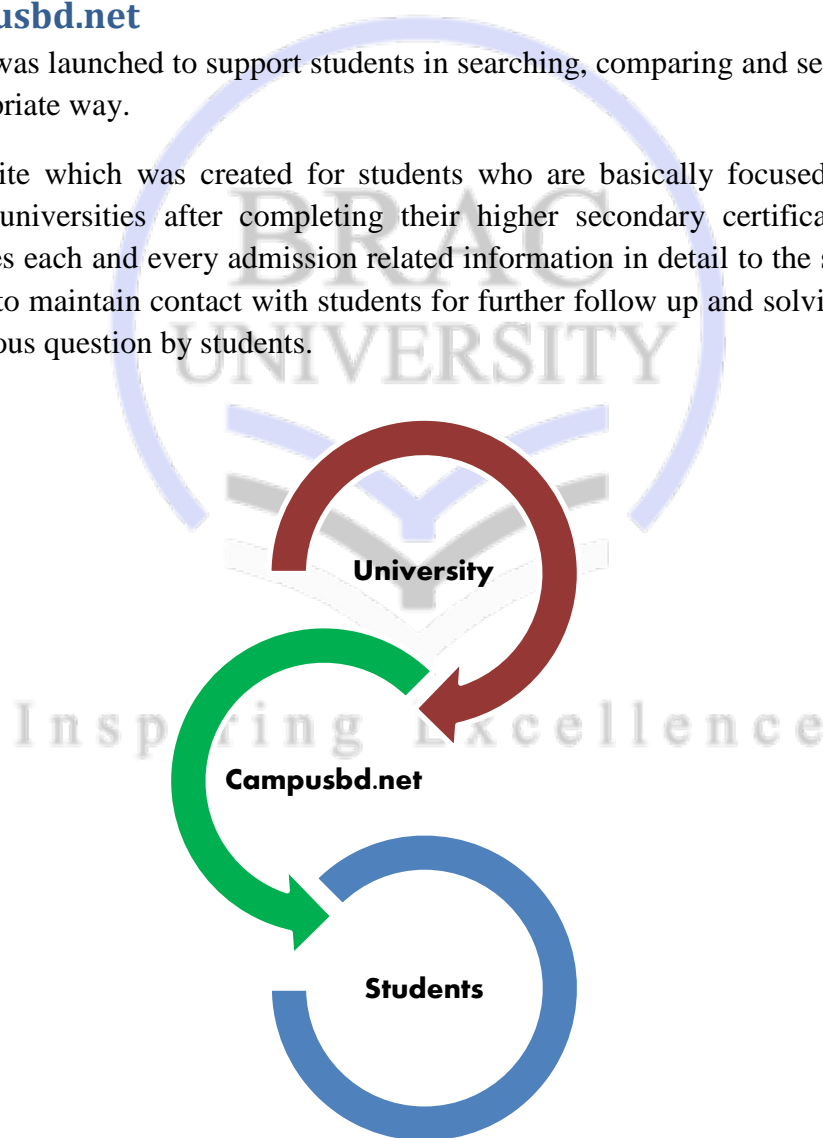
Figure 5: Function of Campusbd.net

So, basically they collect information from the all the universities of Bangladesh to enrich the website and they provide that among the students

➢ Features

Campusbd.net is a platform which tries to maintain two way communications with the university authorities and students who are interested to apply for higher education after completing their HSC. This website has some special features for both university authorities and for the students also.

❖ For University
- They have their customized web page
- In their web page they can easily highlight their unique offerings
- They have chance to introduced their two professors to the students via this webpage
- They have chance to promote their alumni , by which students can understand by enrolling themselves to this organization they can also reach their
- University authorities can also represent their current two bright students by this website, by which visitors can understand the quality of education of that specific organization.
- They can also signify about their waiver and other scholarship and affiliations by this website

❖ For Students
- Filtered search option to identify in which universities they can apply
- Each and every university admission information including facilities, Scholarship details with CGPA requirements
- One click apply system by which students can apply to their desire universities easily
- Request for leaflet option in every university page where they can wish to get more information from that specific university.
- Online customer service executives who always try to solve queries immediately.

➢ Language

This website has two types of language offerings.
- ❖ Bangla
- ❖ English

5.1.2. Price

To enlisted in Campusbd.net university authorities have to pay an amount. This amount varies based on the duration. The pricing strategy of campusbd.net is presented here:

Regular Pricing

Monthly Plan

April	Total (BDT)
18,000	18,000

3 months Package

April	May	June	Total (BDT)
15,000	15,000	15,000	45,000

6 months Package

April	May	June	July	August	Sep	Total (BDT)
13,000	13,000	13,000	13,000	13,000	13,000	78,000

2017 year Package (9months)

April	May	June	July	August	Sep	Oct	Nov	Dec	Total (BDT)
11,000	11,000	11,000	11,000	11,000	11,000	11,000	11,000	11,000	99,000

※Adding extra Pick-up content(in other faculty) requires BDT2,000 for each (monthly)
※The fee is to be paid in advance when applying the service.
※This pricing and menu might be changed later on depends on the service strategy.

Figure 6: Pricing Strategies of Campusbd.net

Sometimes lower ranking universities have some budget issues for which they don't want to buy these plans. In that special case, they are provided special discount. On three months package they are provided 5% discount and on six moths package they are provided 10% discount.

But for the students, sign up is totally free. Not only that they can ask for leaflets which includes several information about university admission without any payment. In short, this service is totally free of cost for the students.

5.1.3. Place

It is a business to business organization because this organization contacts with other educational organizations and charge them for enlisted them in their website. Website authority charged university authorities based on the duration of the alignment.

Since it's a service based platform so the website is the place which we serve our target market.

Here is an image of campusbd.net website where it is clearly visible that by registering themselves without any cost they can avail information from that website

Figure 7: Campusbd.net Website

It is a B2B organization so first we try to make a call to the universities and then sent them mail about the proposal of affiliation purpose. Then if possible then we pay a visit to the university and talked with the register and make him/her understand the whole service. They we asked him/her to set an appointment to their vice chancellor. In that meeting, our respected CEO

discuss whole procedure of the website and how it works to bring more students to the universities and how universities can identify their potential students via this website with the vice chancellor and the other governing body. After done with every formality campusbd.net website creates customized webpage for universities.

Here is the customized webpage of BRAC University where BRAC University authorities can represent their uniqueness.

Figure 8: Customize Page of BRAC University

5.1.4. Promotion

Campusbd.net is a service based platform so we have to work hard for promoting our service. Because it is bit difficult to make people understand how beneficial your service offering is especially when you have no product in your hand. Not only this, our service also have the influence on university admission decision so it is a bit challenging to convince people to have a look on that service.

While working with the marketing team of campusbd.net I faced so many challenges regarding the promotional activities. When we went to colleges for the permission then we need to make the principal of that organization believe that our service is only for the betterment of the students. Sometimes someone convince and sometimes someone doesn't want to understand. Then we make them understand that when we conduct campaigns we click pictures and posted it on social networking sites which are also a promotion for your organization as well. It is an amazing way to convince them. After convincing the principal of the organization we get the campaign date. On that fixed date we prepare ourselves for campaign. On campaign we describe about the whole procedure including sign up, how they can request for leaflet, how they can avail information, how they can apply directly via online.

We also arrange game show and quiz competitions on our Facebook page and winners are rewarded with lucrative gifts. We also posted funny videos so that students can learn the reality in a humorous way.

Our main strategy is to know our customers from very close by which we have an overall idea about what they actually want and in which way they are going to accept it.

5.2. Gap Model Analysis

The customer gap is the difference between customer expectations and customer perceptions. It can easily define what customers expect and what you are actually served.

5.2.1. User Friendliness

Expectation: **50%**

Perception: **40%**

Gap: **-10% or (-25%)**

User-friendliness of a website is very important for the users. Website friendliness plays a vital role in the success of a website. Good usability helps to provide a seamless experience for visitors and improves your chances of success.

This percentage gap shows that customer expects more rather then they get.

5.2.2. Secure Sign-Up Procedure

Expectation: **42.1%**

Perception: **50%**

Gap: **7.9% or (19.75%)**

Secure sign up procedure is so important for a user because if it was not secure enough then your account might be hacked and any other person can easily access your account. That is why it is a responsibility of the authority and developer team to create a secure and fault free sign up procedure.

The difference between perception and expectation is positive which portrays that this website offers a secure and fault free sign up system.

5.2.3. Usefulness of Provided Information

Expectation: **52.6%**

Perception: **45%**

Gap: **-7.6% or (-19%)**

As we already know that this website offers university admission related information in one platform. They already provide so many information in their website but students wants to know something more in details.

There is a negative percentage which shows that customers expect more in depth information which will be more useful.

5.2.4. Proper Assistance Regarding University Selection

Expectation: **40%**

Perception: **45%**

Gap: **5% or (12.5%)**

The main motto of this website is to present all the information of the universities in one platform so that the students can easily search, compare and apply. Definitely it could be a proper guide to select one's preferred university.

And the gap shows that the website really can.

5.2.5. Dependency One Click Application

Expectation: **35%**

Perception: **45%**

Gap: **10% or (25%)**

One click application is the most unique features of this website. Since a student already provided his or her all kinds of information during sign up so he or she easily can apply to the universities by one click. In the view of the fact that unfortunately there might be any types of mistakes can occur which is always taken care off.

But the gap shows that students really think they can depend on that service and it will be easier for them to apply.

5.2.6. Expectation Regarding the Outcome

Expectation: **57.9%**

Perception: **75%**

Gap: **17.1% or (42.75%)**

We know it's an EduIT platform which tries to give as much as effort to make the life of the student easier. It is a new service which can make student's life much easier and interesting and since it an EduIT company as mentioned before they work hard and soul so that students can experience a positive outcome.

This gap shows that students really experienced a positive outcome.

5.2.7. Responsiveness

Expectation: 50%

Perception: 55%

Gap: 5% or (12.5%)

They have a response team who work hard to know what else a student wants to know regarding universities and how they can help them more. This response team is available for 24/7 for solving all the queries.

The gap between expectation and perception shows that response team meet up the expectation of the students.

5.2.8. Time Consuming and Hassle Free

Expectation: 52.6%

Perception: 65%

Gap: 12.4 % or (31%)

This website basically creates to make student's life more comfortable. After HSC examination students are roaming here and there every university for admission related information and apply procedure but this website combined the entire thing in one platform to make the process hassle free.

This is really hassle free service for the students which was shown by the gap

5.2.9. Required Information

Expectation: 45%

Perception: 65%

Gap: 20% or (50%)

As it is a one stoppage solution for university admission website authorities ensure that students can get only required information which is more beneficial for them.

The gap percentage shows that the authorities fulfill that requirement of specific information that is why there is a positive gap.

5.2.10. Security of Personal Information

Expectation: 40%

Perception: 50%

Gap: 10% or (25%)

Safety of personal information is very much important. Personal information is one's own asset. For signing up students have to provide their basic information and academic information which are secure in the database of the website and not accessible by anonymous.

There is a positive gap which actually portrays the security of the personal information in that website.

5.2.11. Queries and Concerns Regarding University Selection

Expectation: 40%

Perception: 75%

Gap: 35% or (87.5%)

This is the first website who promotes this type of service among student which ensures to provide university related information so that students can choose their desired one. But not every student are seeking for one types of information, each has their own preference. By remembering those things, we create our website and try to provide all types of information which generally a student asks for.

The gap shows that this website was successful to meet all the queries which a student generally wants to know.

5.2.12. Overall Expectation

Expectation: 40%

Perception: 55%

Gap: 15% or (37.5%)

This website tries to find out the demands and work on it to give more better service to the students and students are gladly accept this service and utilize this for their betterment.

The gap between perception and expectation shows the overall satisfaction and acceptance among the students.

Findings
&
Conclusion

6. Recommendation

Campusbd.net is a recent advanced service by Venturas Ltd. which is worked under a supervision of Villing Group. Like different past two ventures it has contributed and endeavored to build up their new service campusbd.net for the students who will get conceded in the university. Venturas Ltd. effectively recognized the need and they attempt their level best to understand the significance of the satisfaction of that need. Campusbd.net has 10,000 enlisted users for whom this is an exceptional service. Particularly for the students who think to switch their place for the better quality education. Furthermore, the facebook page of campusbd.net has 1, 23,000 followers and on a normal our response group need to manage least 50-80 questions and recommendations.

With a specific end goal to hold and draw in more client and constructed a positive discernment in the psyche of client campusbd.net must have high service quality to meet more extensive scope of client require and fulfill the client. So it is vital that the worried to makes best utilization of the considerable number of assets they need to develop a decent observation in the brains of the client. There are a few recommendations given underneath in light of the need and experience of the clients of Campusbd.net:

➢ Campusbd.net should keep this service free for the students
➢ They should make their website bug free
➢ Campusbd.net team should improve their server because sometimes users face problems while searching for information
➢ They have highly communicative response team but they should more responsive to solve the queries
➢ authorities should take care of providing the accurate information

➢ If they can ensure actual service properly than the journey of the students with campusbd.net will be more comfortable.
➢ Sign up system should improve because there are many students who don't have any account in social networking sites. If the authority modified the sign up process where they can registered via mobile number will be more effective.

However it's a service based product so we ought to be more cautious about serve our clients. Since benefit is the thing which has loads of territory for flawlessness and adjustment as per clients inclination. Most importantly campusbd.net is a one stop solution for the students who require appropriate help with respect to university selection and campusbd.net attempt their level best to wind up plainly an extension of association amongst university and students where they effortlessly search, compare and apply with their preferred university.

Supplementary Part

Expectation Survey Questionnaire of Campusbd.net

➢ **Do you think this website is user-friendly?**
- o Strongly Agree
- o Agree
- o Moderate
- o Disagree
- o Strongly Disagree

➢ **Do you think this website should have secure sign up procedure?**
- o Very Important
- o Important
- o Moderately Important
- o Slightly Important
- o Not Important

➢ **What do you think about the usefulness of the information provided in the website?**
- o Very High
- o Above Average
- o Average
- o Below Average
- o Very Low

➢ **Do you think the provided information can help a student to choose university?**
- o Strongly Agree
- o Agree
- o Moderate
- o Disagree
- o Strongly Disagree

➢ **Do you think apply by one click (online application) procedure is dependable enough?**
- o Strongly Agree
- o Agree
- o Moderate
- o Disagree
- o Strongly Disagree

- How much do you expectation from this website?
  - Very High
  - Above Average
  - Average
  - Below Average
  - Very Low

- What is your expectation from this website regarding responsiveness?
  - Very High
  - Above Average
  - Average
  - Below Average
  - Very Low

- Can you consider it as a time consuming and hassle free service?
  - Strongly Agree
  - Agree
  - Moderate
  - Disagree
  - Strongly Disagree

- Do you think the website is enrich with all admission related information you required?
  - Definitely
  - Probably
  - Neither
  - Probably Not
  - Definitely Not

- Do you feel safe providing personal information in this type of website?
  - Definitely
  - Probably
  - Neither
  - Probably Not
  - Definitely Not

- **Do you think this website can meet all the queries regarding university selection?**
  - o **Strongly Agree**
  - o **Agree**
  - o **Moderate**
  - o **Disagree**
  - o **Strongly Disagree**

- **What is your expectation from the overall service?**
  - o **Very High**
  - o **High**
  - o **Moderate**
  - o **Low**
  - o **Poor**

Expectation Survey Response of Campusbd.net

➢ **Do you think this website is user-friendly?**
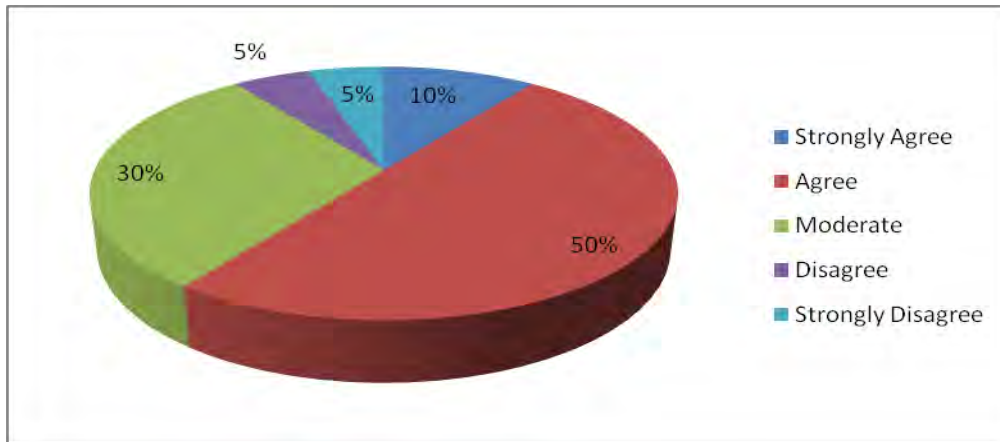
➢ **Do you think this website should have secure sign up procedure?**
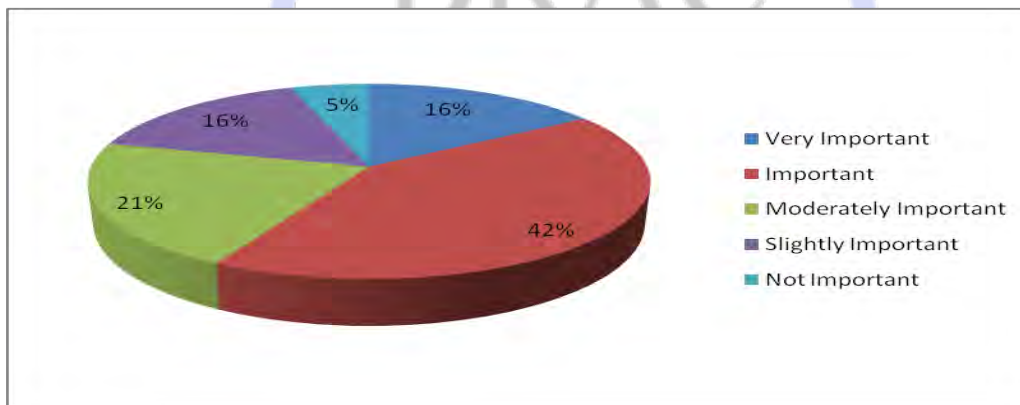
➢ **What do you think about the usefulness of the information provided in the website?**
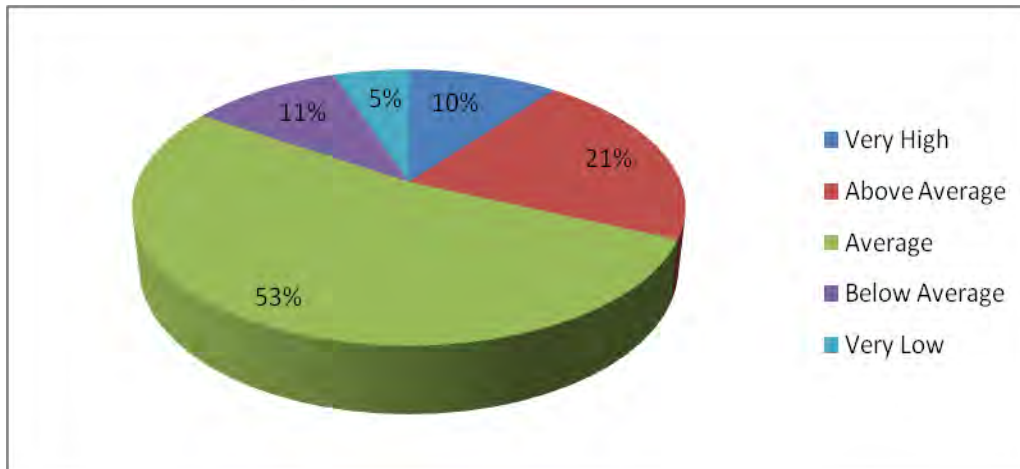
➤ **Do you think the provided information can help a student to choose university?**
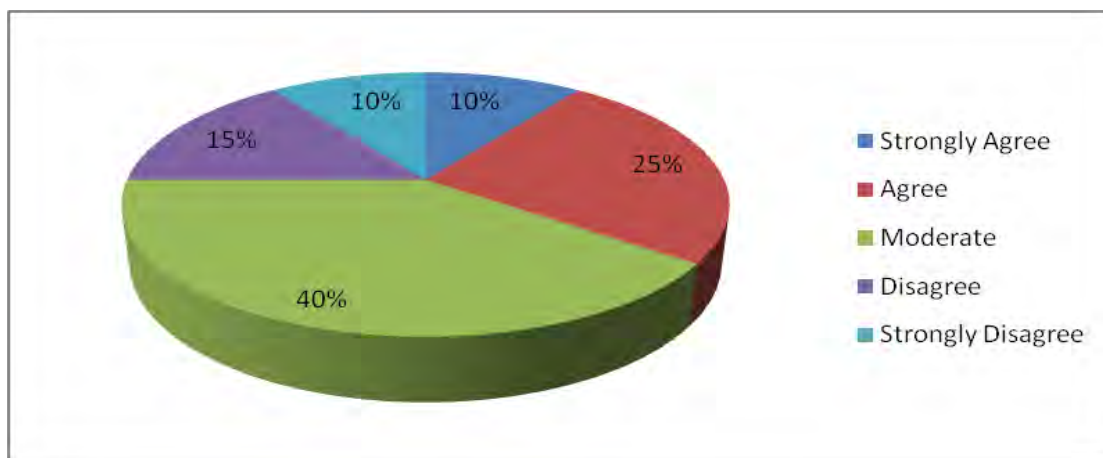
➤ **Do you think apply by one click (online application) procedure is dependable enough?**
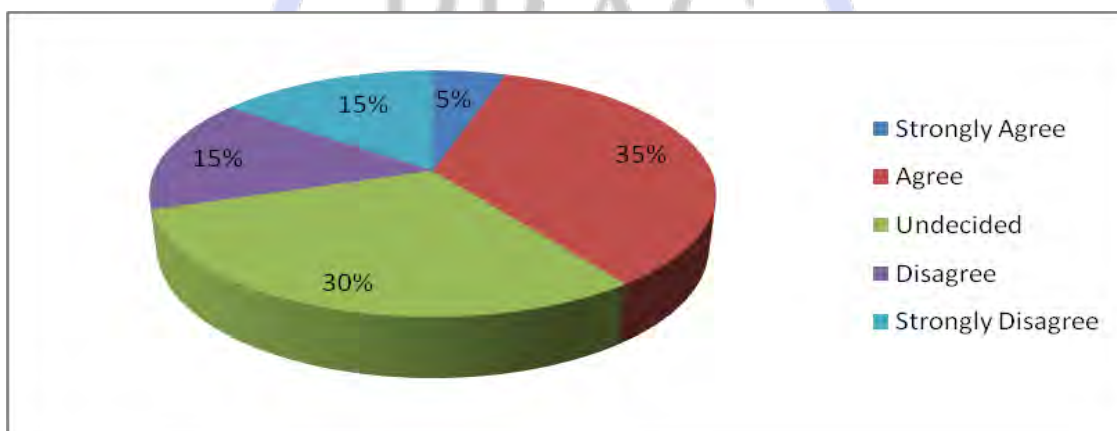
➤ **How much do you expectation from this website?**
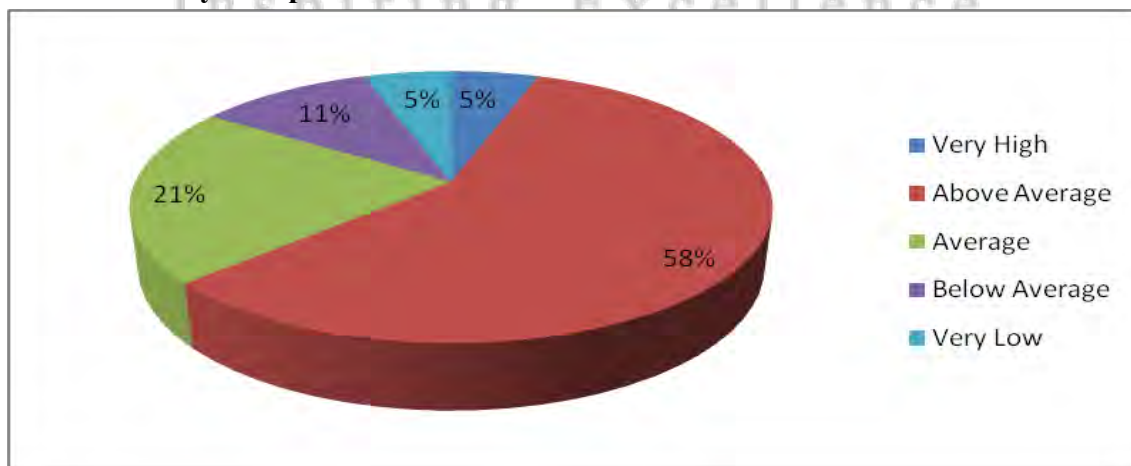
➢ **What is your expectation from this website regarding responsiveness?**
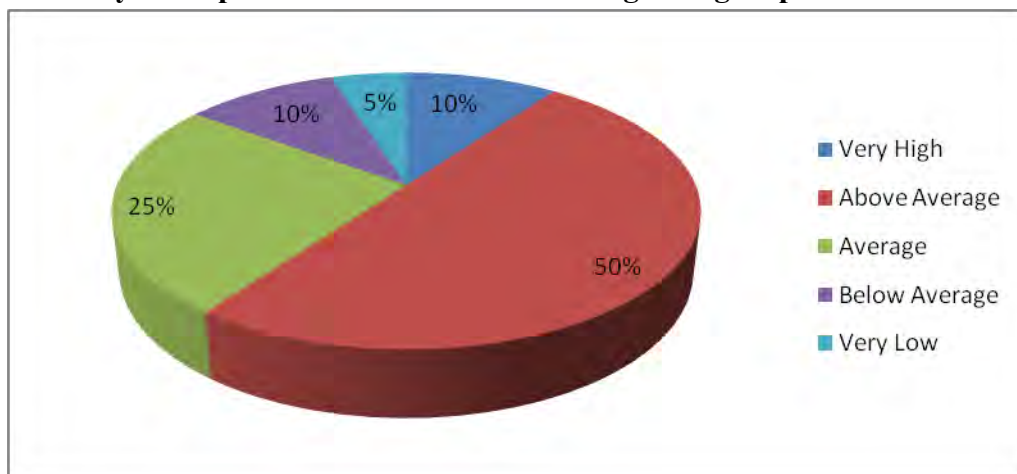
➢ **Can you consider it as a time consuming and hassle free service?**
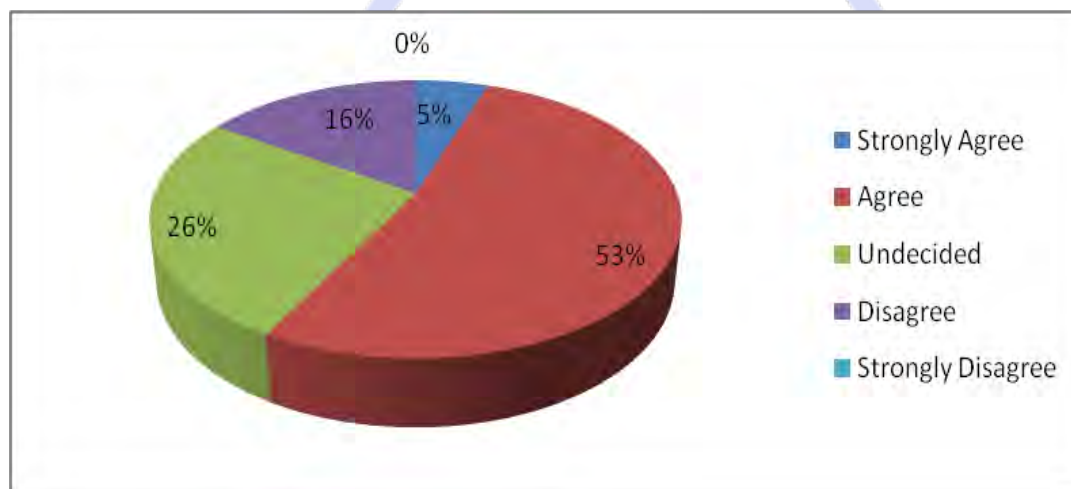
➢ **Do you think the website is enrich with all admission related information you required?**
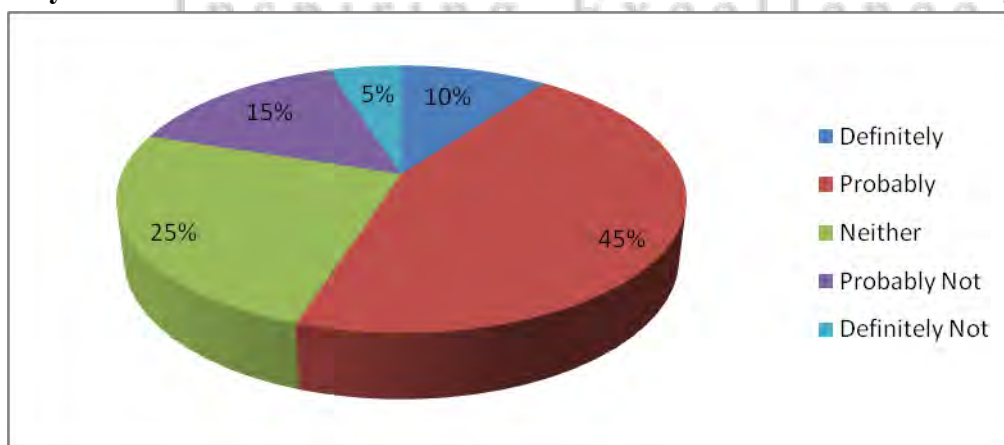
➢ **Do you feel safe providing personal information in this type of website?**
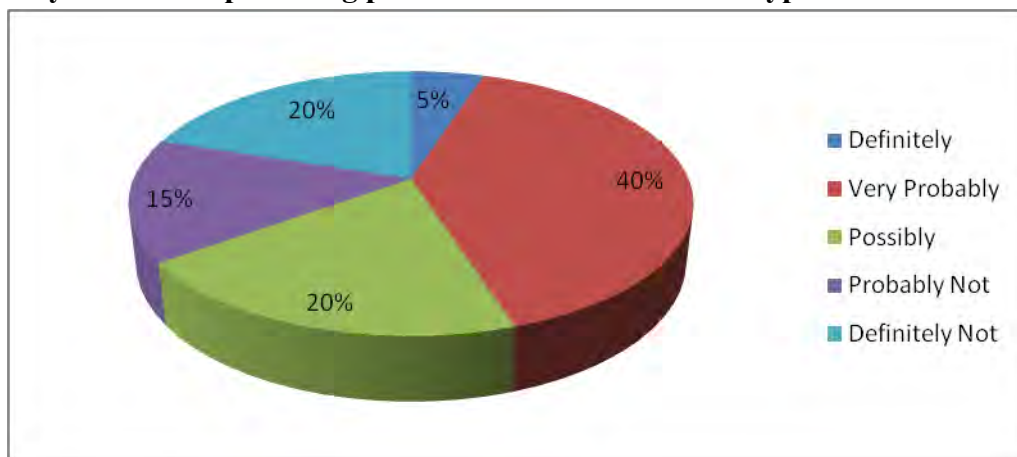
➢ **Do you think this website can meet all the queries regarding university selection?**
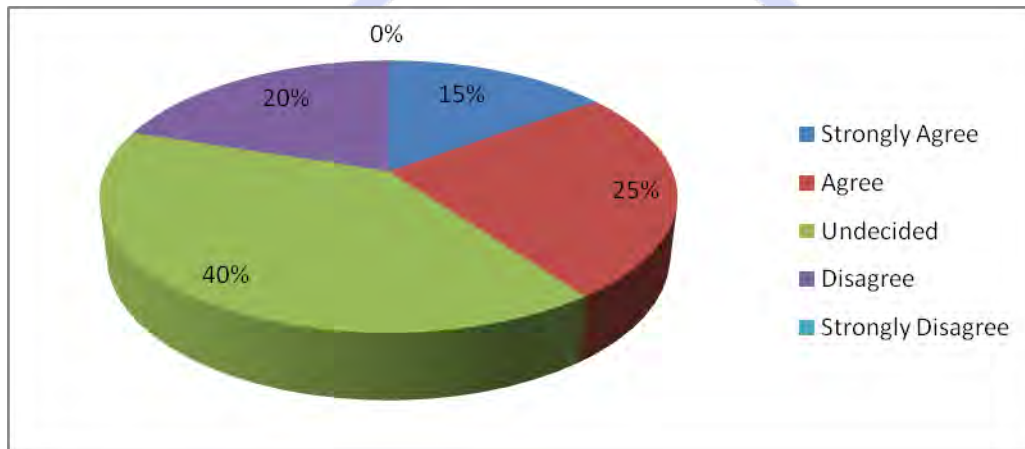
➢ **What is your expectation from the overall service?**
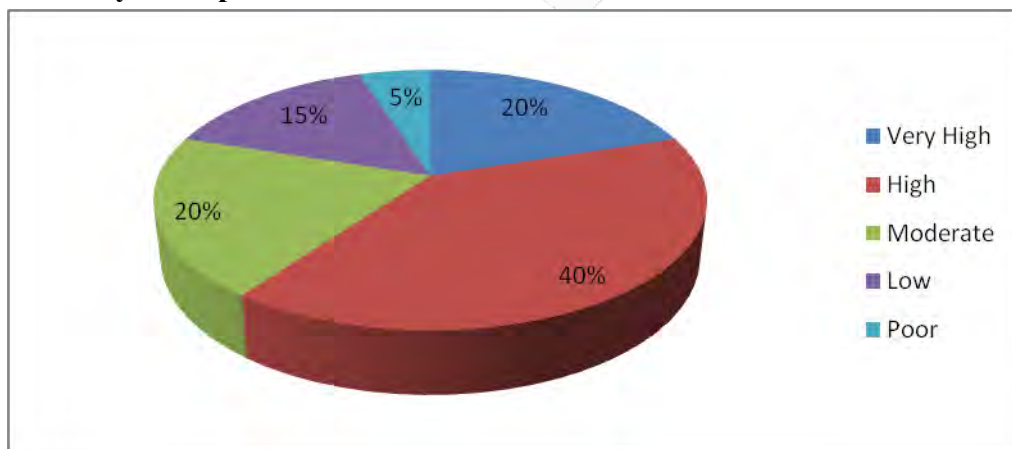
Perception Survey Questionnaire of Campusbd.net

- **Do you found this website user-friendly?**
  - Strongly Agree
  - Agree
  - Moderate
  - Disagree
  - Strongly Disagree

- **How essential is the security of sign up procedure for you?**
  - Very Important
  - Important
  - Moderately Important
  - Slightly Important
  - Not Important

- **How useful the information which are provided in the website?**
  - Very High
  - Above Average
  - Average
  - Below Average
  - Very Low

- **Did you find provided information are relevant enough to get admission in university?**
  - Strongly Agree
  - Agree
  - Moderate
  - Disagree
  - Strongly Disagree

- **Did you consider apply by one click (online application) procedure of this website dependable?**
  - Strongly Agree
  - Agree
  - Moderate
  - Disagree
  - Strongly Disagree

- ➢ **How positive outcome did you get from that website?**
  - o **Very High**
  - o **Above Average**
  - o **Average**
  - o **Below Average**
  - o **Very Low**

- ➢ **How much Communicative the response team is for you?**
  - o **Very High**
  - o **Above Average**
  - o **Average**
  - o **Below Average**
  - o **Very Low**

- ➢ **Did you consider it as a time consuming and hassle free service?**
  - o **Strongly Agree**
  - o **Agree**
  - o **Moderate**
  - o **Disagree**
  - o **Strongly Disagree**

- ➢ **Did you actually get all the information you required?**
  - o **Definitely**
  - o **Probably**
  - o **Neither**
  - o **Probably Not**
  - o **Definitely Not**

- ➢ **Do you think personal information provided by you are secure enough in that website?**
  - o **Definitely**
  - o **Probably**
  - o **Neither**
  - o **Probably Not**
  - o **Definitely Not**

- **Does this website address all your concerns regarding university selection?**
  - o **Strongly Agree**
  - o **Agree**
  - o **Moderate**
  - o **Disagree**
  - o **Strongly Disagree**

- **How was your overall satisfaction level from this website**
  - o **Very High**
  - o **High**
  - o **Moderate**
  - o **Low**
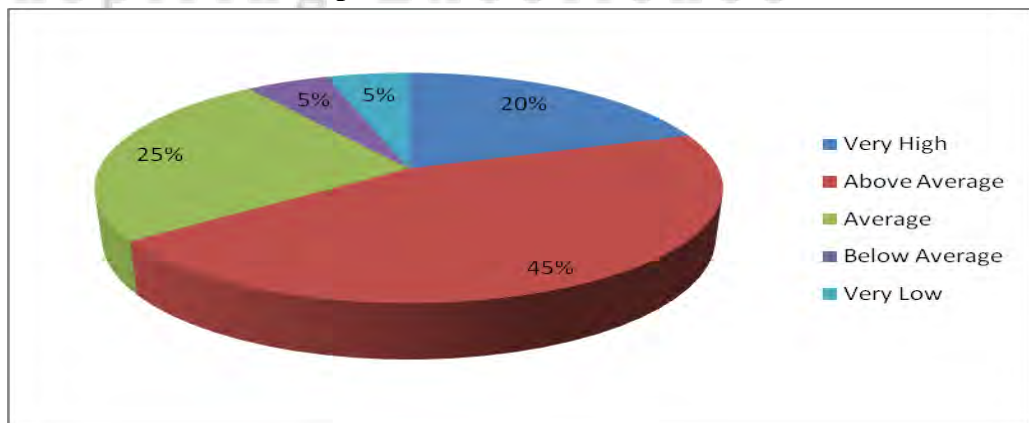 - o **Poor**

Perception Survey Response of Campusbd.net

➢ **Do you found this website user-friendly?**
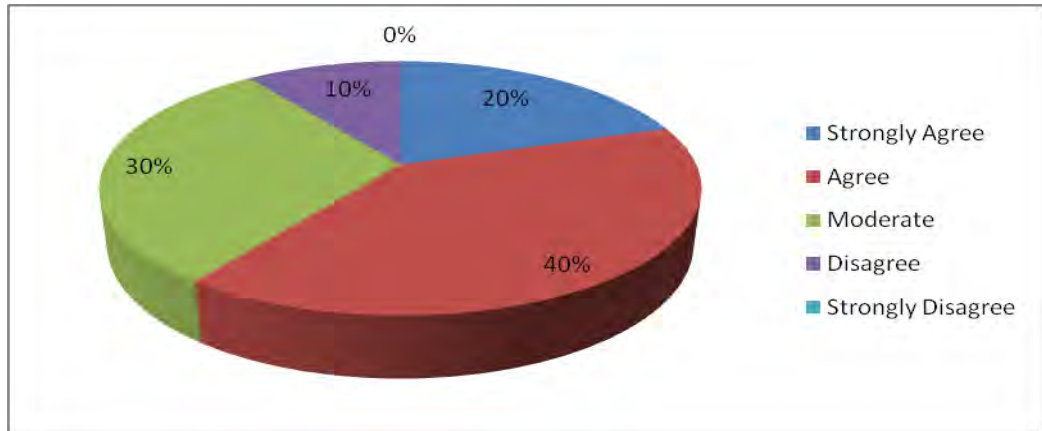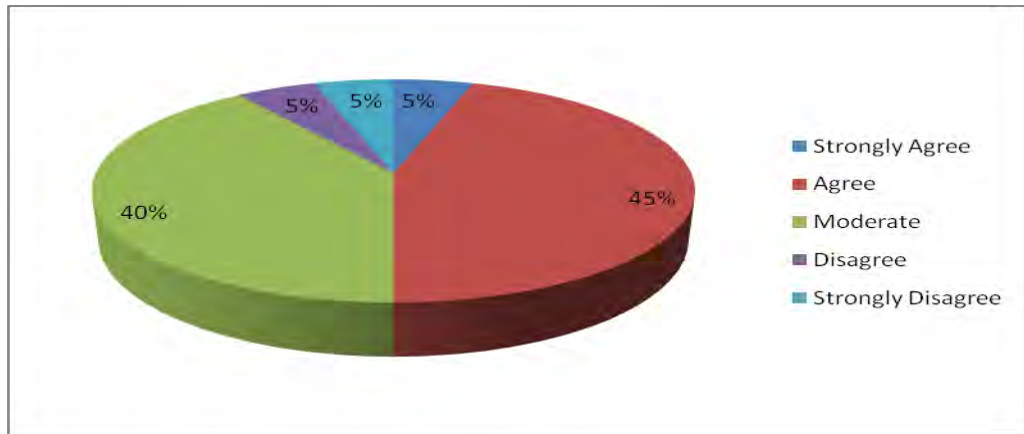

➢ **How essential is the security of sign up procedure for you?**
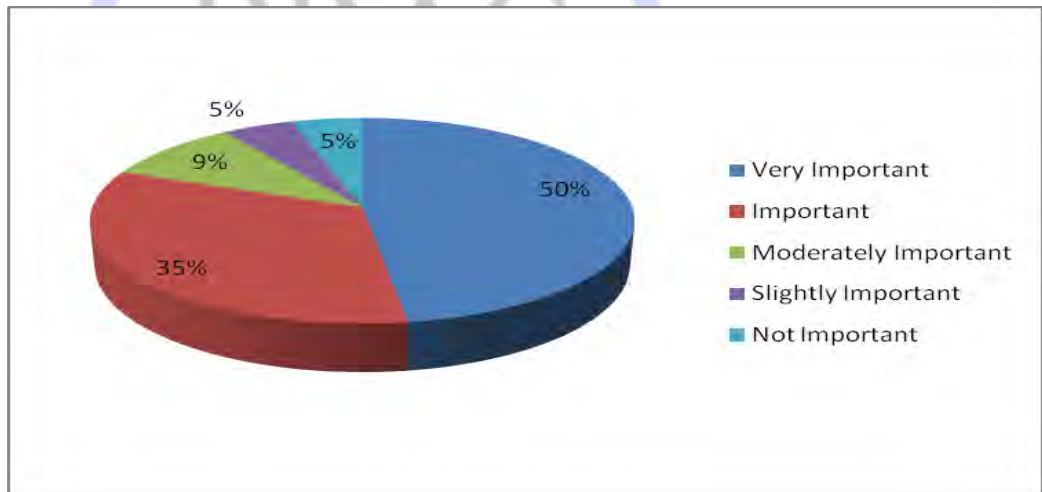
➢ **How useful the information which are provided in the website?**

➢ **Did you find provided information are relevant enough to get admission in university?**

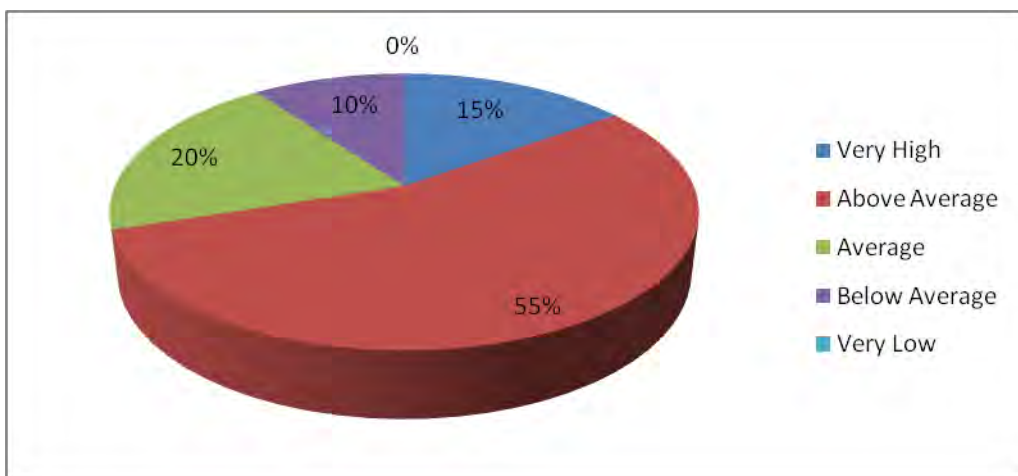➢ **Did you consider apply by one click (online application) procedure of this website dependable?**
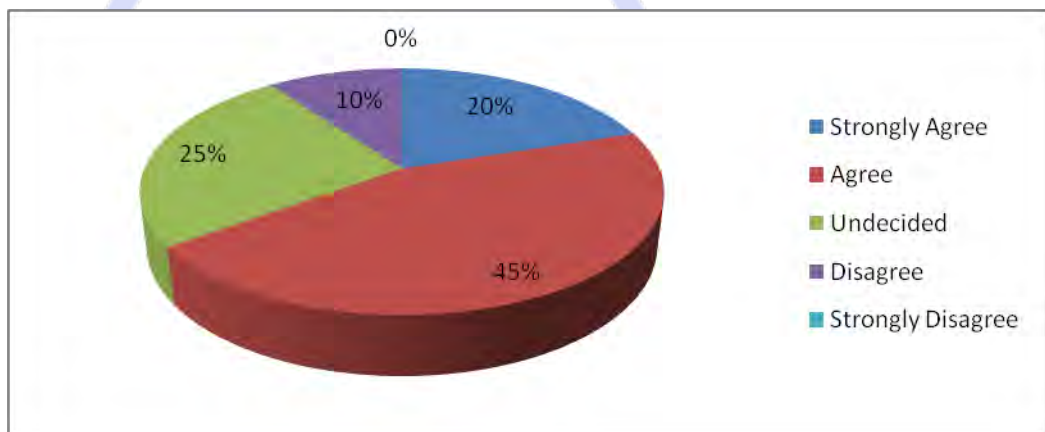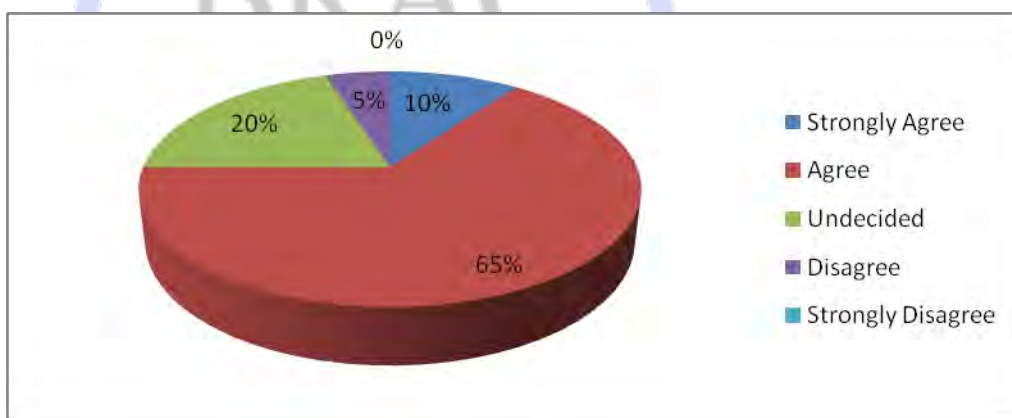

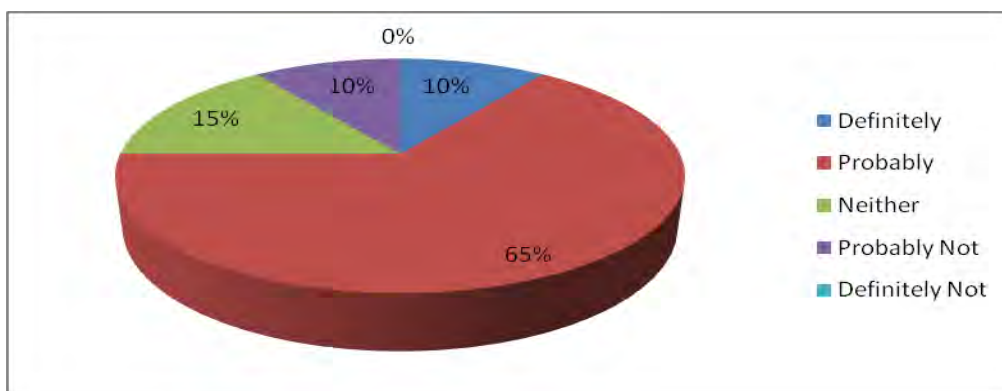➢ **How positive outcome did you get from that website?**
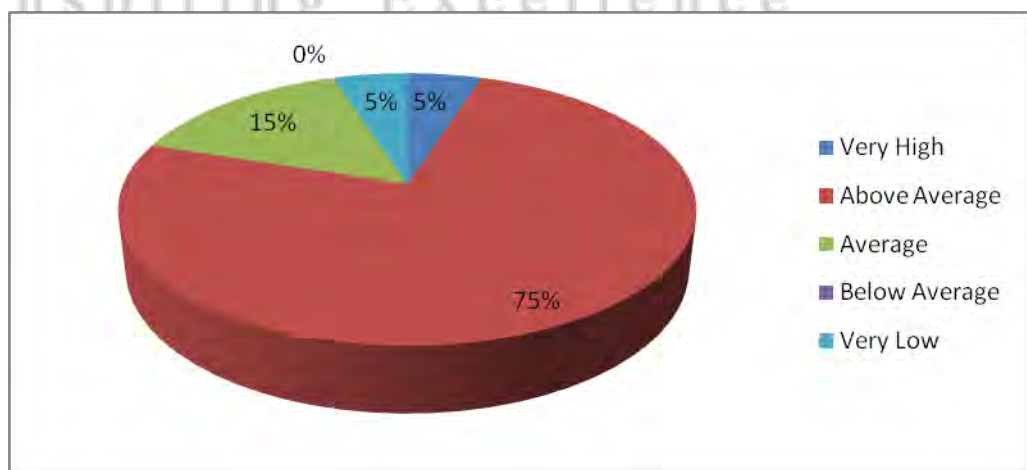
➢ **How much Communicative the response team is for you?**

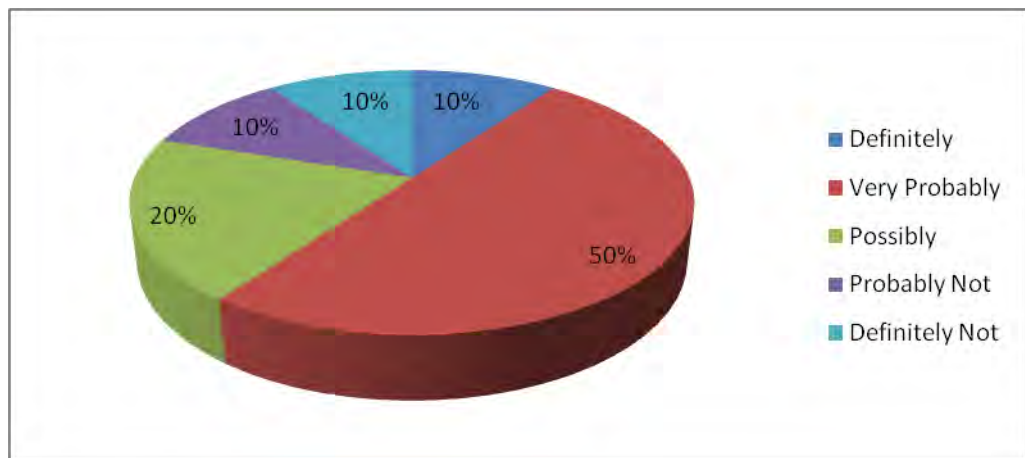➢ **Did you consider it as a time consuming and hassle free service?**

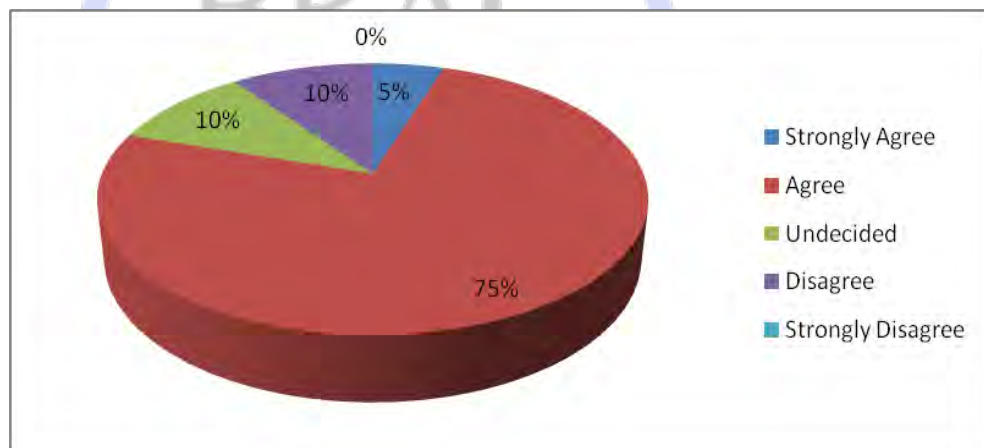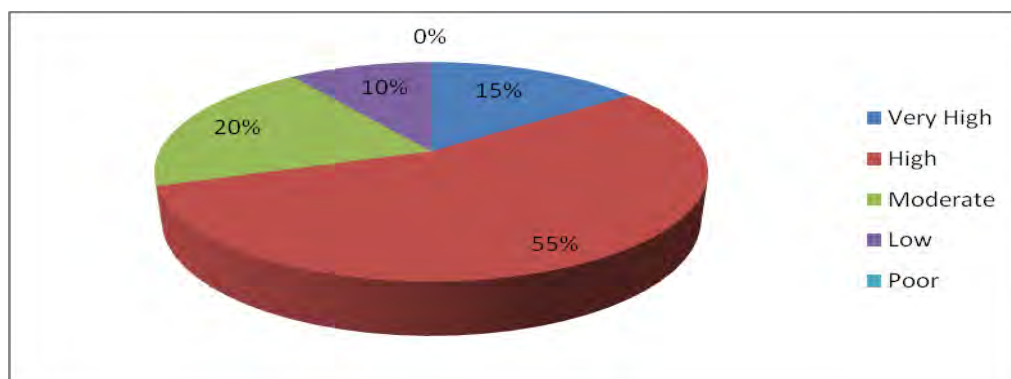➢ **Did you actually get all the information you required?**

➢ **Do you think personal information provided by you are secure enough in that website?**

➢ **Does this website address all your concerns regarding university selection?**

➢ **How was your overall satisfaction level from this website**

GAP Calculation

No	VARIABLE	PERCEPTION	EXPECTATION	GAP	GAP (Based on 100)
1	User Friendliness	40	50	-10	-25
2	Secure Sign-Up Procedure	50	42.1	7.9	19.75
3	Usefulness of Provided Information	45	52.6	-7.6	-19
4	Proper Assistance Regarding University Selection	45	40	5	12.5
5	Dependency On One Click Application	45	35	10	25
6	Expectation Regarding Outcome	75	57.9	17.1	42.75
7	Responsiveness	55	50	5	12.5
8	Time Consuming and Hassle Free	65	52.6	12.4	31
9	Required Information	65	45	20	50
10	Security of Personal Information	50	40	10	25
11	Queries and Concerns Regarding University Selection	75	40	35	87.5
12	Overall Expectation	55	40	15	37.5

List of Illustrations

Reference

➢ Norman, S. (2016, January 22). *7 Benefits Of Technology Integration In The Education Sphere*. Retrieved July 14, 2017, from elearning industry: https://www.elearningindustry.com/benefits-technology-integration-education-sphere

➢ *The Four Ps of Marketing*. (n.d.). Retrieved July 15, 2017, from Purely Branded: http://www.purelybranded.com/insights/the-four-ps-of-marketing/

➢ Coster, N. (2017). *The Customer Service Gap Model*. Retrieved July 20, 2017, from Brainmates:https://www.brainmates.com.au/brainrants/the-customer-service-gap-model/

➢ Editorial Projects in Education Research Center. (2016, February 5). Issues A-Z: Technology in Education: An Overview. Education Week. Retrieved July 19, 2017, fromhttp://www.edweek.org/ew/issues/technology-in-education/