

Report On
The impact of social media advertising on brand awareness for TallyKhata businesses.

Md Tawsif Islam

Student Id: 19204073

An internship report submitted to the BRAC Business School in partial fulfillment of the requirement for the degree of Bachelor of Business Administration

BRAC Business School

BRAC University

Submission Date: 10th December 2024

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Letter of Transmittal

Mr. Mukit Anis
Lecturer
BRAC Business School
BRAC University
Kha 224 Bir Uttam Rafiqul Islam Avenue, Merul Badda, Dhaka

Subject: Report On The impact of social media advertising on brand awareness for TallyKhata businesses.

Dear Sir,

The completion of my internship report brings me great satisfaction on “The impact of social media advertising on brand awareness for TallyKhata businesses.”. I have put all of the information, abilities, and comprehension I gained from my internship at Tallykhata to use. The report could not have been completed without your appropriate direction and assistance.

I was hoping the report would give an accurate portrayal of my internship. Thank You for your time and consideration .

Sincerely yours,

Md Tawsif Islam

ID: 19204073

BRAC Business School

BRAC University

Date:

Declaration

It is hereby declared that

1. The internship report submitted is my/our own original work while completing degree at Brac University.
2. The report does not contain material previously published or written by a third party, except where this is appropriately cited through full and accurate referencing.
3. The report does not contain material which has been accepted, or submitted, for any other degree or diploma at a university or other institution.
4. I/We have acknowledged all main sources of help.

Student's Full Name & Signature:

Md Tawsif Islam

19204073

Supervisor's Full Name & Signature:

Mukit Anis

Lecturer, Brac Business School

Acknowledgement:

I want to start by thanking the Almighty Allah for this chance. As well as, I would like to thank Mr. Mukit Anis, Lecturer at BRAC Business School, BRAC University, my internship supervisor for his crucial advice and guidance in helping me to finish my report by the deadline. I am also grateful to Tallykhata for giving me the chance to work as an intern over there among such a wonderful bunch of people. I would also like to express my gratitude to my on-site supervisor, Mr. Ahnaf Akif, Manager of Growth & Marketing at TallyKhata, for training me about the corporate culture of the organization. His advice and professional knowledge were really helpful to me as I learned during my internship period. During my internship, I was able to learn about a variety of marketing methods. Some of the subjects covered were copyright rules, social media marketing, content marketing, and data analysis. I'd want to convey my heartfelt thanks to Tallykhata's senior staff and top management for taking the time out of their busy schedules to answer my enquiries and provide guidance, ideas, and inspiration. Their constant support while my internship was critical to my professional development.

Executive Summary:

This internship report aims to investigate “ The impact of social media advertising on brand awareness for TallyKhata businesses.” There are three distinct chapters in this study. An outline of the author's internship at Tallykhata company, is provided in the report's first chapter. Furthermore, in chapter two of. The author's study focuses on Tallykhata's historical data. such as purpose and vision, aims and objectives, and history. The company's sections are also described in chapter two. To ascertain the company's advantages, disadvantages, opportunities, and dangers in the advertising industry, a SWOT analysis was also conducted. Additionally, a competitive industry study is carried out with Porter's Five Forces model. An assessment comparing the impact of social media advertising on brand awareness for TallyKhata. Finally, the research shows how the organization is using the tools related to social media to spread their brand awareness that are based on the findings of the survey and the analysis of competitors.

Chapter 1 - Overview of Internship

1.1 Information of The Student

Name: Md Tawsif Islam

ID: 18204050

Program: Bachelor of Business Administration

Area of Specialization (Major): Human Resource Management & Marketing

1.2 Information Related to Organization:

Period: 1st January 2024 – 30th March 2024 (Duration: 3 months)

Company Name: TallyKhata

Department: Growth & Marketing

Address: Plot No 2A, Road 23A, Block -B, Banani, Dhaka

1.3 Information Related to Internship Company Supervisor:

Name: Ahmaf Akif

Position: Manager – Growth & Marketing

1.4 Job Scope- Job Responsibilities:

As instructed by my supervisor at work and the Growth & Marketing department, I carried out the following duties:

First Month :

- Market visits
- Product marketing
- Arranging live sessions

Second Month:

- Content Creation for Facebook Page
- Content writing for In app messages
- Calling stuck users to guide them about using the app properly

Last Month:

- Data Analysis
- Delivering gifts to the weekly campaign winners.

I would like to describe my responsibilities through the following paragraphs:

As an intern of Growth & Marketing of Tallykhata, I got to learn and do so many things which are included to my job responsibilities. On the first month, we spent most of our time in the market. For example, we visited six different markets in Dhaka like Mirpur, Azimpur, Banani, Badda, Chok Bazar, and Uttara. Where our major responsibilities were going to shop to shops and telling them about our services and insist them to use it. As well as, we used to go to the existing users of our Tallykhata app to know their user experience through facebook live sessions. Also we used to note the difficulties they were facing and report it to the head office. On the second month, I have spent most of my working time at the office making contents for the facebook page and in app messages as well. In the beginning we had a training session on content creation then we had to observe our seniors how they are making the contents and then we started working on making the contents. Moreover, I also worked on creating contents for in app messages which were usually for the Tallykhata app users. Furthermore, we were often given a list of Tallykhata users who got stuck while registering for super QR. I had to call them to hear from them about their difficulties to solve their problems. On the last month, I have worked with the growth team. Where most of the task was related to data analysis. Moreover, I was often sent to the campaign winners to deliver their gifts and take a short interview with them.

1.5 Benefits Received While Working at TallyKhata:

When I think about what TallyKhata gave me during my job, the first thing that comes to mind is a friendly place to work. Everyone there treats each other with respect, even the seniors treat the juniors with respect. No one treated me like a student; they treated me like a normal employee, which helped me get over my fears as a newbie and boost my confidence.

Second, I've learned a lot of new things and sped up my typing. These things will help me a lot when I work in the business world because I've improved my KSAs (knowledge, skill, and attitude) in this field. As an example, I now know how to write business emails to high-level executives or job candidates that are professional.

Third, the company gives good-for-you lunches and snacks every day, which is very helpful because I didn't have to think about what to eat every day, I had energy to get work done, and I saved money. Besides that, I worked at TallyKhata for three months and never had a problem there.

I saw equality and variety, and there is no racism, sexism, or discrimination based on background, race, or class. The fact that everyone was so understanding, kind, and willing to help me made it possible for me to focus on doing my daily tasks.

I also get a lot of benefit from working for this company because it gives me real-world experience. Before I started as an intern, I didn't know anything about working for a company. Because I joined this company, I saw how business plans were carried out, what TallyKhata did for companies, and how marketing works in an organizational level. I learned a lot in a short amount of time through this chance, which I found much more interesting than going to class or reading a workbook. I was also able to make relationships with new people who are much smarter, more experienced, more artistic, and more familiar with many different types of companies and industries. I've made more contacts on LinkedIn and gotten a few work offers through it. I hope that these links will help me a lot in the future because I'll be able to get in touch with them for any questions about school or work. After that, I learned a lot by watching others, like how to deal with customers and employees in a certain way, how to keep my personal and business lives separate, what to put first, and how to find a balance between these two.

TallyKhata also gave employees two days off a week, on Friday and Saturday, and the option to work from home if there were any problems. Both of these things are important for maintaining a good work-life balance. Many places of work only give you one day off a week, which can be hard and bad for your mental health. They let you choose your own hours and working conditions. Last but not least, I got a set monthly budget that paid for my travel and helped me save money, which was very helpful. I could also use the allowance to buy things for my family.

1.6 My Contribution to the Company:

Since I was only an intern for a short time, I didn't make a big impact to the company, but I did make sure I followed company policy and didn't break any rules or regulations. I helped with my ideas on a new

project of Tallykhata which is the order taking services through the app. Moreover I have guided more than 500 users about using the app properly and insisted them to take Super QR. Though I have convinced only 50 of them. If I talk about my biggest contribution then it would be working as a coordinator between one of the biggest brand in Bangladesh Le Reve and Tallykhata and we have successfully convinced them to use our super QR over 250 outlets of Le Reve all over Bangladesh. Aside from that, I did all of my normal jobs on time as prescribed. By following the instructions of my boss and other seniors, I was able to do all the tasks I was given, which helped them finish their own work and chores.

1.7 Difficulties Faced While Working as an Intern:

It was generally a pleasure to work with TallyKhata. Personally, I didn't have any big problems while I was an intern. Some of the jobs I was given were hard for me to finish, but my boss and the other people on my team helped me a lot with all of them. For instance, I had some trouble when I was first asked to visit the market and talk to the shopkeepers, I was not confident at all. I had couple of bad experiences while a market visit to new market, most of the shopkeepers were so rude that after coming to the office I got frustrated but my supervisor and other employees of the office talked to me and taught me how to handle these kind of situations and I also improved a lot working in google sheets.

Another issue I had was working for long periods of time at my laptop. Since I'm not used to working at my laptop for long periods of time, I would get tired and headaches. Aside from that, my job went smoothly.

1.8 Internship Outcome:

A lot of opportunities came my way during my job. To begin, this job programme set the stage for the growth of both my professional career and who I am as a person. I've always thought about how I could apply what I learned in my academic period to my office work so that I could handle problems correctly and do a good job. But I had the chance to learn and practice many things that weren't covered in school that I now know I can do. In this case, the job programme made up for what I missed in the academic period by giving me experience in the real world. By learning about and taking part in the day-to-day operations of the Growth & Marketing department at TallyKhata, I was able to put the ideas I had learned over the years to use and connect with them more than ever. I'm grateful to my university, my company, and my friends for all the help they gave me along the way.

1.9 Recommendations for the company:

This was a good and positive experience for me as an intern at TallyKhata. Without a question, TallyKhata is a great place to work and learn. Overall, interns can have a great time if they work with this company for their job programme. We all know that things can be made better, though, so I'd like to share some ideas for how to make future job programmes better so that the interns can learn and know more. First, the company can set up a planned instruction programme and a training workshop for new students. That's important because it will help them learn more about the company and understand its goals, methods, culture, and other things that will help them do their jobs well. That being said, they can offer more work options, especially for interns. Extra work should be given to them so that they don't feel like they're doing the same thing over and over, which will make them more productive and help the organization. It would be great if the company could make these changes. I think that would urge more people to apply and make their job programme very valuable. Plus, this will be good for the company's brand as well.

2.1. Introduction:

Along with an outline of the company, I've written about TallyKhata's management styles and tried to give you an idea of their leadership theories, how they handle their G & M department, and their marketing strategies they use to build their brand. But this part of the study ended with an Industry Competitiveness Analysis. This included tests like Porter's 5 model, SWOT analysis, advertising tactics, and digital marketing to see how competitive the company was. It was not possible to get the information for the business and accounting side because of privacy concerns. At the end of this part of the report, there is an overview, a conclusion, and some suggestions for the G & M department of the company.

2.2. Objectives:

In this part, you'll look at TallyKhata's different jobs and show how the skills you learned in school can be utilized during real life. To also look at things like how to handle people in different places. To find out more about the company and its competitors, Porter's Five Forces Analysis and SWOT Analysis were also used. Besides this study, some thoughts and suggestions were also given.

2.2.1. Scope:

This part of the report will give you an in-depth breakdown of the organization's main responsibilities, its many areas of competence, and the services it offers. This information will help you have an in-depth knowledge of TallyKhata. Being a student, there are some limitations. I've also made an effort to describe every other aspect of the company besides that.

2.2.2 Methodology:

I got the details I needed for this chapter from two types of sources: primary data sources and secondary data sources. I learned most of what I know from watching and talking to people. And

lastly, I talked to my boss about some things and got information from my HR team and coworkers. The department also asked me to talk to the boss of the system management team. However I've also used other sources, such as TallyKhata's website, social media sites, online news stories, and so on.

2.2.3 Limitations:

Additionally to all that I already said, I joined as an intern, which is why I had some problems writing my internship report. Here are those challenges:

First, the short time frame—the job programme lasts only three months. Because of this, it was hard to handle and gather all the necessary information in such a short amount of time. As for the second reason, the company's rules say that interns can't access private data and information like financial accounts, reports, etc. This is why I wasn't able to get the information I needed for the financial parts of my report. There are two floors in the building. The marketing, financial, customer service, and other offices are on the second floor, causing it hard to observe if they wasn't at work to figure out what the employees were doing in their free time. On the other hand, my group was on the same floor as the tech teams, which made it easier to get to know them and get information from them. As a last thing, my place of work was very busy at the time because there were a lot of new projects coming in, including the collaboration with MTB for the digital loan project. This made it harder for me to get in touch with people who could give me more useful information for my report.

2.3 Company Overview

Bangladesh is currently one of the world's fastest-growing countries. These are tiny, small, and medium-sized businesses. More and more of this small and medium-sized business in Bangladesh is doing its work on handheld computers. Furthermore, digital banking services are growing. increasingly use web banking for all kinds of activities these days. The funds of most of these

small businesses are still kept on paper. Doing this by hand takes more time and effort, and there are more chances for mistakes. Therefore, Progoti Systems Limited (PSL) created TallyKhata in June 2020 as an option to the old way of doing things. It is a financial management app that makes accounting simple for small and medium-sized companies.

Additionally, TallyKhata is the best app for small companies to keep their books. We all know it's a fast-growing banking company with more than 4.7 million registered users. Smartphone users can easily keep track of business activities with TallyKhata, a financial tool.

TallyKhata started their journey in June 2020. An old-fashioned book called "TallyKhata" is used by small businesses in Bangladesh to keep track of their daily actions. Users can pay their sellers and keep track of their cash and credit actions with this programme



FIGURE 1 : LOGO OF TALLYKHATA

,customers, and get regular profit and loss accounts. Users can also apply for working capital loans and funds, and there are many other benefits that users can get from this simple app. We all know that TallyKhata is a digital bank. But in a digital financial business (DFS), there are no agent-based transactions. Instead, the bank handles the whole process. Mobile financial service, or MFS, on the other hand, is run by agents. That's what makes DFS and MFS different.

(Tracxn, 2022).



FIGURE 2: A TALLYKHATA APP USER

Besides that, The TallyKhata mobile financial services network was set up by Progoti Systems in Bangladesh. It lets many banks offer banking and payment services through mobile devices. It is well known in Bangladesh that SureCash is a FinTech business. They work with four local banks in Bangladesh, including PAGE 21 Rupali Bank Limited, which is one of the largest state-owned banks. Together, they serve more than 20 million customers and 1,500 payment partners. Also, offer full mobile banking and payment services, such as sending money from one person to another, depositing school fees, paying energy bills, and paying for many other goods and services all over the country.



FIGURE 3: LOGO OF PROGOTI SYSTEM

Dr. Shahadat Khan, CEO of Progoti Systems, a digital financial service provider company in Bangladesh that focuses on software development and mobile financial services. Progoti Systems is a Singapore-based company that has raised venture capital from a number of major investors. They worked with the UN Capital Development Fund (UNCDF) on a test project called "Accelerating Mobile Money Payments and Credit for Micro Merchants" in four areas of Bangladesh in 2019. At first, 2,500 micro-merchants were brought on board so that the business deals of small businesses could be better understood. They were then brought together on a digital platform.

2.3.1. Services & Product

A digital accounting app called TallyKhata made the TallyPay and TallyCredit apps. Customers can get a lot of useful services in one app, which is TallyKhata. Here are some of the services that TallyKhata offers:

Cashbox: Customers can see all of their income, expenses, payments, money owed, and so on.

Records of data: TallyKhata can store all transaction data even when it's not connected to the internet.

Message Alert: The user can give their customers a message when their bill is due.

Text message: Users can send 20 free texts. After that, they can pay a small fee to get more texts.

Backing up info: Customers can back up their data from the first day they use it.

TallyPay: TallyPay is a digital wallet for stores that will let customers pay with QR codes and allow digital wallets, credit cards, and bank accounts to work together to process payments. This service can be used by anyone to do their business. One new digital wallet, TallyPay, came out in the third quarter of 2021. It was given a PSP license by the Bangladesh Bank. This app is easy for anyone to use, and it makes people's daily tasks faster and simpler. This is a simple and safe way to pay with a cell phone, and it also works as a digital cash.



FIGURE 4: LOGO OF TALLYPAY

The "pay" in TallyPay refers to payment, and this is a different app that was added to the TallyKhata app as a bank. People who use TallyKhata can make purchases with TallyPay. Customers used to only be able to keep track of their daily transactions and get updates through TallyKhata. Now TallyPay has been added too. This app has a lot of services, such as the ones below:

- **Add Money:**

Amount: This is where users have to enter the amount they want to add.

Available Balance: This is where you can see how much money is in your account.

From a credit or debit card: Users are asked to enter the information of the debit or credit card from which the money will be added.

Add New: If you click this button, a new process to add money will begin.

- **Send and get money:**

Scan QR Code: The QR code is scanned, and the payment is made.

TallyPay Account Number: Users must provide a valid TallyPay account number in order to finish the payment process.

Quantity: This is where users have to enter the necessary amount.

Available Balance: This is where you can see how much money is in your account.

Not long ago, you sent money. You can see all of that history here.

- **Bank Transfer: Amount:** This is where users have to enter the amount they need to send.

Available Balance: This is where you can see how much money is in your account.

As soon as you click this "Add New" button, a new bank payment will begin.

- **Service to recharge your phone**

It was added that TallyPay has an extra function called Binimoy Services.

Make Payment: Account number needed; users must enter this number to finish the payment process.

Amount: This is where users have to enter the amount they need to pay.

Available Balance: This is where you can see how much money is in your account.

TallyCredit : This part shows all the payments that have already been made.

TallyCredit is a digital credit app that lets small businesses get loans through TallyCredit. After TallyKhata looks at the data, they lend money to users through TallyCredit. The loan service here gives loans based on how the customer plans to use the money. Mutual Trust Bank and TallyKhata worked together to create the first digital loan service for small businesses in the country.

They can now use a simple app to apply for working capital loans, and MTB may approve the loan in as little as 30 minutes. For now, you can borrow between 2 lakhs and 5 lacs. (T. Desk, 2022).

2.3.2 Departments of Tallykhata Organization

Corporate Business	Growth and Marketing	Engineering Developer	SQA	Tech Ops
System Administration	Data and BI	Finance and Accounts	Market Operations	Human Resources
Product Management	Strategy and Planning	Digital Credit	Sales	Customer care

FIGURE 5: DEPARTMENTS OF TALLYKHATA

There are two different subteams, in the Engineering Department :

- 1) The engineering operation team
- 2) The developer team

Engineering Operation Team: The Engineering operation team is made up of four different subteams, which are listed below:

1. The SQA Team does quality assurance work for software.

The Data and BI Team is made up of people who work in business intelligence.

3. The team that runs the system

The Tech Ops Team is in charge of technical operations.

***SQA:** The IT department has a job called "Software Quality Assurance," which is what this word means. They check the software and give it their stamp of approval after making any changes or adding new features. One thing they do is look for bugs and fix them. They think of a number of good uses for the new product and try them with various tools to see if they work.

Selenium, JMeter, Excel, SQL, and Python are some of the tools they keep around. Unit testing is a type of testing that everyone knows about.

***Data and BI:** It's their job to keep records up to date and look at how customers act so that marketing can be more focused. Making a machine learning model to guess what will happen in the future is also being done. Their analyses include cohort analysis, customer journey analysis, and customer lifetime value analysis, among others. Microsoft Excel, Python, SQL, and PL/SQL are some of the languages they use. Maintaining computer systems is a skilled job. Once the SQA team has made the software public, the rest of the work is done by the system team. That way, everything works well. They take care of hardware and set up and maintain network links. They utilise Bash, Python, SQL, Shell script, and Packet Tracer as applications. Examples include live customer service, checking the server to see if it's down or not working right, making sure the server is fast, keeping hackers out, and so on.

***Tech Ops:** This group is in charge of fixing all kinds of technology issues with the service. For instance, a TallyKhata user had trouble backing up his data, the Face Detect option kept giving him errors, and there was an issue with his NID. In short, they took care of all kinds of app-based problems.

-Connection with a third party for payment from outside the company

-Look at important customer problems

They talk to the customer service team for second-level technical help and talk to outside parties to make problem-solving go more smoothly. The tools they use are Excel, SQL, and JMeter.

***Engineering Developer:** An engineering developer works in the tech area. This group is in charge of making software, like the TallyKhata and TallyPay programmes.

The product team adds different kinds of needs to the list, and the software team builds the product itself.

They design the core data model and choose the right framework for development. They do daily scrums to work together on the job, and the tools they use for development are Django, Flask, Java, Python, and SQL.

***Growth and marketing:** They work to help the business grow and market itself. They focus on how to get more customers for TallyKhata, how to attract customers, and how to make customers aware of the services through different activities and ways, such as social media platforms, campaign planning, and so on. They also give feedback on the plans to see what is working and what should be changed.

***Market Operations:** This area plans, designs, and carries out all types of operating work well. They make sure that the standard of the service in the market is up to par and that the service works well in the field so that people can use it. In addition, their work is in sync with that of the marketing department, since the marketing operation makes plans for the marketing process and handles difficult tasks. For instance, the market operations team is in charge of the sugar project right now.

***Corporate Business:** This part of the company is very important. company business works with company companies and acts as a link between the private and public sectors.

***Finance and Accounts:** All cash work is done by the finance and accounts staff. For instance, pay, funding, costs, keeping track of and reporting transactions, putting together financial reports, and so on.

***Human Resources:** This branch handles all problems that have to do with people. As an example, counseling, settling conflicts, hiring, getting employees involved, branding, development, HR operations, and so on.

***Product Management:** They do everything that has to do with the product. Take TallyKhata's new product as an example. They create, plan, manage, and develop the product and figure out how to get it on the market. A new service called the digital loan service was just released to the market. It was made possible by the work of TallyKhata, MTB, and the product management team.

***Strategy and Planning:** This group comes up with plans for how the company can reach its goal, including what the goal is and how to get there. To make sure that everyone can work together towards the same goal, they set goals and make plans with other groups. The CEO of TallyKhata is active in this group.

***Digital Credit:** All actions linked to loans and banks are managed by this department. Making sure the bank's needs are met while following government rules and laws, taking out loans and paying them back, and so on. In this case, TallyCredit is TallyKhata's service credit.

To make sales, they go out into the field and ask customers what they think about the products and services. The sales team at TallyKhata talks to micro-merchants directly and walks into small shops.

***Customer service:** The customer service team talks to people and solves their problems. Such as checking to see if the customer can put the necessary information into TallyKhata and if the app works properly for the customer, etc. The number for customer help is 1627. There you have it: TallyKhata's departments and what they do.

2.3.3. Tallykhata Organogram

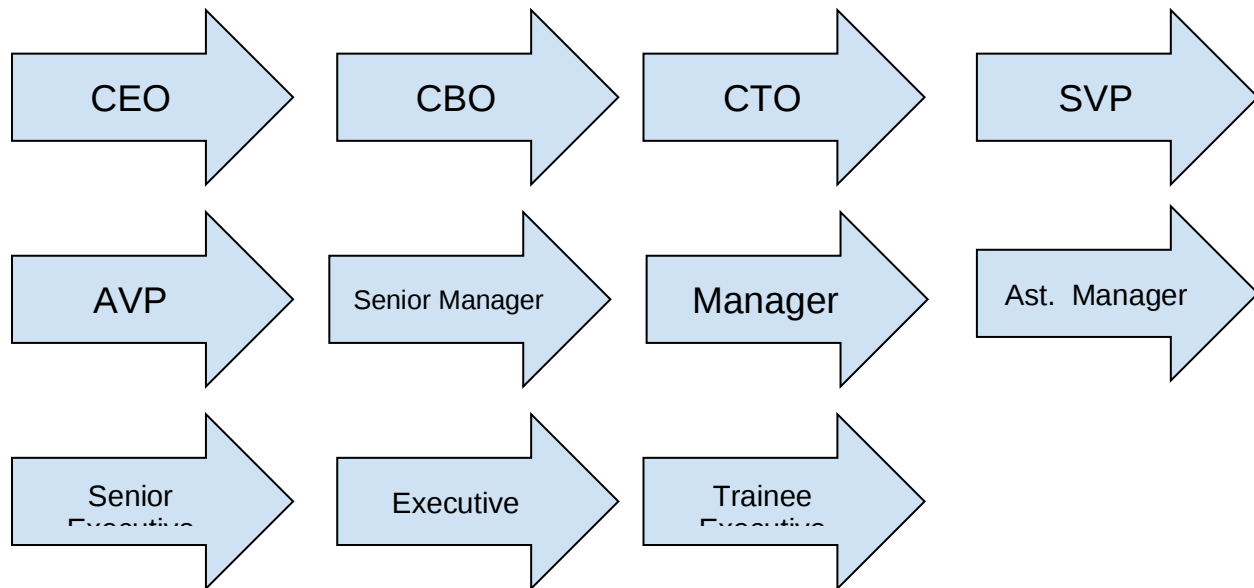


FIGURE 6: Tallykhata Organogram

2.3.4. Management Practices

2.3.5. Leadership Style

The style of leadership that TallyKhata mostly uses involves involvement. By applying participatory leadership means letting workers weigh in on decisions and give their thoughts. As in the initial for instance team members from different areas work together, and this happens because the tasks of tech teams are linked and work well together. For instance, a software update or server problem is tested by the SQA team and then sent to the system administration team to be activated. Even when decisions are being made, team members are involved and give their opinion. The CEO then looks at all of the opinions and makes the final decision. Establishing a diverse culture and reaching the organization's goals and aims are both very easy with this style of leadership. When staff are involved in making decisions, they feel more linked to the company. We encourage new ideas and creativity at TallyKhata. Their workers are treated with care and are safe at work. According to them, having different cultures gives a business an edge over its competitors. Companies promote leadership styles that put a lot of value on making employees happier. Free speech is protected for workers of the business, and the CEO CBO, CTO, SVP, Manager, Assistant Manager, AVP, Senior Executive, and Executive Learner Executive speech

and the ability to suggest how things should be done. Additionally, TallyKhata promotes an open and cooperative work atmosphere.

2.3.6. HRM Practices

1. Recruitment and Selection:

While working at TallyKhata, you can be an intern, sign a contract, or get a regular job.

Most jobs last for three months, while most contracts last for six months to a year or more. At TallyKhata, the head of each area will tell HR how many workers are needed for their team. HR will then talk about this with the top management group. When the CEO gave the go-ahead, it was finally over. After that, a draft job description is made based on the job title and its duties. This description includes all the necessary information about the skills, qualifications, and years of experience that are needed. The job description is then sent to the CEO and CBO of TallyKhata by email. If the HR staff agrees with the final JD, they will put it online on their own. In this case, TallyKhata is mostly busy on bdjobs, LinkedIn, and its own website, which is where most of its job postings are found. In addition to LinkedIn and bdjobs, they also post on some Facebook groups and university job boards, such as OCSAR for BRAC University students. The TallyKhata job scheme was made known to me by OCSAR. They have also started hiring on college campuses, and they will also hire people from inside and outside the company. After getting all the papers, the HR team put them in order based on the job needs and sent them to the head of the right area. For example, the CV for the Assistant Brand Manager job at TallyKhata is sent to the right area, which in this case is Digital Marketing. Finally, the team boss and area head signed off on the CVs. The chosen candidates will have to go through interviews and a quick test. The department head questions the candidates for each job, and sometimes the CTO does the second round of interviews. The CEO does the final round of interviews with people who want to move up, and they use a scale to grade the interviews. Once a person is picked for the job, HR checks the references, asks about the expected pay, and if necessary, starts a negotiation. After accepting the offer letter from the HR department, the candidate asked to bring the following legal documents:

- Academic certificates;
- Offer letter;
- Passport-size pictures of the nominee and candidate
- Release letter;
- Experience letter;
- Personal information form (sent by the employer);
- CV

On the day of hire, the applicant signs the NDA and gives the HR department the required paperwork. The HR manager then presents the candidate with an ID card and a welcome gift, and they introduce the new hire to everyone in the workplace.

2. Compensation:

As TallyKhata's salary system is private, and even more so for interns, I couldn't include that in my report because of the levels of privacy involved. In this place, people are promoted based on their skills, ability, and experience. That being said, TallyKhata is very flexible, and employees can enjoy many perks while they work there.

Vacations every week: Every week in TallyKhata, there are two days off: Friday and Saturday.

Work-life balance is important for employees.

Lunch Facility: They give their workers free lunch and snacks every day.

Service that picks up and drops off employees: TallyKhata gives a service that picks up and drops off employees. This is the most helpful service for employees, especially those who don't have their own car.

Leave: Give people the chance to take short-term, long-term, and special leaves, like Hajj leave.

maternity leave: they offer maternity leave, and the length of time can be extended if needed.

Tablet: For work, they give their employees a tablet.

Festival Bonus: This is where employees get a bonus for holidays like Eid Ul Fitr.

Cell Phone Allowance: Another great bonus is that employees get a cell phone allowance.

Aside from that, the company offers a flexible work environment, the chance to work from home in some areas and in an emergency, and many other perks. In order to add to the perks, they are also working on the provident fund and the gratuity. Employees at TallyKhata may be more motivated and dedicated if they get these kinds of perks. They feel supported and grateful for the company, which makes them happier with their jobs. Besides that, they are also working on adding a few more perks. For instance, 10 days of leave after a miscarriage. Another great perk for workers is that they can own their laptops as long as they follow certain rules.

2.4 Marketing Practices

2.4.1 4ps

For any product or service on the market, the four Ps must be present. These are the next things we'll talk about:

Product: Their main products are TallyKhata, TallyPay, and TallyCredit. They sell DFS. Business deals and processes, as well as information about customers and owners, like how much money is due, are kept track of with the TallyKhata app. Lots of things are possible with this app, like charging your phone, paying taxes, sending and receiving money, and moving money between banks. Lastly, TallyCredit is used to pay back loans. Someone can get a credit from TallyCredit after their past and data records are checked.

Price; There is no real thing that can be sold right away after a deal has been made. How much this service costs was decided by looking at each person's job, wealth, and other factors. They want to sell to "micro traders," which is what MSME stands for. The people who want to buy must pay a service fee in this case. Borrowing money, charging your phone, taking and giving cash, and buying texts all cost a little.

This service and product are only available online, so they don't have a physical

Place: The service is available on smart phones. Anytime, anyplace, you can use the services. Many small businesses in Bangladesh use TallyPay and TallyKhata to run their companies. US small businesses are going online in large numbers.

Promotion: TallyKhata has done this in person and online promotion. It's mostly online marketing, and lots of people do it on Facebook, Google, and YouTube. On social media, you can quickly notify and talk to people about something. Offering free stuff is also possible on Facebook Live and through helpful movies on TikTok and YouTube. It used banners, posters, signs, media ads, and more to get the word out outside. In addition, they run events across the country to meet customers and teach them more.

2.5. Management software & Information System:

Their Odoo software and Microsoft excel. Odoo is a suite of business management software tools including inventory management. They use this software specially for daily attendance purpose. Also, all the contact id and employee information including their department everything stored here. The new software will be more effective and useful for HR-related works. Human Resources jobs will be easier and more useful with the new system. They use Odoo and Microsoft Excel. The inventory control tool in Odoo is part of a set of software tools for running a business. This programme is only used for keeping track of daily attendance. Also, all of the contact information and staff details, like what area they work in, are kept here. The new programme will make HR tasks easier and more useful.

2.6. Industry & Competitive Analysis

2.6.1. SWOT Analysis

Every company has both positive and negative aspects, as well as chances and threats. Every firm or corporation should do a SWOT analysis to assess its current status, development potential, and future projections. It is also useful for strategic management planning, among other purposes.

Since I've worked with TallyKhata and understand what it's all about, here is my SWOT analysis:

Strength: • Bangladesh's finance industry is generating fresh ideas. For example, MTB and TallyKhata provided the first digital loan from start to finish for small businesses.

- Providing the finest customer service possible.
- They have their own group of talented software engineers.
- Everyone on the team and in every department collaborates really well.
- Popular among medium-sized and small firms, as well as local businesses. • Ideal for busy, skilled, and hardworking employees.
- The app is simple to use and is accessible in Bengali. This makes it useful for those who are unfamiliar with education, such as farmers.

On page 39, we highlight our development team's ability to provide speedy service and growth.

Weakness: • Increase brand awareness.

prospects include the fintech industry's expansion and success, a shift towards a cashless society, simpler access to loans, more employment prospects for tech expertise, and partnerships with established banks such as EBL, MTB, and Bangladesh Bank.

Threats: • Computer-based threats

Why Growing the fintech business from MFS to DFS; • It is expensive to add new production technologies and equipment to stay up with technology and employ the newest ones.

2.6.2. Porter's Five Forces

Industry analysis is critical for business decision-making, with Michael Porter's "five forces" concept used.

1. Threat from New Entrants (Low): Because direct business is difficult and requires a distinctive business approach, new entrants represent little risk. The current DFS industry is highly competitive.

The DFS industry is a much broader notion than MFS. Mobile banking is being utilised for everyday payments and transactions, resulting in new players in the fintech industry. (Dhanonjoy K. 2021). The Bangladesh Bank's new guidelines for Digital Financial Services update existing law. The Daily Star hosted an opinion-sharing session on 'Regulatory Guidelines for Mobile Financial Services (MFS) in Part 40 Bangladesh'. These proposals included two models relating to ownership structures. MFS may operate as a bank wing or subsidiary if at least 51% is controlled by a single bank, according to the requirements. The most popular model right now is bKash. Entering and maintaining this industry, as well as developing a brand image and gaining customer trust, is more difficult than for established organisations. DFS operators have difficulties in keeping control over licences (Md Fazlur, R., 2021). People are often suspicious of new digital banking services, particularly those involving financial transactions and savings. This tool is unique in that it enables customers to monitor their daily transactions. Customers emphasise security in financial transactions and will only use trustworthy providers. As a result, the threat from new entrants is reduced.

2. The Threat of Substitute Products Is Low: Businesses are concerned that replacement products or services will replace theirs. Substitution is a major issue when rivals or other corporations offer more enticing or cost-effective products. Buyers may compare performance and prices. The cost of switching is also a concern. According to Michael E. P. (1979), high numbers suggest a low risk of replacement. Substitute goods provide little risk due to their high capital needs and longer development time. The software was designed by TallyKhata's own development team. This is more than simply a product; it is a one-of-a-kind service that is tough to replicate and sell. TallyKhata provided Bangladesh's first digital loan service for small businesses. TallyKhata has created a new service dedicated to the DFS in Bangladesh. This new technological service in our country attempts to make people's life easier.

3. Buyer Bargaining Power (Moderate): This force explores consumer power and its effects on pricing and quality. When there are fewer customers but more vendors, consumers have greater bargaining power and may simply switch. According to Marci Martin (2023), buyers have minimal buying power when they buy little amounts of a product that varies greatly from competitors' offers. Buyers have limited negotiation leverage due to price sensitivity, especially in rural

locations where alternative services are scarce. Our country's mobile banking operators provide similar offerings, resulting in little negotiation power.

4. Supplier Negotiation Power (High): Suppliers may have limited bargaining power in a competitive industry if supply exceeds demand. Buyers may make product adjustments, and the cost of switching suppliers is low. When suppliers have less bargaining power, customers may be able to get a cheap supply of things at a lower cost. High supplier bargaining power leads to increased pricing in price-sensitive industries. Suppliers may provide less favourable contract and billing conditions (Barbara, C., 2022). TallyKhata's connection with TallyPay and TallyCredit boosts supplier negotiating power by increasing customer demand. TallyKhata's sole suppliers are banks, who play an important part in the DFS industry, and telecommunications providers.

5. Competitive Rivalry (Low): Measures the amount of rivalry among existing businesses. Intense rivalry may limit revenues and result in price reduction, increased promotion, and investment in service/product improvements and innovation (Michael E. P., 1979). According to Md Fazlur (2021), the MFS sector is quickly growing, with rivals including Bkash, Nagad, and Rocket. However, these organizations only provide mobile transactions and are not comparable to DFS systems like TallyKhata. TallyKhata provides unique features including offline transaction data storage, historical data analysis, and customer warnings for late payments that are not available in other corporate systems. TallyKhata's competitive competition is limited since there is no equivalent business in our country that provides similar services.

Recommendations:

TallyKhata is getting a lot of attention in the DFS business. According to what I saw of their business practices and general business actions, they are one of the biggest competitors in Bangladesh's fintech industry. They're very important to the growth of small businesses. They thought of a different way to digitize things. A lot of strengths and chances have been found through the SWOT analysis. Their management and tech teams are strong. The company also offers a lot of perks to its workers and has a skilled workforce. They have their own technical team

and programme developers. Since they started, they've come a long way and gained a lot of loyal customers. Creating a good and positive brand picture is not easy, but TallyKhata has done it. After the study of the organisation, TallyKhata is given some advice. First, they can make their information and management tools better to cut down on the amount of work that needs to be done by hand and save time. Also, because young people are excited and their new ideas will help the company as a whole a lot, it can offer more training and special entry programmes for new hires, especially recent college grads who will help the company move forward. In conclusion, TallyKhata does a lot to help small businesses grow and offers a wide range of unique services. The whole TallyKhata team is responsible for this. They've grown a lot and helped the business of Bangladesh in this short time. As they bring new ideas and changes to the table, they are also taking steps to make Bangladesh more digital.

Chapter 3: Project Part

3.1. Introduction :

Tallykhata is the leading fintech company of Bangladesh, which is operated through an innovative mobile application which was firstly introduced by Dr Shahadat Hossain Khan. It has many

interesting features like record keeping, report generation and digital payment facilities. According to Dr Shahadat Hossain Khan, Tallykhata is created so that the small businesses of Bangladesh can go digital. Tallykhata helps the traditional business system to connect with the digital world, which was very important while the pandemic COVID-19. Many people and even government officials and financial experts have praised Tallykhata for helping the small businesses to grow. It has a key feature, which is measuring data security and the ability to use the app even without the internet. These features gained the trust of the shop owners and encourage them to use the app more. The dedication of Tallykhata to digital equality and resilience shows how important it is to boost economic growth and encouraging new ideas even when things are tough

In this chapter we will get detailed information about the impact of social media advertising on brand awareness for Tally Khata businesses.

3.1.1. Literature Review:

Social media advertising is one of the most crucial parts of digital marketing. It is becoming a powerful tool day by day for businesses to create a clear brand image and engage with the preferred audience. There are many research in this area indicating that there are many significant impacts of social media advertising on various aspects of marketing effectiveness. It enhances the visibility of the brand, creating brand recognition among consumers (**Smith et al., 2018**). Moreover, according to **Brown & Smith (2020)** social media advertising facilitates acquisition of clients and lead generation. However, scholars such as **White & Brown (2019)** demonstrate that it is important to address the challenges and ethical considerations which is associated with social media advertising, to understand the the need of transparency and adherence to ethical guidelines. Lastly, social media advertising is holding great promise for businesses to create a strong structure for marketing efforts.

3.1.2. Research objectives:

Broad Objective:

This research will objectify the impact of social media advertising on brand awareness for Tallykhata businesses. Which includes the effectiveness of social media campaigns in increasing brand awareness and audience engagement.

Specific objectives:

1. Analyzing engagement metrics with Tallykhata's social media posts, such as likes, shares, comments and CTR. We will understand the level of customer engagement and interest generated by the contents of the brand.
2. Comparing awareness levels between the individuals who have been exposed to the social media advertising of Tallykhata and those who have not.
3. Quantifying the percentage of target audience who recall seeing the name, logo of Tallykhata on social media :platform within a specified timeframe.

3.1.3. Significance:

The study focused on an important topic and discovered the importance and the impact of social media advertising on brand awareness. It plays a very important role in marketing strategies of modern days. Nowadays, It is very easy to collect information because of the advancement of communication technology and digitization. That is why brand awareness is very important for a business to succeed. Social media platforms provide a unique way for advertisers to connect with their target audience on a personal level, using the wide reach and engagement potential of these platforms. Understanding how social media advertising affects brand awareness is essential for businesses to use their resources wisely and make the most of their marketing efforts. This helps companies to get not only internet presence but also recognition and competitive advantage.

3.1.4. Hypothesis:

- **Hypothesis 1:** Social media advertising has the most effective results in terms of creating Brand awareness.
- **Hypothesis 2:** Compared to billboards, leaflets and TVC, social media advertising is more effective to reach the target market.
- **Hypothesis 3:** Social media advertising provides better control and customization options for an organization in terms of launching a new service and promoting it towards the customers.

3.2 Methodology:

I followed an organized process to write this internship report because it's important to get all the information I need to write a good report and cover every part of my writing. If it wasn't structured, I would have missed a lot of information. I mostly used primary sources to gather data, but I also used secondary sources to get other general information about the candidate interaction program.

Primary data source:

Since I have mostly done qualitative study, all of the data will come from first-hand sources. For the qualitative study, I used my own form to ask two people from the G&M team. As someone who helped with the works which I have done throughout the internship. I've also talked with the team about getting more information and using observation to gather detailed data. I mostly got information about how social media advertising affects company recognition from the Marketing manager and the Senior Growth expert. Also, my thoughts on the process come from working with the Growth & Marketing team as an intern for three months and getting to closely watch their work, situations, and processes.

Secondary Data Source:

I have collected most of the data through websites, articles while doing my secondary research for the additional information that is required in some parts of the report.

3.2.1. Research Design:

The steps that were taken to do the research are called the approach by the author of this work. This paper uses a number of methods to gather the information needed to confirm the story. The paper focuses on the qualitative data analysis technique in methods to get clear results and set clear goals. There were surveys, in-depth conversations, and self-observation used to get information. In order to reach the goal of my study, I used both main and indirect material.

3.2.2. Sampling Technique:

A nonprobability sampling method was used for this study's selection. This paper also focuses on purposeful sampling to get more thorough data for my study. The author made a few questions and sent them to about 80 marketing experts through a Google form. Out of the 80 people who took part, 62 filled out the form 28 of the 62 people who answered were women and 34 were men. Their ages range from 18 to 45.

3.2.3. Proposed Target Market:

For the study, the researchers especially looked for Bangladeshi people who were good at selling. The author gets their answers from a Google form response and an in-depth conversation. It helps people make better decisions and come up with better strategies. There are 80 people chosen to take the poll, and 73 of them give an answer. A small group of recent college graduates focusing on marketing also answered this question. Most of the people who answered worked for businesses. Some of the people who answered work for advertising firms.

3.2.4. Data Collection Method:

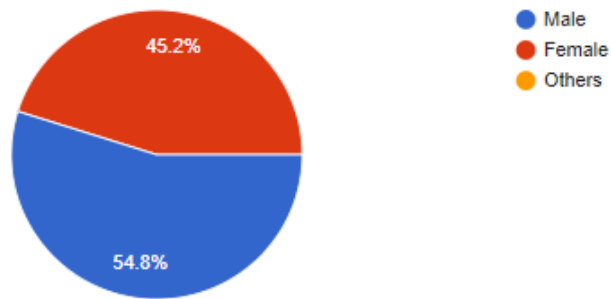
The study was planned with both primary and secondary material. To help me reach the goals of my study, the author chose to do interviews to get primary information. This essay also looks at how a Google Form can be used to get feedback from marketing experts in order to find out the impact of social media advertising on brand awareness. This study was also put together with the help of internal reports and other useful materials like papers, figures, articles, and magazines to find out which of those is more effective.

3.3 Findings and Analysis:

The paper's findings and analysis aim to identify the impact of Social media advertising on brand awareness based on the data that has been gathered. It will also attempt to demonstrate how the outcome of the data collection relates to the objectives of the study. The poll questions were used to create the study's data, which were then collected through a Google Form and in-depth conversations. Once the person has given the data, it is turned into a visual picture using graphics tools like pie charts so that a perceptive analysis can be done. Allow us to talk about the outcomes below. There were 62 people who took part in the study. Out of the 62 people who took part, 54.1% were men and 45.9% were women. It was interesting that most of the people who took part were between the ages of 21 and 25, About 65.5% of the people who participated. Which indicates most of the participants were young adults. Also, 16.1% of the sample was between the ages of 26 and 30, who are basically mature adults. Another 12.9% was between the ages of 16-20, and 3.2% was between the ages of both 30-35 and 36-40. Most of the people here :working for different companies, marketing agencies, advertising firms and last some of them are marketing students.

Gender ?

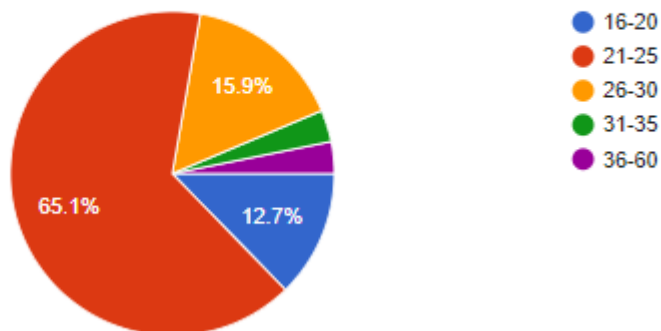
62 responses



Survey Result graph 1

What is your age?

63 responses



Survey Result graph 2

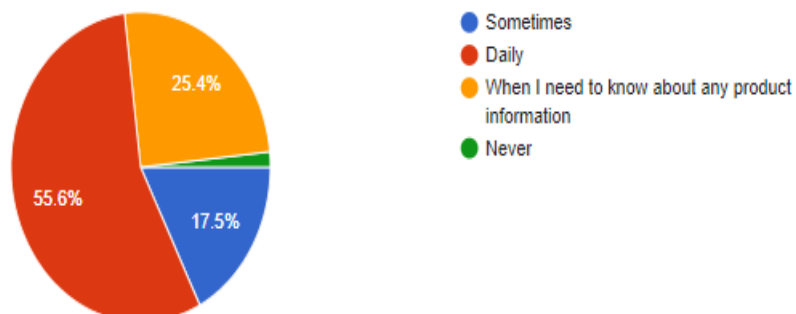
3.3.1. Hypothesis 1: Social media advertising has the most effective results in terms of creating Brand awareness.

Social media advertising is more effective for creating brand awareness because of its unparalleled reach, engagement and opportunities and targeting capabilities. There are many social media platforms such as facebook, Instagram , Twitter and youtube which boast billions of active users,

allowing brands to connect with a vast and diverse audience locally and globally. As well as, sophisticated targeting options are offered by social media based on demographics, interest, behaviors and geographic locations, ensuring that the advertisements reach the most relevant potential customers. Additionally, social media advertisements can be easily measured through counting the number of likes, comments and shares which is easy for the brands to measure their engagements among the customers and success. Moreover, the visuals and creative format available on social media such as photos, stories, videos, reels make it easier for the brands to send their messages effectively. Social media enables brands to track performance metrics closely and optimize campaigns for better results with measurable results and cost effectiveness. We have made a survey based on this. According to the participants, social media advertisements have more significance than other advertising methods. Among this 63 participants 55.6% engage with advertisements daily, 25.4% engage with it when they need to know about a product or services and 17.5% of them sometimes engage with advertisements. Among them 63.5% mostly use facebook, 17.5% Instagram and 19% use youtube mostly. Moreover, 47.6% people among 63 strongly believe that social media advertising has more significance than other advertising methods and most of them in this category are in between the age group of 16-35 years. Others who think social media is partially effective or not effective in terms of advertising mostly belong to the age group of 36-60 years. Most of the users of the TallyKhata app are basically shopkeepers and shop owners. Nowadays, almost everyone uses social media platforms mostly facebook and Tallykhata send their representatives to the shops of different areas and arrange facebook live sessions with shopkeepers and provide them gifts like mug, T-shirt and notebooks which is seen by thousands of other shopkeepers which inspires them to use this app and make more transaction through the app. Because through these live sessions, they can not only be rewarded but also they can let others know about the existence of their shop. Which can be considered as a promotion of their shop through Tallykhata. So both of the parties are benefited by this.

How often you engage to advertisement ?

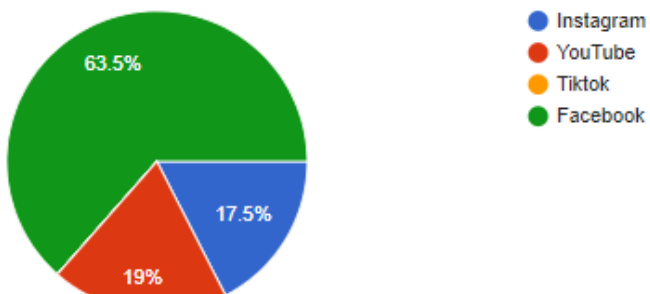
63 responses



Survey Result graph 3

What kind of social Media You use most ?

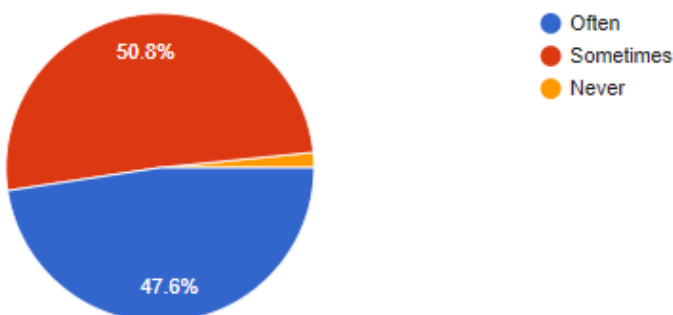
63 responses



Survey Result graph 4

Do you find any significance of social media advertisement ?

63 responses



Survey Result graph 5

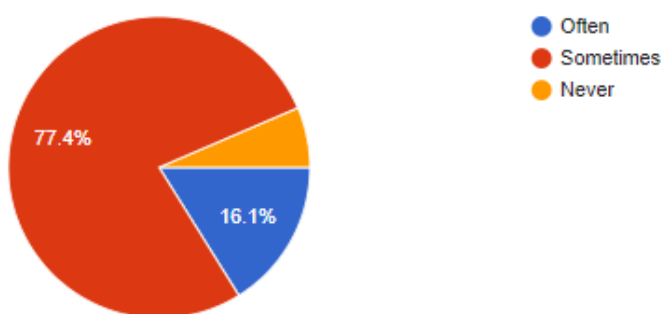
3.3.2. Hypothesis 2: Compared to billboards, leaflets and TVC, social media advertising is more effective to reach the target market.

Social media marketing has many advantages compared to traditional methods like billboards, leaflets and TV commercials when it comes to reaching a target market effectively. Firstly of all, social media platforms have the options to provide the advertisers unparalleled targeting opportunities. As well as, it allows the advertisers to define their audience based on demographics, interest, behaviors and location. This ensures that the ads are shown to those people who are interested in that particular product and services. Secondly, social media enables the opportunity to interact with the customers directly through likes, comments , shares and many other ways. It creates deeper engagement with potential customers. This engagement not only increases the brand visibility but also builds relationships and trust with the target market. Additionally, advertising through social media is very flexible and versatile. Advertisers can quickly arrange ad campaigns, test various creatives and optimize based on real time data and analytics. It makes effective targeting better and ensures the customers that advertising efforts are continuously improving to meet customer preference. Moreover, social media advertising is easily measurable in terms of

reach, engagement, and conversion metrics. Advertisers can measure the benefits of each campaign easily and react accordingly. In my survey, most of the participants finds social media advertising more effective than billboards , leaflets and TV commercials. Among the 63 participants 47.6% think social media marketing is often significant. 50.8% consider the significance of social media advertising sometimes. But in terms of billboards , leaflets and TVC, only 16.1%, 45% , 19% people think it is effective. So it can be said that social media marketing is more effective than billboards, leaflets and TVCs. Nowadays, most of the people have smartphones and for shopkeepers it is hard to set a TV in their shops and it is very expensive as well. Additionally, shopkeepers spend most of the time in their shop which is hard for them to see leaflets and billboard advertisements but when they get free time in the shop they use their mobile phone and most of the people use social media on their phone in their free time. So social media is the suitable platform to promote the brand and Tallykhata is doing the same. They are targeting their customers through social media to create the brand awareness through social media contents, live sessions and campaigns.

Did you find any significance of any billboard advertisement ?

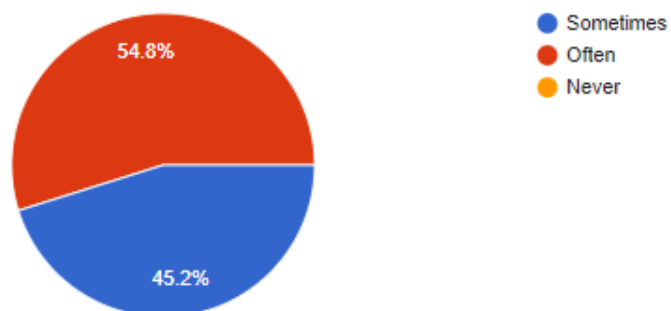
62 responses



Survey Result graph 6

Did you find any significance of any leaflet advertisement ?

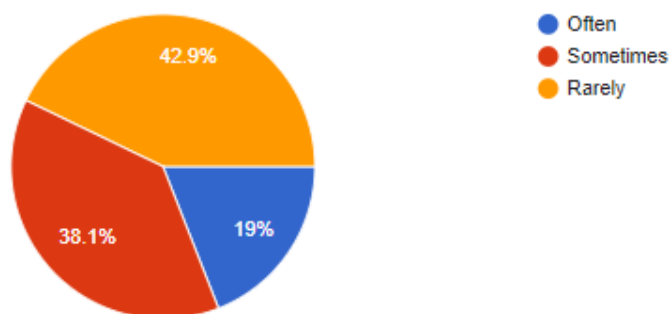
62 responses



Survey Result graph 7

How often do you use a service to watch television advertisement ?

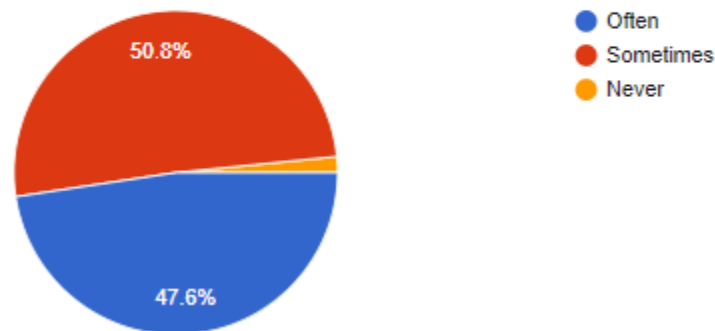
63 responses



Survey Result graph 8

Do you find any significance of social media advertisement ?

63 responses



Survey Result graph 9

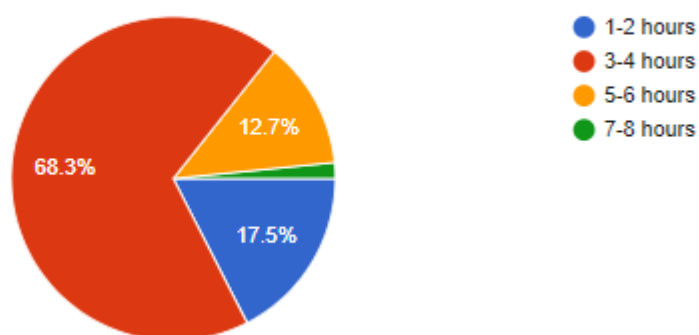
3.3.3. Hypothesis 3: Social media advertising provides better control and customization options for an organization in terms of launching a new service and promoting it towards the customers.

Through social media advertising, organizations can have unparalleled control and customization options when launching and promoting a new service to the customer. Social media platforms provide detailed targeting capabilities unlike traditional marketing such as print or TV. Moreover, advertisers can customize their messaging and creative contents to align closely with their brand identity and campaign objectives. They can experiment with their contents to effectively add or remove features from their services. It increases the effectiveness of the advertising. Additionally, organizations can understand the needs and requirements of the target audience easily. Social media advertising provides real time performance analytics and insights which helps the organizations to monitor the success of their campaigns and make data driven adjustments as needed. The above mentioned things help the organizations to realize their strengths and weaknesses quickly and provide them a quick opportunity to react accordingly. Overall, today's

world depends on social media on a regular basis. Most people now like to spend time on social media compared to TV and other activities. The survey which I have conducted shows that 68.3% among 63 participants spend 3-4 hours on social media. So it is easy to reach people through social media.

How much time you spend on social media in a day?

63 responses



Survey Result graph 10

3.4. Conclusion:

In conclusion, the detailed exploration into the impact of social media advertising on brand awareness underscores the its importance in modern marketing strategies. It is evident that social media marketing plays an important role in enhancing the brand visibility, engagement and audience recall through an organized literature review and empirical research. Through the findings we can see the social media platforms offers unparalleled reach and targeting capabilities. It also allows businesses to connect with diverse audience effectively. Social media advertising not only proves more effective but also provides better control and customization options for promotional campaigns compared to traditional marketing method such as billboards, leaflets and TV commercials. This direct interaction with the target audience enables the real time analytics for campaign optimization, showcases why it is significant in fostering brand awareness and competitive advantages. As businesses like Tallykhata continue to leverage these kind of digital

tools, they can quickly realize their challenges, adapt to market needs and requirements, and sustain growth in an increasingly digital landscape.

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