



A Study on

Business Development Strategies of **LEADS Impacto**
Ltd



Inspiring Excellence

Internship Report

A Study on Business Development Strategies of LEADS Impacto Ltd

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Letter of Transmittal

23rd August, 2017

Mr. Riyashad Ahmed

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Subject: Submission of Internship Report

Dear Sir,

I am excited and happy to draw your attention with my internship report titles **“A Study on Business Development Strategies of LEADS Impacto Ltd.”**.

The purpose of this report is to find out how a company develop its business from the very sketch of the start-up by observing in job responsibilities.

With my sincerity and love at work, I have successfully learned about the business development strategies of a service oriented company and tried to make an enriched report based on my knowledge. I am truly grateful for your support, guidance and openness to give me the floor on choosing a topic that I actually learned.

I will be grateful to you with your approval of acceptance on my internship report and will be glad to explain any divergences that may arise in the report.

Sincerely,

.....

K. M. Wahiduzzaman Fahad

ID: 13304009

Acknowledgement

It is a huge satisfaction that I have successfully gained 4 months of corporate experience as a business development intern at LEADS Impacto, a desktop publishing agency and joint venture of LEADS Corporation and BV Creatives.

I would like to take the opportunity to thank my internship adviser, Riyashad Ahmed, Assistant Professor of Finance & Coordinator, EMBA Program, BRAC Business School, BRAC University. It was possible because of his being open to let me make the report on the area I really worked and his solely guidance.

I had the opportunity to work with close supervision of the top management, Mr. Kowser Ahmed Khan, CEO & Managing Director, Mr. K M Omar Khaium, Chief Operating Officer and Md. Delwar Hussain, Creative Director. I want to convey my heartfelt thankfulness to them for being such supportive, flexible and source of motivation at work.

Lastly, I would like to thank my colleagues for being friendly and always helpful at work. They helped me a lot for in job learning and assisted me preparing this report. They are the most important reason that I loved my workplace.

Executive Summary

In this booming business era, every step, every strategy, every department counts behind success stories. Accordingly, the department of business development is a crucial one that every company has internally from the very beginning. The current trend of business types are creating real hypes and outsourcing business is one of them. In this process, a company hands their tasks over to another similar company or vendor because of certain advantages and faster turnaround. Because businesses these days have a huge amount of work, outsourcing is becoming more than a necessity.

LEADS-Impacto is a Desktop Publishing and Digital Transformation Agency which gets outsourced jobs from clients all over the world. Desktop publishing jobs are very much related to the marketing tools such as localization, advertising adaptation, typesetting and text formatting, template creation, slide presentation, infographic and typography, interactive pdf creation, and business identity design. LEADS Impacto deals with customers worldwide and once gets job outsourced into, with its expert graphics team of 150+ professionals and the brilliant supervisors and directors it serves their clientele. Being headquartered in Dhaka it is going internationally and leading towards being the best. This success story obviously with all the other factors has a driving factor that is the Business Development Strategies.

Business Development is the most crucial department for a company as it works behind the all strategies of marketing as well as bringing business to it. LEADS Impacto is basically a company which is mostly interested to do its business in the international market though they also do business in the local market. For the two-different market, they have optimized and efficient business development strategies accordingly. The company is very much up to date for the marketing strategies as well as the opportunity that can be grabbed by being smart on business development strategies. The business development team always research about the opportunity of potential clients oversee, learn for new marketing tools, make themselves update about the services and new aspects of marketing. The business development team has the full freedom to come up with new ideas of business development, learn marketing tools what they think necessary for business development and take initiative by their own. The team directly work with the top management with cooperation and friendly manner.

Basically, the report goes in depth study and unleashes about the business development strategies for the international market and the local market of the company.

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Chapter I

Introduction

1.1 Background of Study

Bangladesh is selected as one of the best countries for IT outsourcing. Gartner Inc. (Technology Research | Gartner Inc.) world's leading IT and research and consultancy company which publishes the list of top outsourcing country every year and Bangladesh has made its place among them. The opportunity for outsourcing is creating by the private initiative and the government of Bangladesh has put so much important on ICT division as well. Outsourcing is being encouraged by the govt. initiatives largely.

LEADS Impacto is a desktop publishing and digital transformation agency which is joint venture of LEADS Corporation and BV Creatives. LEADS Impacto's work is basically based on outsourcing. Their highly prioritized target market is the international market. They get job from international clients and make it done from the Bangladesh.

This study explores and tries to give the clear concept about the business development strategy for an outsourcing company to do business in the international market and local market as well.

1.2 Origin of Study

The report is a basic requirement the fulfillment of the internship program for my undergraduate degree. In this report, I have harmonized my academic knowledge and the real life corporate experience. I am certain that this report will serve the purpose of developing business strategies for a start-up and outsourcing company.

1.3 Objective

Primary Objective

- Analyzing the business development strategies of LEADS Impacto for the international market.
- Analyzing the business development strategies of LEADS Impacto for the local market.
- Studying about the marketing material and tools they use for the international and local market accordingly.

Secondary Objective

The report is a basic requirement the fulfillment of the internship program for my undergraduate degree. The ultimate goal of this report is to harmonize the academic knowledge and the real life corporate experience.

1.4 Methodology

The primary source of the report has been mainly the in-job experience, observation and learning from colleagues. The meetings, interviews, close supervision and sharing knowledge of the top management has also been the primary source of developing this report.

Secondary sources of data is the official website of LEADS Impacto (www.leadsimpacto.com).

1.5 Limitations

Being a Business Development Intern I have worked and currently leading the Business development team at LEADS Impacto. I developed business strategies, marketing materials and worked in digital marketing directly. Therefore, I did not have to face limitations to make this report on this topic.

Chapter 2

Organizational Overview

2.1 LEADS Impacto at a Glance

Leads Impacto is a pre-press desktop publishing agency specialized in multilingual Job, advertising adaptation, typesetting, text formatting, template creation, slide presentation, info graphic, typography, interactive PDF creation and business identity design.

Appreciating the trend of digitization to bits and aiming to create a strong impact in the world of desktop publishing, its pre-press desktop publishing services take a step forward to globalize business, reach diverse audiences and create a leading position.

2.1.1 History

LEADS Impacto started its journey in 2015 headquartered in Dhaka as joint venture of LEADS Corporation and BV Creatives. With only 6 members since its inception 2 years ago, LEADS Impacto have outgrown with the facility consisting of 200+ graphic experts, working round the clock facilitating clients' needs. Its pride lies in the excellence of graphic design for the pre-press Desktop Publishing services in all the continents, on time delivery ensuring maximum quality and efficient price. In a small time and the team's dedication that has helped it expand globally. Working with creative agencies, translation companies, signage & publishing institutions and other prominent players in the DTP industry, it aims to co-ordinate with our counterparts to help them prepare for the competitive market.

LEADS Impacto specializes in what they do and it helps create the signature in the mind of their clients. Utmost client satisfaction is their top priority and they are creating a landmark in this booming graphics industry.

2.1.2 LEADS Impacto's Vision & Mission

An organization's vision and statement of purpose is basic for its mission statement. It fills in as a guide for the greater part of the organization's basic leadership. Investors, pioneers and representatives are for the most part the objective of the mission. It should enable specialists inside the association to realize what choices and assignments best line up with the mission of the organization. A statement of purpose offers understanding into what organization pioneers see as the main role for being ready to go. A few organizations have benefit propelled missions, while others make clients a point of convergence. Different firms utilize a mission to call attention to more unselfish aims that eventually prompt benefits.

Vision

We aim to bring international level strong brand identity by building strong communication and driving digital through prepress desktop publishing.

Mission

Our mission is to enable our clients convey effective communication for the target audiences with our integrated digital prepress solution.

2.2 Organizational Structure

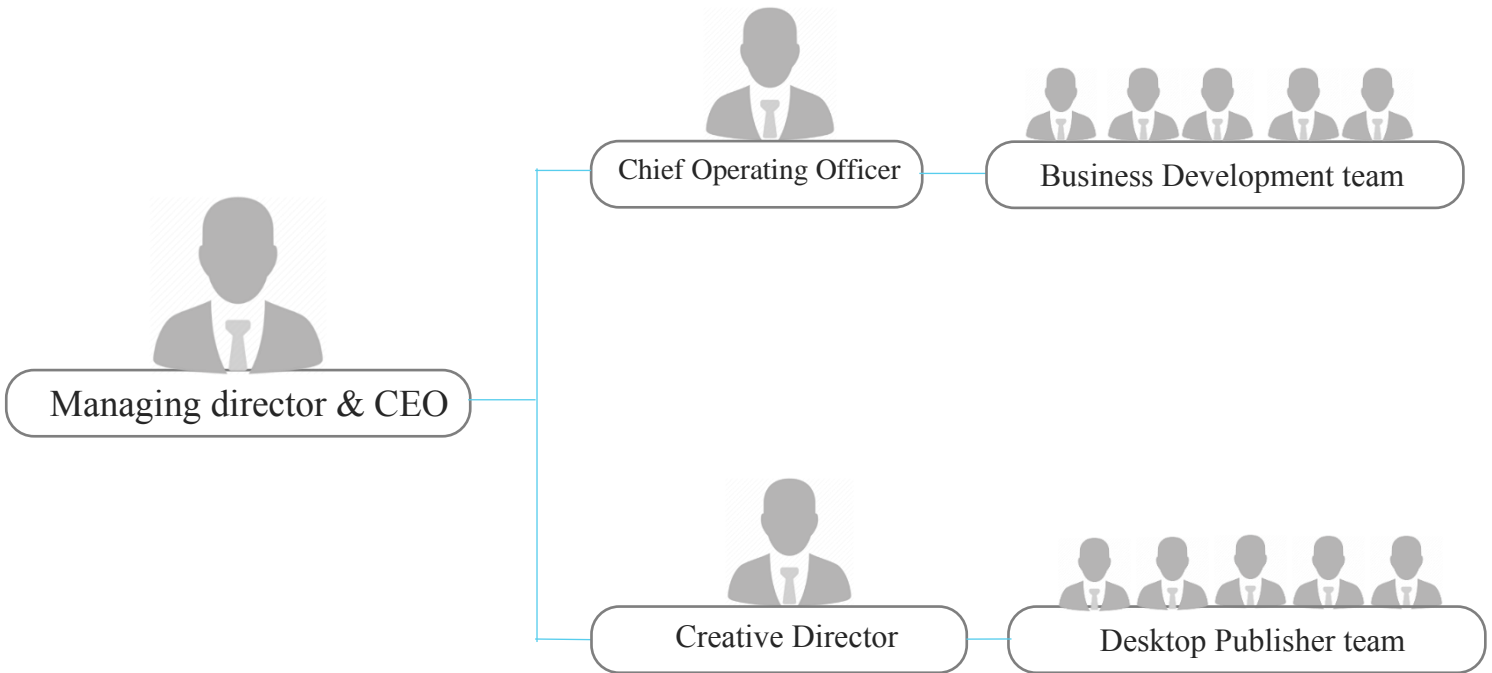


Figure 1: Organizational Structure

The Managing Director and the CEO is responsible for controlling the overall organization and basically for dealing with business clients. He also looks over the areas of Sales and Marketing, Business Development, Project Management, Customer Relationship Management, Training & Enterprise Business Applications.

The Chief Operating Officer takes care of the business development team directly. The business development team is the most crucial part as we are new in the market.

The Creative Director deals with production of the services we provide to our clients with the coordination of desktop publisher team.

The best part of our organization is that even though the departments are different and the role varies department to department we believe we are all under the same umbrella. Whenever its needed, we discuss regardless of the department and roles we have. Everyone is welcome to take initiatives, share knowledge, experience and put input according to own's expertise.

2.3 LEADS Impacto's Value Proposition:

- Higher Quality & Efficient Price:

LEADS Impacto promises global standard quality pre-press desktop publishing services at the most possible efficient price a client can get anywhere in the world.

- Global Presence:

Leads Impacto promises global standard quality pre-press desktop publishing services at the most possible efficient price a client can get anywhere in the world.

- On Time Delivery:

We are accessible every minute of every day to take care of your one of a kind on-demand and planned conveyance needs. Our expert drivers and amicable client administration will guarantee your products are conveyed unwavering quality to their goal.

2.4 LEADS Impacto's Values:

- Leadership:

Skilled individuals with the best preparing who flourish in a various meritocracy that requests brilliance, activity and strength.

- Reaching Out:

We reach out to our clients with dedication, care, full commitment, care, sincere understanding, cooperation, Coordination, expertise, and professional edge.

- Dedicated for Clients:

We look after the clients' business as though it were our own. We put their interests before our own, and we never let our structure or process hinder a consistent client encounter.

- Laugh Out Loud:

We have a very open, friendly and jolly culture in our office. We call each other "bhaiya" and "apu". We laugh, talk, have good time at work. That revives our motivation toward work.

- Limitless Thinking:

Everybody is welcome to take activities, share learning, background and put contribution as indicated by possess' ability.

Chapter 3

A Study on Business Development Strategies of LEADS Impacto Ltd

3.1 Business Development Strategies of LEADS Impacto in a Nutshell:

At LEADS Impacto, Business Development is a blend of trade, business and hierarchical conduct speculations. Business development manages the foundation of long haul esteem factor for the organization from the perspective of different business markets, clients and their interrelationships.

LEADS Impacto is basically concentrated to expand for the international market but recently we are also planning to work in local market. Our business development strategies are concentrated for the international and local market accordingly.

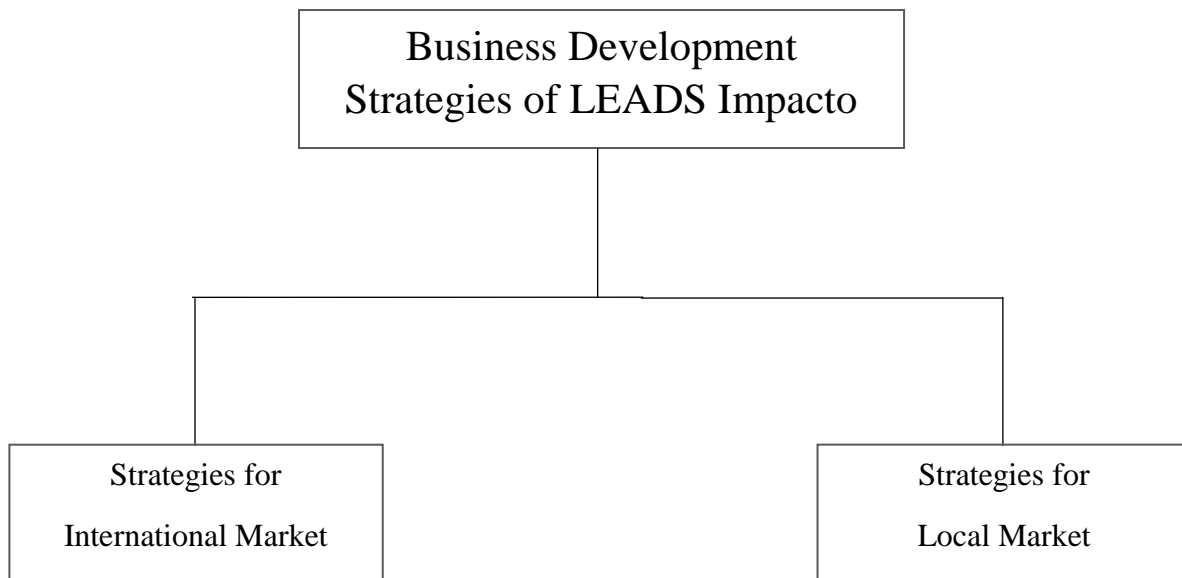


Figure 2: Business Development Strategies for International Market

3.2 Strategies for the International Market:

3.2.1 Rationale behind targeting the international market as the principal market:

LEADS Impacto targets the international market as the primary market for business. The reason that triggers behind the fact is that the market for outsourcing jobs is the international market. Big companies and marketing agencies have plenty of jobs that they seek to be done from outsourcing favorable country like Bangladesh where they find accurate job, higher quality and efficient price at the same time. Though there are lot of reason behind to go whether for outsourcing, mostly the international clients are looking for the good quality work at cheaper price.

The payment is several times higher in the international market than what local market offers. Moreover, it's much more efficient to work with international clients in regard of mutual understanding, coordination, transparency and without alteration. The job, working hour and instruction is so much clear in case of international clients. If we have to work more than the scheduled working hour we are paid more accordingly, there is respect and mutual respect working with the international clients as well what it's hard to find in the local market.

3.2.2 Operational Module:

- Market Research

Research and understand the clients of the international market and their needs via secondary information available and the internal people. We find out the websites and try to extract the relevant services we can pitch them. We are targeting the marketing agencies mostly related to the print marketing.

- Targeting the Potential Clients:

We are targeting UK, Switzerland, France and Germany as our international market. Targeting these markets, we try to find out the digital and print both marketing and advertising agencies by research. After finding these companies or agencies we go to their websites.

- Generating Business Leads:

After finding the websites of the targeted agencies, we try to extract contact person's details such as; email, phone no. and also the company's contact information. These contact persons are generally the Creative Director, Marketing Director, Communication Director, Chief Operating Officer and Chief Executive Officer whom we can contact for business proposal. These contact persons' details are always not found in the companies' websites. We have to search LinkedIn profiles and from there we use some techniques and extension like hunter, get email to extract their company email. Then we check their emails with mail tester or spamming.

- Email Marketing:

After finding the emails of the contact persons we need to email them about the services we are offering. But now the challenge is, are the emails going to hit their inboxes? Not every time, if our emails have spammy words. Spammy words are the words what are used by the companies who try to sell the products forcefully such as; discount, more profit, cheap price etc. We have to be careful that our emails contain no spammy words and they are plain text emails which have no link in them.

- Customer Relationship Manager:

Fixing appointments, live meeting and continuous information support while the project is going. The work of CRM is done by emails mostly. In case of emergency the phone calls come handy. Other than that, we are always updated and make update our clients about the project we are on. If we are providing services to one of our clients, the client is always updated my emailing and the client also gives feedback and forward instruction through email.

- Team:

We have a team of 4 skilled and passionate members who are productive enough to develop a business solely. These members are always being trained, motivated and given proper time to study about how can we sell services toward our clients and develop our business. I have been working in the Business Development team of this organization and I have lead the team taking initiatives and ownership of work.

3.2.3 Marketing Materials:

- Business Proposal:

We have built a very professional business proposal including our services, cost and time frame as well. In the present ferocious business world, business people end up investing hours upon hours submitting business proposition to potential customers, and not get any outcomes. Then again, there are those that resemble expert riflemen, ready to get the agreement after simply submitting one business proposition. In our business proposal, what we focus basically is the benefit for our clients (the services we provide), cost related information and our strength to do the job accurately and professionally. We customize our business proposal according to our different and individual client. It's the secret of business proposal.

- Business Card:

We provide our business cards once we meet them personally. Basically, our representatives all around our targeted international market, provide the business cards to our potential clients or existing clients. It serves the promotion purpose basically.

- Brochure:

Our Brochure contains the service portfolio, our specialty and contact information. Brochure is very important and crucial cause we can attract our clients' attention through our brochure.

- Envelopes and Letterhead:

For any kind of document exchange with the company and clients. They are used for the promotional purpose.

3.2.4 Digital Marketing for International Marketing:

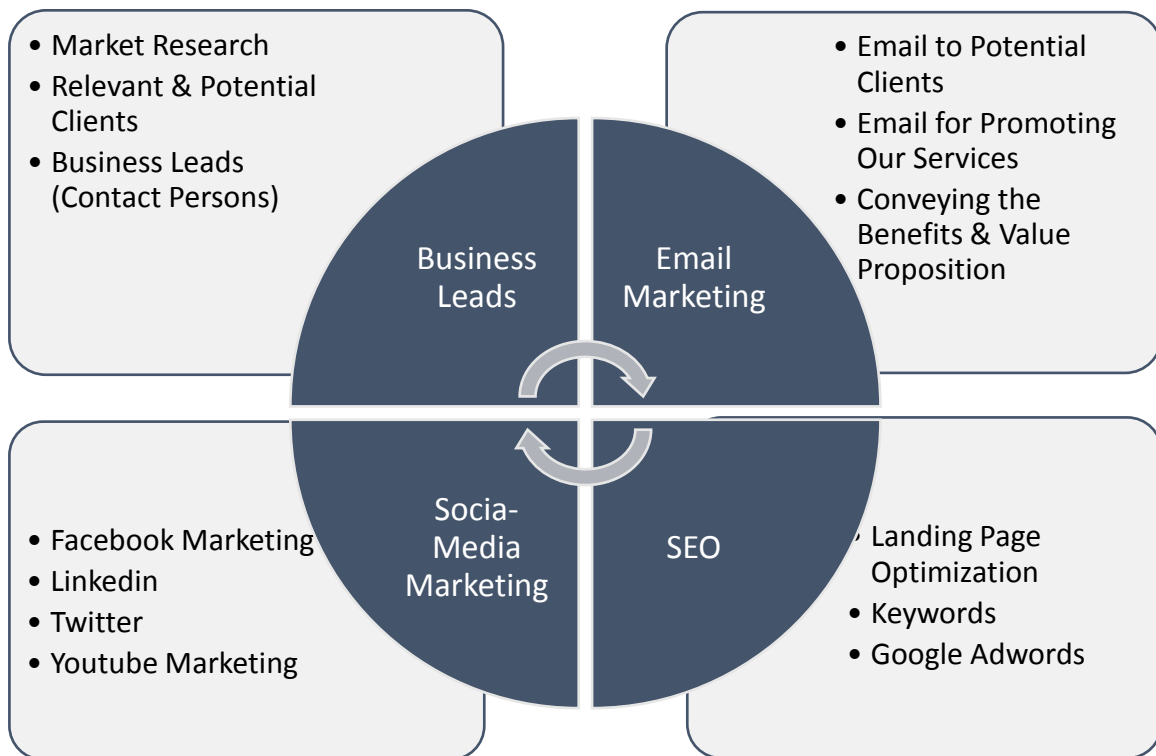


Figure 3: Digital Marketing Strategies

- Business Leads:

We do research for international market to find out business leads. Business leads are the contact persons from the companies we are expecting to pitch, basically, they are our potential clients. We try to find out the countries where desktop publishing services are being outsourced. After finding out the market we find out the relevant companies whom we can offer our services. Right now, we are targeting countries like Singapore, Bangkok, France, Switzerland and UK. We are doing sincere research to find out the companies related to desktop publishing. After finding them we try to generate business leads or contact person details from the website or LinkedIn profiles.

- Email Marketing:

The primary strategy to approach our potential clients is Email Marketing. We email our generated business leads to offer our services and to hold a live meeting online. There are some strategies to follow for email marketing. These tricks help us to hit the inbox of our potential clients. The emails that we extract of our business leads has to be confirmed. We confirm by testing those emails through email tester and by inboxing to check as well. If the email does not bounce back that means the email is valid. The next step is to be careful about the plain text email. We can't do html email because it is considered as spam. If the email includes and html link or spammy words that are used to trick customer like (discount, maximum profit etc.) then the emails straightly go to spam and they do not reach the inbox. Therefore, we do plain text email simply offering our services. At the very first time, we do introductory emails. Then if we get response we give following emails and if we don't get any response then we give reminder emails.

- Social Media Marketing:

According to our international market we have strategized to choose those social media platforms that are mostly used internationally. We are trying to bring an enriched social media presence in Facebook, LinkedIn, YouTube and Twitter. The strategies almost similar but there is a bit difference while posting in different platforms. Facebook is mostly likely informal and casual platform where we post our culture, values, services and fun that we have in our office as well. But when its LinkedIn, its more professional. We just promote our services, blogs and something to share related with desktop publishing. We post in Facebook in a very frequent manner whereas, we post in LinkedIn not very often. Twitter is all about twitting and re-twitting the posts that our clients are twitting. We try to engage in a little chat and a build conversation in twitter. YouTube is for our promotional videos, vides regarding services, culture, work sample etc.

- Search Engine Optimization (SEO):

SEO plays a big role for promoting us in front of our potential clients. It helps us to come in sight of our potential clients. The strategies for SEO is big. We optimized our landing page which is our website with relevant keywords for our services. These keywords help our website to come up when people search in google. We use Google AdWords for making ad on our relevant Keywords. We make Search Only Network Ad in Google AdWords. These ads help us to be shown up in the search option. When people search related to our keywords our landing page comes in the very first page of google search. But there is a very influencing factor. If our landing page is trustworthy that means if the people find our website relevant, effective and use considerable time our website will come in the search alternatives. But if people just come and bounce back google will not allow our page shown up in the first page even though we make big bid for keywords.

3.3 Strategies for Local Market:

Though our targeted market is International Market but being new in the market we planned to enter into local market as well to make business initially.

3.3.1 Essence of Entering Local Market:

Being a new agency in the desktop publishing market we should go for the local market though our goal is to work internationally. Going for the international market at the very beginning would be costly and time consuming as we do not have any direct contact with the international clients. At this time, our first target should be enriched our client base and create a strong portfolio of our international level work samples which we can do by providing same quality service for the local market.

By reaching out the local companies we can establish our work experience and expertise which we can use in our portfolio to grab clients in the international market. Our work samples can be optimized in our social media presence to attract international clients.

Above all, the local market can be our development ground for practicing our expertise, enriching experience, nurturing client relationship management and most importantly establishing strong portfolio.

3.3.2 Operational Module:

- Local Market:

We research and understand the clients of the local market and their needs via secondary information available and the internal people. We find out our potential clients by generating business leads and internal contacts in the companies. Our targeted clients in the local market are the companies in the big multinational companies, private sector, government sector and the telecommunication sector.

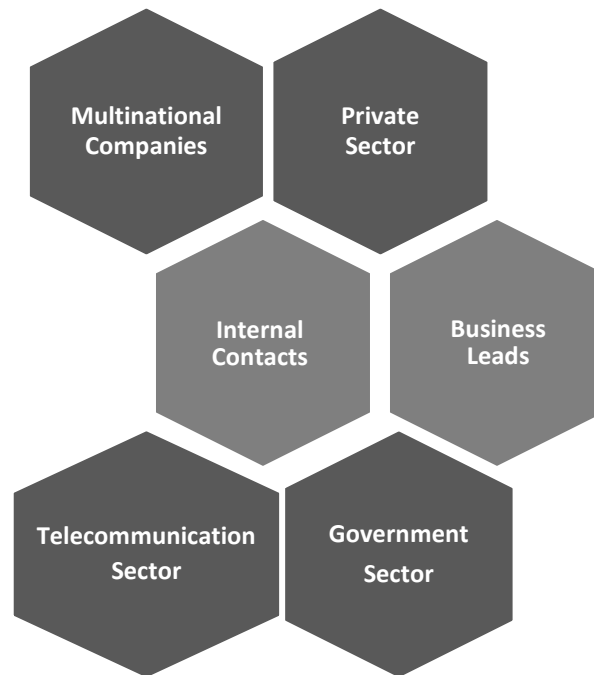


Figure 4: Local Market for LEADS Impacto

As we are a joint venture of LEADS Corporation and BV Creatives, we have already our established channel from the client base of LEADS Corporation. LEADS Corporation has already a strong client base in private sector, multinational companies, telecommunication sector and government sector. Therefore, it's very much feasible for us to general business leads from the internal contacts.

- Customer Relationship Management (CRM):

Email Marketing: We do not send commercial messages but try to help our clients with every information, service information, follow up and greetings as well to build a strong relationship. Our presentation and continuous information assistance help us to build a long-term relationship with our clients. We also have customized app where our clients can reach us wherever they want and have a quick chat with us.

- Team:

We need a team of skilled and passionate members who is productive enough to develop a business solely. These members should always be trained, motivated and given proper time to study about selling services to clients.

- Marketing Materials:

Business proposal: We need to make a very professional business proposal including our services, cost and time frame as well.

Business card: It is required for the team member as they will go to meet clients.

Brochure: It is for our promotional purpose so that our potential clients can have glance at our key services.

Catalogue: We need a catalogue defining our production and print material quality, different design samples, price range and probable time frame for each service delivery. We will develop the catalogue with the help of our third party for our production support.

Souvenir: Presentable corporate souvenir like pen stand, visiting card holder, or a packet of sticky notes can be given to our clients when we meet them for the first. We believe that leaves a good impression and also nonverbal marketing.

- Production/Publication:

Third Party: We must have a third party for production for entering the local market. Local companies seek production for desktop publishing services. They don't go to the agencies only for design.

Meet and make business deal with more than one third parties so we never have to get trouble for production. When we will be doing business in the local market the most important thing is production.

3.3.3 SWOC Analysis for the Local Market:



Strength:

- Joint Venture of LEADS Corporation and BV Creatives which will help us operate with experience and expertise.
- International quality work
- Skilled Graphic People



Opportunities:

- Big source of potential clients:
LEADS Corporation has a big clients base for the software solution in the bank, commercial, telecom and government sector. Their clients based is huge those can be our big source of potential clients.
- Achievable appointment:
With the help of LEADS Corporation, we can easily get contacts and appointment of big companies (who are already the clients of LEADS Corporation).



Weakness:

- We need a passionate, skilled and proactive team.



Challenges:

- Beating over the existing agencies who are already working for our potential clients.

Chapter 4

Conclusion & Recommendation

4.1 Internship Experience:

Having the opportunity to work in LEADS Impacto, I could utilize my knowledge and full potential as it is a start-up and there are lot of scope to work. I did my internship as a Business Development Intern and I lead the team of Business Development. From the very first day, I liked this organization very much as the management is so energetic and proactive.

They made feel us we are completely a part of this organization and we are here to take initiatives on our own. The practice here is like the management expects not to jump with them rather they want us to make them jump with us. Moreover, I got the opportunity to lead team, take initiative on my own and add real value to this organization. The people are very friendly here. There is no restriction to work. The whole role scope is given below where I contributed with dedication and ownership:

Business Development Strategies:

Being appointed as an Business Development Intern my first role was to develop business with strategies and implement them. For the international market, I worked in researching new market and generating business leads. I took the whole responsibility for the social media presence of LEADS Impacto. I took care of the Facebook marketing, YouTube Marketing, Twitter and LinkedIn page. I developed digital contents and tried to bring positive and effective presence in the social media platforms.

I developed the contents for website and tried to enrich service profile as well. I worked on Search Engine Optimization which is through Google AdWords and relevant keyword optimization for landing page.

I took the initiative to work on the local market. I proposed the concept and bring out the whole strategies how we can enter local market. The work for entering local market is going on, we have already ensured the production as this is the first demand for local market. For the international market we only provide design, formatting and layout related desktop publishing services. I can say the whole experience is good and I got to learn a lot here.

4.2 Conclusion:

Outsourcing organizations on the planet are blasting in late time and are increasing increasingly customer base both locally and globally. Utilization of a business development in this segment can limit the enormous measure of workload and increment efficiency and gainfulness. As per numerous renowned essayists, having an enriched Business Development Department in the organization increments authoritative productivity as well as aides in measuring and assessing execution through KPI. Business Development capacities essentially covers the entire conceptualizing, strategizing, planning and implementation. Strategies is generated first and planned through various ways and afterward implemented by the team support. An outsourcing organization's business is mostly for the international market. At the point, the business development work is really important to reach out to the potential clients oversee. It's the root of getting business to be logical. For the international market, the contribution of Digital marketing is huge to develop business. In other side, when it comes to local market is a bit different with strategizing and implementing mostly.

4.3 Recommendation:

- Effective meeting and presentation with our potential clients
- Making our potential clients feel about our international level work
- Being efficient with the quality and delivery time
- Optimizing our marketing materials
- Building a strong team and providing continuous training, motivation and enough time & resources to study on their own about learning digital marketing and services selling skills to clients.

We believe we have everything to provide international quality services, we just need to strategize, accomplish and scale up our business.

