Report On

Transforming Ads into Relationships : IDLC Finance PLC's Breakthrough Moves in Strategic Advertising Approaches, Leading to Potential Students' Attitude and Growth of Engagement

By :

Dauwood Ibrahim Hassan

ID : 20304064

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

BRAC Business School

BRAC University

May 2025

Declaration

I am clearly and unequivocally stating that

1) I have officially submitted this internship report to the first host institution of my undergraduate course at BRAC University, Dhaka, Bangladesh.
2) No already written material written or published by other authors would be published in this report without proper citation and full acknowledgement.
3) No part of this report has ever been accepted or presented for a degree, diploma, or certificate from any other educational institution.
4) I am sincerely grateful for all the generous help and valuable resources received throughout all this process.

Full Name of Student and Signature

____

Dauwood Ibrahim Hassan,

20304064

The Full Name and Signature of the Supervisor

____

Tausif Bari,

Lecturer,

BRAC Business School,

BRAC University.

Transmittal Letter

Date : 11th May, 2025

To,

Tausif Bari,

Lecturer,

Brac Business School, BRAC University,

Kha - 224, Merul Badda,

Dhaka - 1212. Bangladesh.

Subject : **Submission of my Internship Report.**

Dear Sir,

Salam. I am very pleased to submit my internship report, which was titled "*Transforming Advertisements into Relationships: IDLC Finance PLC's Innovative Strategic Advertising Initiatives Influencing Potential Student Perspectives and Engagement Growth*" - this is an accurate depiction of what I learned from my overall internship in the marketing department of IDLC Finance PLC. My three-month (03) stint with this company started on February 11 and ended on May 12, 2025.

This period proved to me to be exceptional and memorable insights as well as I followed every instruction given by my internship supervisor advice and also fulfilled all the conditions. This BUS490 internship course gave me the opportunity to use my theoretical knowledge in a real life set-up. This blend of scholarly principles and practical work has significantly helped to sharpen my professional skills. Furthermore, this report has given me the opportunity to evaluate the connection between consumer behavior and strategic market messaging in real life.

I am very happy to share my profound understanding and gratitude for helping me to resolve all my concerns and all the problems of this entire practice. I have worked hard to gather thorough and detailed information and also provide important as well as actionable recommendations to make this report coherent, in-depth and valuable. In addition, I am confident that this report meets all the prescribed requirements.

Sincerely yours,

Dauwood Ibrahim Hassan

ID : 20304064

BRAC Business School,

BRAC University.

The Agreement on Non-Disclosure

This confidentiality agreement has been signed and approved by IDLC Finance PLC and BRAC University students. I gained access to the sensitive information that was crucial to IDLC Finance PLC's overall operations when I was an intern there. I fully understand that I do not have permission to disclose, publish or disseminate these materials to any person, third party or location. Strict confidentiality is my first and foremost responsibility as well as no outside unauthorized party will be able to receive, read or listen to the protected information.

Acknowledgement

Firstly, I owe gratitude to Almighty Allah Ta'ala for ensuring that I have the strength and clarity throughout this report. His guidance guided me through challenges and held focus. Not with the balance and composure that this report required, without His constant invisible support as well as direction, this report could not have been done.

Next, I would like to thank my lovely mother, whose constant encouragement made both my academic career and this internship period as well. My perseverance had its basis in constant love and prayers by her. Her faith in me gave me more confidence and encouraged me to overcome every challenge.

After that, I would like to disclose my sincere thanks to my academic internship supervisor Mr. Tausif Bari sir and co-supervisor Mr. Nabil Bin Arif sir. Their continuing mentoring, helpful feedback, and wise guidance throughout this report building were indeed highly desirable as well as much appreciated. They always gave me appropriate advice and were pleased to help me answer my questions to maintain steady improvements. Their mentorship encouraged them to carry out a rigorous analysis and clarity of thought, which directly led to the thorough and timely completion of this report.

Moreover, I gratefully admit Mr. Ahamed Najeeb Rahman, Head of Marketing, who provided me with authentic support, was open, and encouraging. I also thank Asif Hossain, Media Lead at IDLC Finance, and Mr. Khandaker Nagib Anwar, Head of Digital Marketing, for sharing their experience and willingness to help enrich my learning. Every team player willingly shared insights, and data, whenever queried; and they were more than willing to answer all my queries, and explain procedures that I did not understand. Their practical feedback significantly improved my analysis result. This environment allowed me to perform my duties well and work with professionals. I am grateful for the chance to be part of such a vibrant company and to feel integrated into this committed as well as educated team.

Lastly, I am sorry to say that, with my omissions, I also failed to give due credit to all those whose valuable help was of invaluable help in completing this report.

Executive Summary

With over 39 years of successful operation, IDLC Finance PLC is one of Bangladesh's top Non-Banking Financing Institutes (NBFI). By offering financial assistance to small and medium-sized businesses (SMEs), IDLC has aided thousands of individuals, living up to their tagline, "*Financial Happiness*." IDLC leads the NBFI industry because it fully trusts in sustainable financing, generates income to improve the lives of its partners and also clients, as well as supports empowering women by assisting them in becoming self-sufficient, among other benefits. Additionally, all marketing-related tasks are managed by IDLC Finance PLC's specialized marketing department. The primary objective of IDLC's marketing initiatives is to portray those who stay in isolated or rural locations. Taking into consideration all various factors, IDLC Finance PLC's marketing department strives to improve society and empower the poor, thus they never stop trying to meet their objectives.

This report had been written and prepared in accordance with the guidelines set by the BRAC Business School. To enhance readability and organization, this study is set up into three (03) distinct portions, or chapters. The first chapter, "Internship Overview," contains all of the information on the internship time. The company's fiscal statements, yearly reports, financial and non-financial analyses, and other info are all presented in the second chapter, which is named as "Part of the Organization." The findings of the questionnaire and survey used to evaluate the performance of IDLC Finance PLC's marketing communication are presented in this report's finalized and most significant chapter, which is named as "Part of my Project."

Keywords : IDLC Finance PLC, Non-Baking Financing Institute, Marketing Communication, Corporate Social Responsibility, Consumer and Survey.

Table of Content

List of Tables

List of Figures

List of Acronyms

CRM: Corporate Social Responsibilities
DM: Digital Marketing
IDLC: Industrial Development Leasing Company
IAS: International Accounting Standard
NBFI: Non-Banking Financial Institution
PLC: Public Limited Company
RO: Research Objective
RQ: Research Question
SME: Small and Medium Enterprises
SWOT: Strength, Weakness, Opportunity and Threads

Glossary

Digital Marketing – it is the marketing strategy used by the company to engage with potential consumers online and through other forms of online communication (such as pages on landing websites, social networks, e-mail, and applications for mobile devices, among others).

Strategic Advertising Approaches – it is used to describe a brand's strategic plan for reaching its target market. Brand marketing, product promotion, and the goods and prices offered are all included in a marketing plan.

Chapter - 01

“Internship Overview”

1.1 Information of the Student

Name : Dauwood Ibrahim Hassan
ID : 20304064
Program : Bachelor of Business Administration
Dual Major : Marketing & Computer Information Management (CIM)

1.2 Information of the Internship

Period : Three (03) months; February 12th – May 11th, 2025
Company Name : IDLC Finance PLC
Department : Marketing
Address : Bay's Galleris (1st Floor), 57 Gulshan Avenue, Dhaka - 1212.

1.2.1 Information of the Internship Company's Supervisor

Name of Supervisor : Ahamed Najeeb Rahman
Designation : Head of Marketing, IDLC Finance PLC

1.2.2 Description of the Position and Duties

During my initial marketing internship at IDLC Finance PLC, I collaborated actively with the marketing division and received a range of responsibilities from each unique colleague. This type of co-operative company reconfirmed the value of being a member of the team and incorporated me into the existing engagements. Afterwards, in the hands of Mr. Ahamed Najeeb Rahman, head of marketing, my experience from him was of the instructive and inspiring nature. An appreciative environment and warm culture that had nurtured as well as made me realize individual roles, and be able to fit in preferred working styles. The nature of this team and the cordial interactions kept a high morale at high and also encouraged open communication. I acquired valuable realizations during the internship, which will be useful to me in the future career. Every team member generously offered experiential insights and experience that affirmed my learning with real-world examples. I saw good strategy planning meetings and data driven decision making processes.

Moreover, the marketing division spearheaded all promotional activities and worked closely with the CSR in creating sustainability and social responsibilities. Their collaborations with companies, divisions and brands, facilitated broad support for campaigns as well as initiatives by the IDLC. This approach of coordinated strategizing enabled the IDLC to remain relevant, boosting community engagement along multiple channels.

Lastly, I enjoyed the opportunity to conduct pivotal roles and work with qualified specialists in the workplace. This experience groomed me to be useful in future marketing positions. The independence to monitor deliverables and measure performance figures was indeed precious to me. The following were the list of my major duties at IDLC during this time frame:

1) I had set out IDLC's sustainability strategy and also had reported on in quarterly performance reports.
2) I had developed press statements for various events such as the Memorandum of understanding with Chittagong's Maternal and Child Cancer Hospital, initiatives targeting Thalassemia prevention awareness, as well as other major organizational partnerships that maintained documentation of stakeholder involvement and the need for a clear message all along.
3) I had worked with the team to investigate some creative and forward thinking digital marketing approaches.
4) I had presented creative design concepts and structural Q4 drafts for the forthcoming 2025 annual and sustainability reports.
5) I had conducted specific marketing studies and determined customer preferences as well as strategically prepared strategies that would appeal to their changing needs.
6) I had collected innovative ideas for digital advertisements of new upcoming 40 years celebration campaigns.
7) I had conceived and developed creative concepts for IDLC's creative advertising push for the future.
8) I had analyzed success and failure of marketing through benchmarking of key performance approaches and comparison of relevant strategies across competing brands for startups.
9) I had collected data regarding diverse promotional materials; advertisements, digital banners, and posters, press statements, and other marketing collateral.
10) I had assisted my intern's supervisor on various tasks and the entire marketing department with several ad hoc tasks from time to time.

1.3 Outcomes of my Internship

1.3.1 The Contribution of the Student in the Co,

My time as an intern in the marketing department at IDLC Finance PLC was spent discovering corporate environments and customs of collaborative campaign construction. In the role of supporting different projects, I helped my colleagues in research, planning and implementation stages. IDLC, one of the best non-bank financial institutions in Bangladesh, places responsibility upon the marketing division to formulate long-term goals in the area of local communities, environmental stewardship and shareholder value. All decisions had an impact on this company's reputation and public image. Following the formal policies, maintaining structure, and observing a brand image put me in an educative test, as well as I was able to learn that I needed to critically consider something before making a critical decision.

Although there were some initial bumps and I assumed rightly that this was due to stakeholders initially opposing some of the initiatives. I became quite involved with the marketing and CSR teams, helping to keep up many campaigns and initiatives, some of which had been slow to complete. Developed under the guidance of instructive recommendations by my supervisor and positive review, my analytical skills became refined. Every suggestion contributed to my appling academic theories into the solution of practical issues and improved my problem-solving method. Such mentorship helped me become fast to change with changing demands of this report, reinforcing strategic planning abilities, and bolstered my decision-making capabilities. By this process of combining feedback and working closely with my colleagues, I enriched myself in the aspect of correlating the theoretical knowledge and practical marketing situation.

Also, I easily shared my thoughts with my superiors and discussed different options and enchanted successes on campaign, promotional activities. Members of the senior team thought about my proposals and treated missteps as an opportunity to grow. To back my supervisor, I did surveys and gathered data for this report. My practical experience in this field sharpened my skills on research methodologies and data analysis as well as critical evaluation. In the end, this experience improved my collaboration, strategic understanding and ability to use my academic fundamentals in the daily requirements of marketing thus enabling me to prepare for my future commitment.

1.3.2 Achievements for the Student

While serving as an intern at IDLC Finance PLC, one of the top Non-Banking Financial Institutions (NBFIs) in Bangladesh, I was given the opportunity to learn and apply what I'd learned which went a long way to achieving professional growth. It is lucky for me that I worked on a team of the marketing department that does strategic thinking and this department represents a strong presence in the industry. This exposure provided me the opportunity to watch professionals who were not only going to share their knowledge, but also welcomed my contribution. It expanded my vision and changed my mindset to my career, because they were ready to listen and give advice. IDLC offered a very collaborative and flexible area in which to work with practical experience of helping hand for personal and professional growth. This work culture promoted a culture of open communication, which made me become more responsible as well as a more proactive team player. Saying that as I learned more about the business, more and more I was committed to aiding the overall success as well as profitability of this company.

In addition to using my academic competence, I also had an opportunity to utilize the conceptual information on actual situations in the world, be it market analysis and surveying to the idea choosing as well as goal setting. My problem-solving abilities improved and the disconnect between concepts and also application was reduced thanks to this real-world experience. Unlike other companies that provide little, if any remuneration or neglect their interns; but IDLC made sure they were all developed thoroughly. The financial assistance combined with the large volume of training inspired me to work my best and remain committed to the role that I had. Without a doubt, I was going to use the skills and knowledge which I acquired while at IDLC Finance PLC for my career and my personal development has made me a more efficient professional by enhancing my time management, communication, leadership, critical thinking, organization, and multi-tasking skills etc.

1.3.3 Restrictions/Challenges Encountered throughout the Internship Period

The IDLC Finance PLC is one of the leading NBFIs in Bangladesh, and one of the aspirations of an individual in this career choice in our country is to work here as a result of its reputation and prominence in that industry. IDLC's dynamic and diverse work environment is the great satisfaction of both current and potential future for the employees. IDLC workplace culture largely shapes personal growth and development as well as I feel lucky to have had an opportunity to contribute as an intern.

However, following the positive experience, some improvements can still be made especially for the interns in future. During my three-month (03) internship, I learned a lot about how IDLC functioned overall. Nevertheless, there were different limitations and challenges that prevented my experience from being fully enriched and to be critiqued to enhance this internship program; these are:

1) Limited Access to Sensitive Information
IDLC adopts strict policies regarding the confidentiality of their sensitive financial information which is necessary for security, but it created network vulnerabilities during my internship. This limitation in access to this company's financial information made it difficult to gather all the information needed for this report. Therefore, some important aspects could not be included in this report, which reduces the comprehensive nature of my analysis.

2) Earlier Adaptation to the work environment
During this internship period, it was quite uncomfortable at first to be exposed to a completely unfamiliar work environment. First, it was difficult to adapt to sitting in one position for long periods of time (6-7.5 hours a day). Gradually, and over time, I got used to the rhythm and the work became less monotonous.

3) Dress Code for Office Workers
Although I was very happy with my clothing choices during the internship, IDLC's dress code was a challenge. As an intern, it was difficult to find proper formal attire (formal shirt and trousers) due to the dress code for the employees in the office. This resulted in some discomfort in adapting to the formal office environment.

4) Restricted Assignments in the Morning of the Internship Days
I came into IDLC at the beginning of this year, when many campaigns were undergoing. As a result, sometimes I didn't have any challenging assignments/work because my boss was busy planning other upcoming work. So at times it was difficult for me to understand the workflow and how to meaningfully participate in current projects.

5) Limited Availability of Knowledge about CSR Activity
First, I collaborated with the team of corporate social responsibility (CSR) on a series of important tasks. Yet, due to the sensitive nature of the information, I was unable to access important details regarding the effectiveness and results of the marketing and CSR activities. My ability to gather an overall picture of the impact of these programs had been limited by data sharing limitations.

6) Time limitations for Research and Reporting
A strict work calendar combined with office work makes it impossible to conduct extensive surveys or research to analyze marketing communication metrics for use in advertising campaigns. Yet, despite these challenges, writing this report on time was important and combining the research work with internships was a struggle for me.

1.3.4 Suggestions to IDLC Finance PLC

IDLC Finance PLC is considered one of the leading NBFIs in Bangladesh. It is an organization that many are eager to join not only for its reputation, but also for its dynamic, inclusive work culture where both current and prospective employees can be satisfied. During my internship period, I had the opportunity to work in such an environment and I am extremely grateful for it. Yet such a well-established company can always grow, and more can be done, especially for the benefit of incoming interns.

I suggest that as a priority, IDLC should be allowed to intern corporate information. Making it easier for the interns to obtain this information means they'll learn more about this company, and create more informed as well as valuable reports. Such transparency will enable the interns to become better acquainted with this company and contribute better to the tasks they have been assigned to.

Additionally, while IDLC has an already diverse staff, there are opportunities for additional development of gender diversity, in particular among the internship time. I think there would be an enormous value to having more women in finance. Unfortunately, women candidates are not inferior to men and if they gave equal opportunities, IDLC could not only have empowered the women, they could also have a rich talent pool. IDLC hires female interns but they have scope of improvement and can bring in more opportunities for greater inclusion.

Moreover, I recommend that IDLC provide additional opportunities for experiential learning outside of the conventional office setting. I learned as a marketing intern, how crucial it is to have a deep understanding of the market in order to create consumer-friendly strategies. However, senior staff conducted the majority of the fieldwork at IDLC, and unfortunately the interns were not allowed to take part in these experiences. I believe that in order to provide interns with a thorough understanding of the marketplace, IDLC should allow them to see existing projects, visit real market conditions, and gain hands-on industry experience. As a consequence, their knowledge would increase and the distinction between theoretical learning and practical application would be reduced.

In conclusion, even though IDLC Finance PLC is already a model company, adopting these suggestions would enable their business to keep developing, empowering their interns, and producing the next generation of financial industry leaders.

Chapter - 02

“Part of the Organization”

2.1 Overview

The biggest and most well-known Non-Banking Financial Institute (NBFI) in Dhaka, Bangladesh, is IDLC Finance PLC (IDLC Finance PLC, n.d.). In 1985, the company began being a leasing financing company with a single service and only five (05) workers. During 39 years, it has developed to become the largest non-banking financial institute in our nation, serving a diverse variety of items across various sectors (IDLC Finance PLC, 2024). Because NBFIs typically offer financial services in places where banks cannot, this sector of our nation is always changing. It is challenging to create and diversify financial products in the highly competitive financial sector since it is challenging to satisfy each individual's needs, wants and demands. The NBFI industry also provides other benefits, such as the capacity to supply liquidity to the financial system, diversify funding sources, and communicate directly with clients without the need for any middlemen.

NBFI provides its clients with a wide range of products, including long-term industrial loans, deposits, personal loans, vehicle loans, home loans, business finance, strategic investments, and more. Given the volume of loans they presently handle in our nation, NBFIs are generally not particularly suitable for lending. If NBFIs fail to fill the credit deficit, the whole economy of our nation may suffer. As stated by Farah and Rahman (2012), "if the variable profitability considered is profitability, efficiency management, liquidity position, return on debt, fixed charges, etc., may possess a positive impact on net profit at our GDP." IDLC Finance PLC, one of the greatest popular financial companies in the financial services sector, with strong representation in the corporate, SME, retail, and capital markets sectors. Today, IDLC employs over 1,600 people, services over 40,00,00 clients, and has 40 branches as well as offices throughout 19 districts (IDLC Finance PLC, 2024). As a way to provide facilities for the stock market and to encourage over a long period of investments as well as savings, the non-banking financial industry is crucial.

2.2 An Outline of the Co.

Since its founding in 1985 as the first leasing company in Bangladesh by the World Bank's IFC, IDLC Finance PLC has accomplished numerous milestones up to this point (IDLC Finance PLC, n.d.). In 1993, IDLC became a publicly traded corporation (IDLC Finance PLC, 1993). Industrial Development Leasing Company of Bangladesh Limited was the company's previous name and the industry's 39th anniversary was recently commemorated by IDLC Finance PLC (IDLC Finance PLC, n.d.).

The corporate headquarters of IDLC are situated at 57 Gulshan Avenue, Bay's Galleria (1st and 4th floors), Dhaka - 1212. Both the Dhaka and Chittagong stock markets in Bangladesh list this company (IDLC Finance PLC, n.d.). IDLC's external shareholders include the development organizations such as the German Investment and Development Company (DEG) and the Aga Khan Fund for Economic Development (AKFED) (IDLC Finance PLC, 2024). Their professional assistance system is the Korean Development Leasing Corporation (KDLC). As IDLC's original business division, it has grown during the previous 39 years and currently occupies a prominent place in the corporate sector. By introducing the SME market in 2006, IDLC started a new pathway. To satisfy the wide range of client needs, wants, and also demands, they provide a range of financial products, including deposits, supplier and distributor financing, corporate finance, as well as more (IDLC Finance PLC, 2006).

From its inception as a leasing company, this organization has grown into the largest multi-product, multi-sector NBFI in Bangladesh. Furthermore, the company's main objective is to offer its consumers long-term financial services; however, in 1997, the branches were established to provide short-term and real estate financial services. Then come other products like corporate advisory services, green banking, merchant banking, term deposit plans, syndicated finance, and corporate banking (IDLC Finance PLC, 2023). In 2004, they mainly started providing personal loans to their customers and in 2007, they started providing special car loans (IDLC Finance PLC, 2023). The wholly owned three (03) subsidiaries of IDLC are as follows:

1. IDLC Investment Limited - It is actually going to organize its merchant banking operations,
2. IDLC Asset Management Limited - It was established to handle the management of the company’s assets,
3. IDLC Securities Limited - This brokerage is mainly one of the leading brokerages in Bangladesh.

Company’s Logo

Picture Source: IDLC Website.

Figure - 1: Logo of IDLC.

Company’s Mission

In order to accomplish the ultimate goal, a company defines its temporary desires or future strategy. By offering services, it makes it easier to more precisely identify the target group and to focus their business operations on meeting their target group needs and demands. Mainly, customer satisfaction and corporate sustainability are the two (02) of IDLC Finance PLC’s very clear, brief, and precise objectives. “*We will focus on quality growth, superior customer experience, and sustainable business practices*” - it is actually the mission statement of IDLC Finance PLC (IDLC Finance PLC, n.d.).

Company’s Vision

Clarifying a company’s long-term goals is made easier with the help of a vision statement. It serves as a business blueprint or framework, detailing how each partner and employee should collaborate in accordance with the objectives as well as philosophies of the co. It also facilitates communication between companies and also their social influence. A company will motivate its staff to work more energetically and efficiently, if it gives them a vision statement which will assist them achieve satisfaction with their customers. With the goal of becoming a market leader, IDLC’s vision statement is very clear and forward-thinking - “*We will be the best financial brand in the country*” (IDLC Finance PLC, n.d.).

Core value of the Company

IDLC strives to maintain the greatest level of integrity and honesty in all of its corporate relationships. They always work to gain their clients' respect and trust. They value it greatly and are highly aware of the need to give everyone equal opportunities. IDLC is an entirely customer-focused company that uses their enthusiasm to satisfy each customer's demands and offer solutions. The IDLC's core value is:

1) Integrity
2) Customer Focus
3) Equal Opportunity
4) Trust and Respect
5) Passion
6) Simplicity
7) Eco-Friendly (IDLC Finance PLC, n.d.)

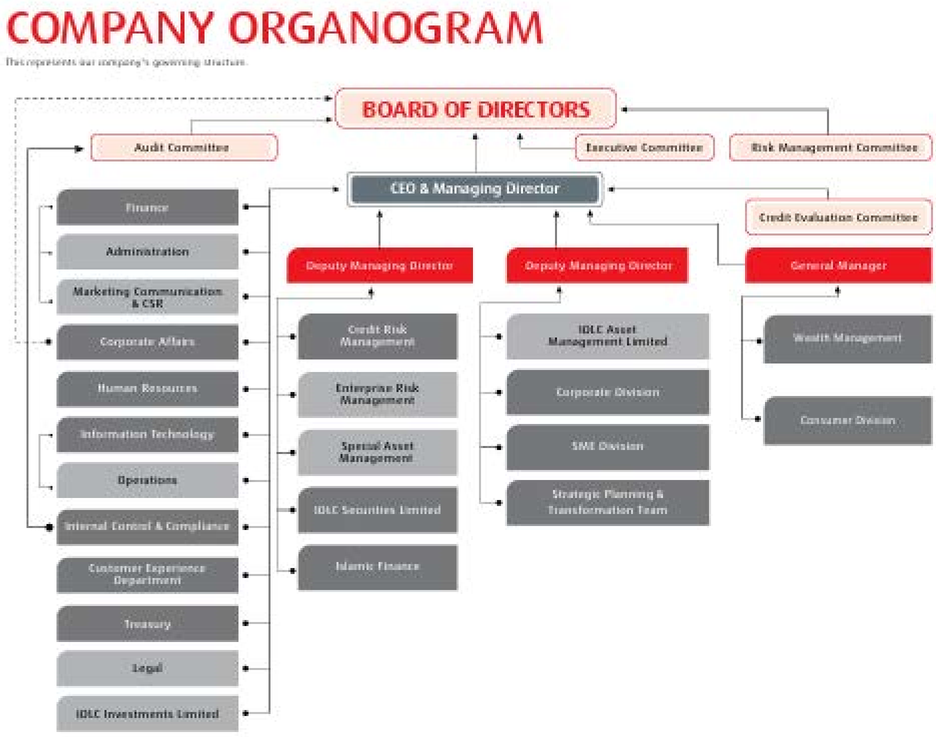
2.2.1 The Co.'s Goals

IDLC Finance PLC hopes to achieve two (02) different types of goals. Such as:

1) Financial Purposes - IDLC can not share its sensitive information to the other parties owing to strict confidentiality requirements.
2) Strategic Objectives - A well-known financial institution, IDLC places high value on customer satisfaction and seeks to conduct its operations in the interest of the general public. In addition to establishing successful client relationships, they aim to maintain strong brands, financial performance, manage all corporate efforts, and have efficient marketing as well as human resources departments (IDLC Finance PLC, 2023). Because IDLC believes that both male and female employees should have the same rights.

IDLC aims to improve their SME portfolio and capital market activities. In addition, the client group strives to improve their organizational and transactional capabilities.

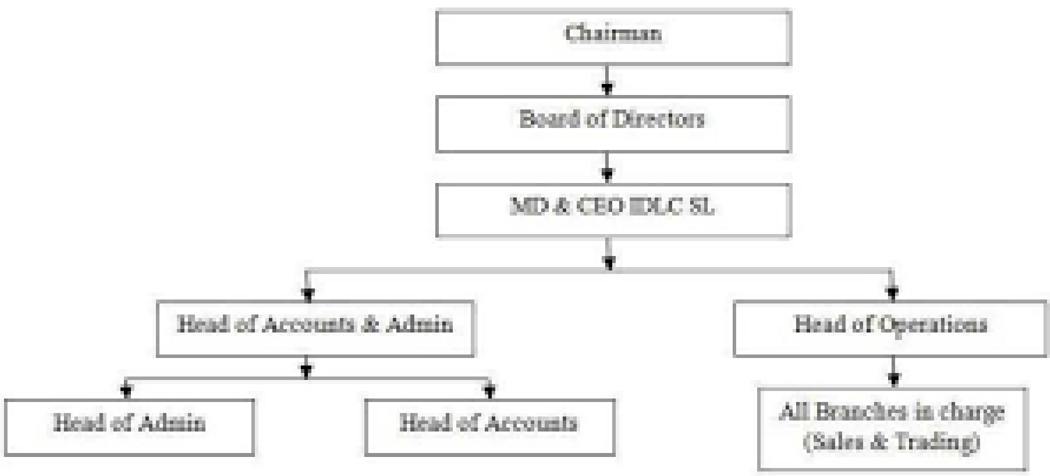
2.2.2 Organogram of the Company



Picture Source: IDLC's Annual Report, 2023.
Figure - 2: Organogram of IDLC.

2.2.3 The Structure of IDLC's Shareholders

To achieve the company's goals, mission, vision, values, objectives, and purposes, all employees, from the highest level down to each department, must work within a defined organizational structure. The results will ensure the overall expansion and effectiveness of this business. Furthermore, the shareholder structure of IDLC is as follows:



Picture Source: IDLC's Annual Report, 2023.
Figure - 3: Shareholders Structure of IDLC, 2023

2.2.4 Information about the IDLC's Service or Product Offerings

1. SME – SME loans are one of the IDLC's most profitable product categories; they provide new business owners with the financing and they need to expand their ventures (IDLC Finance PLC, 2023). For the SME market, IDLC seeks to create innovative and cutting-edge products within this heading. This empowers women entrepreneurs to start new ventures without worrying about the source of funding. Customer segmentation is very important for IDLC because SMEs are the most suitable companies for creating dedicated customers for their products. According to IDLC Finance PLC (2023), some of the benefits offered to SMEs include: SME Term Loan/Lease, Seasonal Loan, IDLC Completion, IDLC Innovation, Start-up Loan, SME Deposit and many more.

2. Consumer – As a result, IDLC provides loans to fulfill people's dreams of owning a car, house or land, so they can start a factory or firm (IDLC Finance PLC, 2023). Also, customers can take out personal loans for any reasonable reason, such as saving for future education, marriage, medical care, etc. Low and middle income people benefit the most from this service.

3. Corporate – To help businesses grow, IDLC offers corporate finance and structured finance solutions that allow a company to handle its funding in a more organized way. This IDLC subsidiary assists the organization in broadening its geographic scope and fostering connections with both local and international companies (IDLC Finance PLC, 2023). Finding and recommending the best financing plan for a co., finishing the annual budget, and document preparation are just a few of the duties performed by the corporate department. Mainly the documents are needed to discover the best possible clients, sign loan agreements, and evaluate any risks as well as uncertainties while approving loan applications (IDLC Finance PLC, 2023).

2.2.5 An Summary of IDLC's Capital Market Operations

A. IDLC Asset Management Limited – It was established on November 19, 2015, and is a fully owned subsidiary of IDLC. Additionally, this company received a license to handle assets within a year in 2016 with a Tk 10 crore initial paid-up capital (IDLC Finance PLC, 2016). In order to provide services to a diverse variety of investors, IDLC Asset Management Limited concentrates on the organization's asset management capabilities by the administration and distribution of mutual fund holdings. Actually, the venture capital investment and corporate advising services are also offered by them (IDLC Finance PLC, 2023).

B. IDLC Investments Limited – It was established in 2011 after IDLC split from its parent company, merchant banking, and became a fully owned subsidiary. Their co. is committed to servicing the customers and the NRB sector by offering extremely skilled and also competent brokerage as well as services for portfolio administration (IDLC Finance PLC, 2012).

C. IDLC Securities Limited – One of the top brokerage businesses in the nation that upholds moral business practices and, most importantly, excellent customer service. It serves approximately 4,500 clients as a panel broker, as well as approximately 16,000 local, regional, retail and international institutional investors, through the secure retail platform of the Dhaka and Chittagong Stock Exchanges (IDLC Finance PLC, 2023). Additionally, they provide their services to enterprises, foreign investors, and high-net-worth individuals (HNW).

2.2.6 Initiatives for Marketing and CSR by IDLC Finance PLC

The collaborative marketing and corporate social responsibility (CSR) initiatives of IDLC Finance PLC are regarded as their charitable endeavors, whereby they might contribute to a worthy cause or establish a project that would benefit the less fortunate. Among IDLC Finance PLC's collaborative marketing and CSR efforts are:

1) Khushir Kheya : One of IDLC's collaborative marketing and corporate social responsibility initiatives, 'Khushir Kheya', focuses on community, health, education and environmental projects etc. Anyone can participate and contribute to this brand's existence (IDLC Finance PLC, 2017). The company employees, volunteers, and customers can all sign up for this program for totally free.

Picture Source: IDLC's Annual Report, 2017.
Figure - 4: Khushir Kheya

Most of IDLC's marketing and CSR initiatives are conducted through this platform. Mir Mushtaq Ahmed Physically Handicapped School, IDLC Alokit Shishu School, Apan Nibas Old House, Mir Mushtaq Ahmed Physically Handicapped School, Boat Ambulance Inauguration Ceremony and Cataract Surgery Eye Camp are some of their renowned and notable initiatives (IDLC Finance PLC, 2017).

2) Orther Ortho : The goal of IDLC's marketing and corporate social responsibility initiative is to raise public awareness of financial literacy. In order to encourage young people, 'Orther Ortho' aims to teach them the fundamentals of finance and demonstrate how it may change their lives (IDLC Finance PLC, 2018).

Picture Source: IDLC's Annual Report, 2018.
Figure - 5: Orther Ortho

The first-ever Financial Olympiad was launched in our country by IDLC in 2018 as part of this program, and nearly 20,000 students between the ages of 14 and 24 competed online (IDLC Finance PLC, 2018). "IDLC Financial Olympiad 2.0" was the new name given to the Financial Olympiad by IDLC in 2019 (IDLC Finance PLC, 2020).

3) Oditiya : For female students from low-income households who are frequently turned away from higher education because of the expense, IDLC has started their 'Oditiya' Scholarship Program in collaboration with Prothom Alo Trust. Given that the majority of people are female, IDLC feels that empowering female students is essential to the sustainable growth of our society (IDLC Finance PLC, 2018). As a result, IDLC's marketing and CSR department both initiated this program together in 2017.

Picture Source: IDLC's Annual Report, 2018.
Figure - 6: Oditiya

With the assistance of the Asian University for Women (AUW), a worldwide organization that welcomes women from all backgrounds for higher education, they began offering scholarships to the ten (10) selected female candidates each year for their advanced undergraduate degrees (IDLC Finance PLC, 2018).

4) Purnota : It offers women-owned enterprises a comprehensive both financial and logistical solution. In order to address the problems that women entrepreneurs commonly face, such as a lack of financial planning and financial literacy as well as the inability to obtain the capital. They mainly require for their ventures, IDLC, one of the first financial institutions, founded 'Purnota' in 2015 (IDLC Finance PLC, 2016).

Picture Source: IDLC's Annual Report, 2016.
Figure - 7: Purnota

Purnota now provides special and in hand training opportunities, insurance benefits, a dedicated hotline, support for e-commerce, and a means for female entrepreneurs to interact with the market both online as well as offline in addition to loans (IDLC Finance PLC, 2016). In order to boost sales, advertise their companies, and establish a network in the market, IDLC Finance PLC also hosts full-fledged fairs for the new female entrepreneurs. In order to encourage the female businesses and motivate aspiring female entrepreneurs, 'Purnota' also bestows awards.

2.3 Management Practice

IDLC Finance PLC continues to employ a dynamic and forward-looking management approach. Each individual in this company has experience in achieving and implementing the company's VMSGOT (vision, mission, strategies, goals, objectives, and targets. IDLC is committed to selecting their employees and board members with the necessary training, skills, and experience to meet the needs of their respective positions.

2.3.1 The Leadership Style of IDLC

IDLC Finance PLC employs the 'democratic leadership style,' that is recognized as the best and most successful of Kurt Lewin's three (03) basic governance philosophies: 'authoritarian', 'democratic', and 'laissez-faire' (Lewin, 1939). Everyone in this company has an equal chance to participate, share ideas, and candidly debate strategies under a democratic leadership style. Within their team or department, people can interact, communicate, and share comments freely. Thus, the democratic leadership promotes trust, effective communication, teamwork, respect for one another, inclusivity, and innovation (Lewin, 1939). In order for each worker to feel valued and inspired to meet the objectives of the business.

2.3.1.1 Planning, Policies, and Procedures (3P) Related to Human Resources

The HR division of IDLC Finance PLC is in charge of overseeing all hiring procedures. In addition to handling all expenses associated with choosing possible hires, holding interviews, offering training and development, and other facets of the recruitment procedure. They actually set up and prepare the payroll expenses ahead of time for the next year (IDLC Finance PLC, 2023). To make sure the best candidate is hired for the open position, IDLC's HR staff also keeps a close eye on job openings, job descriptions, and duties. Furthermore, in accordance with the company's organizational structure, the HR Head oversees all departmental activities and interacts with different HR department personnel to effectively operate all the other departments (IDLC Finance PLC, 2023).

2.3.1.2 The Process of Hiring and Selecting

The top goal of the IDLC Finance PLC hiring process is always to find the best candidate for each position. Furthermore, to do this they only consider the applicant's qualifications, not the applicant's gender, age, ethnicity, nepotism issue, belief system or other potentially relevant characteristics (IDLC Finance PLC, 2023). IDLC mainly uses both internal and external hiring processes. Such as,

a. Internal Recruitment : Current IDLC employees may occasionally apply for departmental transfers or swap. In this situation, they contact the human resources department and carry out as well deeply know about their recruitment-related duties. Internal recruitment occurs only when a candidate meets all the requirements (IDLC Finance PLC, 2023).

b. External Recruitment : When a job is advertised at IDLC, the HR department advertises the position on BDJobs, LinkedIn, Facebook, Instagram, Youtube and other websites (IDLC Finance PLC, 2023). The hiring process usually takes a lot of time, because it is difficult and important for businesses to find the ideal/perfect applicant for a position. The Human Resources Department oversees all employment-related matters, including vacant positions and the need for more staff with specialized training, qualifications, and experience. However, all information required by the HR department about potential candidates is provided by the new recruitment department.

Therefore, the Human Resources department and the relevant team verify the candidate's resume first. After that, reviewing, screening, sorting and classifying resumes based on the required criteria, then they need time since there are sometimes many applications, even for a single vacancy. For the subsequent phase of the recruitment process, which might comprise a test of writing, a preliminary interview, or finally an evaluation interview, the HR department will get in touch with the shortlisted applicants (IDLC Finance PLC, 2023). Under certain circumstances, they might also be asked to present their qualifications for this role.

2.3.1.3 The Pay and Benefits Package

IDLC takes care of its staff in order to maintain their motivation and desire. Therefore, in accordance with their standards, the company offers the following packages for employee perks and benefits:

- Allowances - (mobility, medical, overtime, vehicle washing, house maintenance, etc.)
- Annual Bonus

- Festival Bonus (Eid Ul Fitr and Eid Ul Azha Bonus)
- Gratuity
- Maternity and Paternity Leave
- Provident Fund
- Performance Bonus
- Salary (Basic Salary, Transport Expenses, Holiday Bonus, House Rent etc.)
- Welfare Fund (IDLC Finance PLC, 2023)

2.3.1.4 The Program for Training and Promotion

IDLC puts a lot of work into employee training as well as easily getting promotion. The employees can benefit from learning new skills and maintaining their current knowledge as well as their abilities in order to boost their productivity. A total of 9,108 people were taught by IDLC in 2021; 8,559 of these employees were male and 549 were female. For this training program, the people were divided into 185 groups (IDLC Finance PLC, 2022). The IDLC training curriculum is split into various categories which helps them in their corporate life.

2.3.1.5 The Assessment of Performance

In actuality, performance assessments are also known as employee performance evaluations or appraisal. It facilitates the assessment of an individual's performance in relation to the specified work requirements. Three (03) months before the start of the following fiscal year, IDLC assesses the Key Performance Indicators (KPIs) of its employees (IDLC Finance PLC, 2023). Every six (06) months, all employees are evaluated, and the results provide them with either positive or negative feedback that they may use to enhance their performance going forward (IDLC Finance PLC, 2022). However, the employees who perform well overall are chosen for promotions, pay increases, and other benefits based on a final review that is carried out once a year.

2.4 The IDLC's Marketing Strategy

Since they must gain the audience's confidence in order to sell them secret goods or services, businesses that do so struggle to generate a good first impression. Since IDLC serves both B2B and B2C, they base their product variety on consumer demand, ranging from high to low (IDLC Finance PLC, 2023). IDLC is aware of what its customers think and uses that information to inform its advertising strategies in order to attract new customers, build long-lasting connections with current ones, and also provide a positive picture of the company. Some instances of the range of IDLC's marketing tactics are as follows:

1) Digital Marketing Strategy :

Using financial literacy on Facebook, Instagram, YouTube, and LinkedIn, IDLC advertises its distinctive services (IDLC Finance PLC, 2023). To advertise their items, they employ a range of postings, financial quizzes, savings, and significant information about our country and also its financial sector. To reach new prospective customer categories, they will air their title-sponsored dramas on YouTube, Instagram and intercut them with a lot of eight (8) second advertisements (IDLC Finance PLC, 2023).

2) Content Marketing Strategy :

IDLC Finance uses a variety of materials, such as talks with business professionals like Ayman Sadiq and Shakib Bin Rashid, financial planning, and household savings budgeting in short videos that are 10 to 20 minutes long as well as shared on Facebook, Instagram, YouTube, and LinkedIn (IDLC Finance PLC, 2023). In addition, its subsidiary IDLC Asset Management recently used a three to five (3 -5) minute short film on LinkedIn to introduce content marketing on Islamic banking (IDLC Finance PLC, 2022). In that regard, Mufti Yusuf Sultan actually discussed Islamic money saving ideas.

3) Branding Strategy :

Together with our nation's top MFS, bKash and IDLC has become the first NBFI to provide hassle-free online deposit services with this special value proposition (IDLC Finance PLC, 2023). With millions of users around our country, IDLC Finance has evolved into a key brand in the financial industry because of the utilization for the static posters and pop-up warnings on the bKash app. This is a key marketing strategy that IDLC Finance uses to build a strong brand image and advertise their products.

4) Promotional Marketing Strategy :

a. IDLC Finance Olympiad – With this partnership, IDLC Financing and Ten Minutes School have developed the 'IDLC Finance Olympiad 3.0', which offers prizes and encourages financial literacy (IDLC Finance PLC, 2023). These young children may end up becoming IDLC Finance PLC's future/potential clients, and by awarding gifted students nationwide, they have also fulfilled their marketing and corporate social responsibility efforts.

b. IDLC Drama Fest Shilpokola Academy – IDLC is now the Shilpakala Academy's National Theatre Festival's title sponsor (IDLC Finance PLC, 2022). NBFIs that actually assist national cultural advancement, like IDLC Finance PLC, have developed a strong brand image as a result of this.

c. IDLC Prothom Alo SME Award – Here, some of the nation's top-performing small and medium-sized businesses have received awards. According to IDLC Finance PLC (2023), these entrepreneurs share their success stories on how small and medium-sized businesses (SMEs) can turn into profitable ventures.

5) Direct Marketing Strategy :

Direct consumer expression of interest in personal, auto, or house loans is possible via the IDLC website or social media accounts (IDLC Finance PLC, 2023). Sales representatives from IDLC will get in touch with them and provide them with details about particular products, so they can arrange payment. Additionally, through mail, phone calls, and SMS, the IDLC sales team aims to market its financial solutions to new clients nationwide, particularly SME business owners.

2.4.1 Segmenting the Market

Demographic Segmentation

- Gender : They go after/target both males and females clients.
- Income : Ranging from the elite to the less fortunate middle classes.
- Age : Since the persons in this age range are usually employed or retired and want to spend their life savings, IDLC, a non-bank financial organization, focuses on clients between the ages of 24 along with 76 for working capital loans for homes, cars, development, apartments, or businesses etc. (IDLC Finance PLC, 2023).
- Education : Both people with professional degrees to those without a high school diploma are served by them. IDLC Finance PLC primarily targets SME business owners in Bangladesh, who typically have a strong practical grasp of the marketplace and business despite having not completed formal schooling (IDLC Finance PLC, 2023). Professionals with degrees, on the other hand, want to use term deposits to save money in organizations. IDLC financing targets them since they want to buy properties with property loans in order to maximize their wealth.
- Occupation : Their primary target audience actually consists of pensioners, business owners, and steady workers who wish to invest their money (IDLC Finance PLC, 2023).

Geographical Segmentation

IDLC financing emphasizes across all of our country's major cities and economic areas, notably the larger cities with marine border ports, manufacturing capabilities, and well-known retail outlets (IDLC Finance PLC, 2023). Due to several development projects, such as the Padma Bridge, which has improved connection to some cities, IDLC currently has 40 branches throughout Bangladesh. However, now the company is seeking to extend its activities in our country's southwest (IDLC Finance PLC, 2023). Consequently, industries, stores, and small and medium-sized businesses are settling there, with intentions to expand to locations such as Gopalganj, Barisal, and Khulna (IDLC Finance PLC, 2022).

2.4.2 The Targeting and Positioning of IDLC

Targeting

Through a variety of marketing channels, IDLC Finance PLC advertises its goods and services while also encouraging its target market to become financially literate. Their goal is to entice clients with idle cash reserves from all different categories to join IDLC Finance. Their auto lending services are aimed at youthful and middle-aged customers who have an increased taste in automobiles of luxury. For its senior clients who use their money saved and invested to purchase buildings or property, IDLC Finance offers tailored terms as well as efficient services (IDLC Finance PLC, 2023).

Entrepreneurs can apply for hassle-free loans from IDLC Finance PLC, which are advertised in national dailies and through the IDLC SME Awards, among other media (IDLC Finance PLC, 2023). They mainly use direct marketing methods to keep their corporate clients happy, which helps turn targeted prospects into possible future clients. In order to grab new/potential consumers, IDLC Finance PLC strives to provide the best quality products as well as services.

Positioning

By offering a wide range of products and services to meet the financial needs of its clients, IDLC Finance appears to be aiming to establish itself as a major supplier of financial aid in Bangladesh. This technique is included into this company's statement of purpose, which highlights its dedication to provide its clients with cutting-edge, better financial solutions. In an effort to stand out from the competition, IDLC Finance has made investments to develop a strong brand image and customer service experience (IDLC Finance PLC, 2023).

Additionally, it has broadened its portfolio of products to encompass a variety of financial solutions, including funding banking, capital marketplace offers, and leasing. IDLC Finance also appears to be committed to using manufacturing to give consumers easy access to financial products. The employer prompted significant expenditures in digital mediums, including electronic banking and mobile applications, to facilitate clients' access to products and services (IDLC Finance PLC, 2022). Overall, IDLC's positioning strategy is concentrated on becoming an unique customer-focused, cutting-edge, and contemporary financial services provider in Bangladesh.

2.4.3 The Product of IDLC

Types of Loans

Product	Debt Duration (Years)	Using value to determine the loan amount (%)
Purchase loan for an Apartment	Twenty Five	Eighty
Loan for Home Equity	Twenty Five	Seventy Five
Shelter for Home Loans	The loan period is equal to	Fifty to Hundred
Loan for Construction	Twenty Five	Eighty Five
Reasonably priced Home Loan	Twenty Five	Eighty
IDLC Loan Semi-Paka	Fifteen	Seventy to Eighty Five
Loan for the Purchase of a Home	Twenty Five	Financing Eighty Cost
Loan for Commercial Space purchases	Ten	Financing Seventy

Table Source: IDLC's Annual Report, 2023.
Table - 1: Loan Schemes

Car Loan

This loan is for a maximum of six (06) years, needs 85% of the total value to be funded, and requires a single year of working skills, or a minimum of three (03) years, if the person applying for it owns a business (IDLC Finance PLC, 2023).

Personal Loan

A minimum of one lakh (1,00,000) taka must be borrowed, the loan must be taken out over five (05) years, and the borrower must have worked for the current employer for two (02) years (IDLC Finance PLC, 2023).

Business Loans

1. A loan for working capital – Maximum loan amount: 1 crore taka; loan term: 1 year.
2. A loan for SME Term – The highest loan amount is 5 crore taka, and the loan period is 13–26 months.
3. A loan for Purnota Women Entrepreneur – 13–60 months, with no collateral, ranging from 2 lakh taka to 35 lakh taka.
4. Seasonal Loan – The loan has a one-year term and a maximum sum of one crore taka.
5. Abashon commercial loan – A loan with a 20-year term and an 80% LTC cost.
6. Financing for Commercial vehicle financing – Loan term: 13–60 months; price: 80% of the car's purchase price.
7. SME Shomvobona – The maximum loan amount is 25 lakh taka, and the loan term is 13–60 months.
8. IDLC Udvabon – Without security, the maximum loan amount is 1 crore 35 lakh taka, with a term of 13–60 months.
9. A loan for Udvabon Startup – The loan duration is 60 lakhs taka, and the loan amount is 25 lakhs taka.
   (IDLC Finance PLC, 2023)

Corporate Loan

Preferred stock, bridging loans, working capital loans, lease finance, project financing, term loans, commercial space loans, and term loans for automobiles (IDLC Finance PLC, 2023).

2.4.4 IDLC’s Plan for Promotion

A. Direct Marketing promotion

A company that uses direct marketing avoids middlemen by sending its promotional messages straight to its target audience. In order to improve brand visibility and consumer engagement, IDLC Finance uses four (04) essential tools in its direct marketing strategy. One of the IDLC’s main tools is social media marketing, which makes use of websites, YouTube, Instagram, LinkedIn, Facebook, and others. By improving visibility and encouraging interaction, these channels enable smooth communication with their audience. By making use of these channels, IDLC establishes a powerful online presence and makes sure that the appropriate people are exposed to its messages at the appropriate moments.

Relationship marketing is another crucial tool. By providing individualized services and loyal client satisfaction, IDLC aims to build lasting relationships with its clients. The company provides considerate presents like calendars, dairy products, greeting cards, and event planning services to deepen these ties. These actions are a component of IDLC’s continuous endeavor to uphold a favorable relationship with customers and foster their loyalty. Another essential component of IDLC’s strategy is personal selling. This company provides personalized help by speaking with clients directly through phone conversation or in person. This guarantees that clients’ needs are met quickly and strengthens their sense of trust and dependability with IDLC by enabling them to ask for help or advice whenever they need it. IDLC successfully interacts with its audience, builds client loyalty, and consistently enhances its market presence by utilizing these combined tactics.

B. Indirect Marketing promotion

A value-driven strategy, indirect marketing aims to raise brand awareness, cultivate relationships with current clients, and educate prospective ones. It is an economical, long-term approach that highlights how crucial it is to increase brand recognition and trust. To accomplish these objectives, IDLC Finance uses a variety of indirect marketing strategies too.

To establish an emotional bond with their audience, IDLC, for example, uses television commercials (TVCs) to emphasize the advantages of their services. By demonstrating the advantages of selecting IDLC, these commercials help consumers develop a sense of dependability and trust. Another effective weapon in IDLC's marketing toolbox is the billboard. By using innovative ideas and well-positioned billboards, IDLC makes sure that their brand attracts potential customers' attention and encourages interaction. By distributing significant news and updates, print media - such as newspapers and magazines - allows IDLC to reach a larger audience and makes sure their message is seen by a wide range of people.

In order to keep IDLC's reputation positive, public relations (PR) is essential. This company helps to build a positive reputation with the public and media by disseminating information about events, campaigns, as well as opportunities through PR initiatives. Furthermore, IDLC actively participates in corporate social responsibility (CSR) programs, showcasing its dedication to a moral business conduct and long-term expansion. In addition to helping the community, these initiatives improve this company's standing and solidify its place in the marketplace. The marketing team at IDLC skillfully combines each of these tactics to produce a comprehensive and effective marketing strategy.

2.4.5 IDLC's Distribution Channel

The 40 strategically placed branches that IDLC Finance PLC operates throughout our country were chosen based on the company's target clientele (IDLC Finance PLC, 2023). In order to increase the company's clientele and cultivate loyalty, each branch has specific sales targets. This strategy guarantees that customers receive outstanding service and are inspired to return for additional offerings. By implementing a direct marketing approach, IDLC does away with the need for middlemen and promotes a closer bonding between this company and its customers. The business can interact directly with its clients for more efficient service delivery thanks to this approach, which also improves relationships and expedites the distribution process.

2.5 Analysis of IDLC's Financial Performance

2.5.1 Ratio Analysis:

2.5.1.1 Current Ratio

- This ratio, often known as the liquidity ratio, evaluates a company's capacity to make timely payments regarding its short-term loans, usually within a year.
- Formula = (Current Assets ÷ Current Liability).

Table - 2

Year	2020	2021	2022	2023	2024
Current Ratio	1.22:1	1.21:1	1.22:1	1.23:1	1.30:1

Interpretation

With its predictable focus across time, the current ratio demonstrates that IDLC can use its short-term financial resources to pay down its urgent debts. The steady rise indicates better liquidity, which may have a favorable impact on future financial adaptability.

2.5.1.2 Profitability Ratio

- It assists by giving insight into a company's performance or economic situation.
- Formula = {(Profit Metric ÷ Net Revenue)* 100}

Table - 3

Year	2020	2021	2022	2023	2024
Profitability Ratio	1.57%	1.31%	1.02%	1.02%	1.14%

Interpretation

Over time, the profitability ratio has gradually decreased, suggesting that IDLC's capacity to turn a profit from its sales has deteriorated. If left unchecked, this declining trend might indicate operational inefficiencies or rising expenses that could affect future profitability.

2.5.1.3 Debt to Assets Ratio

- Mainly useful for calculating a company's solvency or financial leverage.
- Formula = (Total Debt ÷ Total Assets)

Table - 4

Year	2020	2021	2022	2023	2024
Debt on Assets Ratio	82%	85%	85%	81%	80%

Interpretation

A high reliance on debt to finance assets is demonstrated by the debt to assets ratio, which peaked in recent years. The trend suggests possible risks to future financial stability, despite a slight decline. Improving financial flexibility and lowering sensitivity to market swings could be achieved by lowering this ratio.

2.5.1.4 Debt on Equity Ratio

- A co.'s long-term financial policies can be evaluated for efficacy using this long-term solvency ratio.
- Formula = (Total Liabilities ÷ Total Shareholders' Equity)

Table - 5

Year	2020	2021	2022	2023	2024
Debt on Equity Ratio	7.33	7.51	7.18	6.76	9.42

Interpretation
This ratio shows how much debt a company has in comparison to its equity. IDLC's rising trend suggests a greater reliance on debt to fund operations, which may indicate increased financial risk down the road and have an impact on the stability and expansion of the company.

2.5.1.5 Fixed Assets Turnover Ratio

- It assists a company in calculating the return on investments made in goods, real estate, machinery, and other assets.
- Formula = (Net Sales ÷ Average Fixed Assets).

Table - 6

Year	2020	2021	2022	2023	2024
Fixed Assets Turnover Ratio	14.58	21.92	13.97	13.40	6.92

Interpretation
The fixed assets turnover ratio shows how successfully a company generates revenue from its resources. IDLC's downward trend means that the business is using its resources less efficiently, which, if left unchecked, may eventually result in less growth and profitability.

2.5.1.6 Asset Turnover Ratio

- This aids in calculating the difference between the co.'s asset value and sales or revenues.
- Formula = (Net Sales ÷ Average Total Assets).

Table - 7

Year	2020	2021	2022	2023	2024
Assets Turnover Ratio	9%	10%	11%	10%	7%

Interpretation
The business may be making less money from its assets over time, according to the decreasing asset turnover ratio. In IDLC's, this might point to underutilization or inefficiencies. Future profitability and general financial well-being may be impacted if this trend persists.

2.5.1.7 Return on Asset (ROA)

- Knowing a company's profitability as compared to its entire wealth is useful.
- Formula = {(Net Income ÷ Average Total Assets)* 100}.

Table - 8

Year	2021	2022	2023	2024
Return on Asset	3.97%	3.91%	3.54%	3.57%

Interpretation
Over the years, the return on assets has stayed largely constant, albeit marginally declining. IDLC's implies that the business is continuing to maintain asset efficiency, though there might be minor difficulties in producing larger returns. It suggests that in order to increase profitability going forward, strategic changes are required.

2.5.1.8 Return on Investment (ROI)

- Measuring the earning potential of funding in a company's operations is advantageous. It also helps to assess how well a co. management is performing.
- Formula = {(Net Profit ÷ Cost of the investment)* 100}.

Table - 9

Year	2020	2021	2022	2023	2024
Return on Investment	3.11%	2.66%	2.46%	2.82%	2.68%

Interpretation
As time has gone on, the return on investment has steadily declined, suggesting a slower rate of profitability growth. According to the IDLC's not being extreme, the trend points to possible difficulties in producing larger returns. A more targeted strategy might be required for future investments in order to boost performance.

2.5.1.9 Operating Expenses Ratio (OER)

- An additional method for calculating the management operations' KPI or efficiency. Because it indicates reduced operating expenses relative to revenue, investors always like to see a low OER ratio.
- Formula = {(Total Operating Expenses ÷ Gross Operating Income)* 100}

Table - 10

Year	2020	2021	2022	2023	2024
Operating Expenses Ratio	23%	18%	17%	19%	23%

Interpretation
The operating expenses ratio displays variations in the percentage of revenue allocated to operations. IDLC's consistent increase over the past few years indicates rising expenses in comparison to revenue, which could have an impact on profitability if future management is not effective.

2.5.1.10 Non-Performing Loan Ratio

- A loan is deemed defaulted when a financial institution fails to collect loan payments from debtors on schedule. A high non-performing loan (NPL) ratio can hurt a company and result in losses. Thus, a financial institution should aim to keep its non-performing loan (NPL) rate low.
- Formula = {(Total NPLs ÷ Total Gross Loan Portfolio)* 100}.

Table - 11

Year	2020	2021	2022	2023	2024
Non-Performing Loan Ratio	2.78%	2.21%	3.08%	1.79%	3.06%

Interpretation

The percentage of loans that are not being repaid fluctuates, as indicated by the non-performing loan ratio. IDLC has recently increased after declining in certain years, suggesting possible difficulties with loan recovery. If this trend is not appropriately controlled, it could result in increased financial risk.

2.6 The Accounting Procedures of IDLC

To ensure consistency and openness, IDLC Finance PLC adheres to International Financial Reporting Standards (IFRS). Investor confidence and regulatory compliance depend on the accuracy of its financial statements, which are guaranteed by these standards (IDLC Finance PLC, 2024). This company's finances are easier for the stakeholders to comprehend and access because of this consistency over the time.

2.6.1 The Accounting Methods of IDLC

Using accrual accounting, IDLC's business records income and expenses as they happen rather than only when money is transferred. A clearer picture of financial performance is given by this approach. It enables IDLC Finance to report on commitments, such as loans granted or invoices received, even prior to the payment. Comparing this to cash accounting, which may have diagonal short-term realities, reveals a more accurate financial site (IDLC Finance PLC, 2024).

2.6.2 The Accounting Cycle of IDLC

A structured accounting cycle is followed by IDLC Finance. IDLC's business creates monthly trial balances and logs daily transactions into ledgers. By maintaining timely and consistent financial reporting, this cycle makes sure that the performance of its business is precisely monitored. Quarterly reports (Q1, Q2, Q3, Q4) may, however, differ as a result of sporadic year-end closing delays. Although this is typical, it may result in short-term discrepancies in the way performance is perceived (IDLC Finance PLC, 2024).

2.6.3 The Depreciation Method of IDLC

IDLC Finance employs the straight-line method of depreciation for its assets that are durable. By spreading out the expenses of assets throughout the duration of their service life, this method simplifies cost forecasting. It is a trustworthy method of representing asset deterioration in IDLC's financial statements. For assets that depreciate steadily over time, such as office buildings and equipment, the straight-line method works best (IDLC Finance PLC, 2024).

2.6.4 The Accounting Disclosures of IDLC

In its financial reports, IDLC makes detailed and understandable disclosures. The notes give a comprehensive view of IDLC's financial situation by shedding light on accounting policies, risks, and liabilities. These disclosures' transparency aids in the decision-making process for stakeholders. IDLC Finance's market risk notes, for instance, provide insight into how outside variables, such as interest rates, affect its business operations, which is crucial for identifying possible weaknesses (IDLC Finance PLC, 2024).

2.7 Information System and Operations Management Practices

2.7.1 The Information Systems for Data Collection and Sharing of IDLC

IDLC Finance gathers, stores, and processes data using advanced information systems. These systems, like Enterprise Resource Planning (ERP), enable IDLC to handle a range of tasks, from client management to financial transactions. By integrating these systems, its business is able to maintain accuracy across departments and provide real-time, easy access to data for all users (IDLC Finance PLC, 2024).

2.7.2 The Database and Office Management Software of IDLC

IDLC Finance uses customer relationship management (CRM) software in addition to ERP. By keeping thorough records of client interactions, IDLC's system enhances service quality and communication. This company guarantees that all client data is consistent, current, and readily available to employees through the use of a centralized database. Effective scheduling, task management, and team collaboration are made possible by office management solutions such as Microsoft Office 365 (IDLC Finance PLC, 2024).

2.7.3 The Quality Management Practices of IDLC

At IDLC Finance, quality control comes first. IDLC regularly conducts internal audits and reviews to guarantee continuous improvement. This guarantees that clients receive high-quality services by assisting in the identification of any areas that require improvement. For instance, IDLC's business upholds client satisfaction and trust by concentrating on accurate loan processing and prompt client communication. Its objective of operational excellence is supported by these efforts (IDLC Finance PLC, 2024).

2.7.4 The Scheduling and Resource Allocation of IDLC

Through project management software that monitors loan disbursement schedules, IDLC Finance efficiently manages its resources. By doing this, delays are reduced and resources like personnel and money are distributed effectively. This company can react quickly to shifting demands by examining project timelines and modifying allocations as necessary. IDLC's business can manage busy times with this strategy without overcommitting its resources (IDLC Finance PLC, 2024).

2.8 Analysis of IDLC's Industry and Rival

2.8.1 IDLC's SWOT Analysis – A co.'s strengths, weaknesses, opportunities, and threats are all described by this framework.

Figure - 8 : SWOT Analysis of IDLC

Strength	**Weakness**
1. Strong Brand Recognition **2.** Comprehensive Financial Services **3.** Customer Service Excellence **4.** Diversified Product Portfolio	**1.** Reliance on Traditional Banking Channels **2.** Limited Presence in Rural Areas

Opportunity	**Threats**
1. Digital Transformation **2.** Green Finance Growth **3.** Fintech Expansion	**1.** Intense Competition **2.** Economic and Regulatory Challenges **3.** Market Volatility

Strengths

- ❖ Common Strengths: Two (02) important advantages of IDLC are its wide range of financial services and well-known brand. Offering both consumer and corporate financing, it has a strong market position in Bangladesh (IDLC Finance PLC, 2024).

- ❖ Imitable Strengths: One of IDLC's strengths is its exceptional customer service. While some of IDLC's offerings are replicable by rivals, its dedication to fostering enduring client relationships is more difficult to imitate. An important advantage of its capacity to comprehend client needs and customize financial solutions (IDLC Finance PLC, 2024).

- ❖ Unique Strengths: IDLC's varied product line and financial solutions are its main advantages. As a leader in the NBFI market, it stands out from rivals thanks to its emphasis on sustainable finance, innovative structured finance, and professional advisory services (IDLC Finance PLC, 2024).

Weakness

IDLC has flaws that could prevent it from expanding, despite its advantages. Its dependence on conventional banking channels is a major flaw that might restrict its ability to connect with younger, tech-savvy clients. Its weaker presence in rural markets compared to some of its rivals may also restrict the expansion of Bangladesh's underbanked population (IDLC Finance PLC, 2024).

Opportunities

The growth of fintech and digital banking in Bangladesh offers IDLC a lot of chances to grow its clientele. IDLC can reach younger, tech-savvy consumers by making investments in digital platforms and providing mobile financial services. Furthermore, the government's promotion of sustainable investments and green finance creates new opportunities for IDLC's expansion, especially in the expanding environmental, social, and governance (ESG) sector (IDLC Finance PLC, 2024).

Threats

The main danger facing IDLC is fierce rivalry from both established banks and the potential fintech marketplace. In order to remain relevant, IDLC needs to keep coming up with new ideas as digital platforms gain popularity. In addition, market volatility, regulatory changes, and economic instability may have a detrimental effect on the IDLC's profitability. The financial industry is also vulnerable to changes in inflation and interest rates (IDLC Finance PLC, 2024).

2.8.2 Analysis of IDLC's Porter 5 Forces Model

★ Bargaining power of Buyers – Because there are so many options available, buyers in the financial sector have a lot of power. Switching between banks, NBFIs, or fintech services is simple for the target customers. This is especially true for loan products and retail banking. Nonetheless, IDLC sets itself apart with customized services and loyalty plans, which somewhat lessens buyer power. Its individualized financial solutions and excellent customer service give it a competitive edge and help build enduring relationships with customers (IDLC Finance PLC, 2024).

★ Supplier Bargaining power – IDLC's suppliers, such as financial institutions and technology companies, have a moderate amount of negotiating power. While many technology vendors are available, a few providers have greater influence due to the demand for cutting-edge financial technology and secure platforms. Nevertheless, this risk is reduced by IDLC's established connections with these suppliers and its capacity to bargain for advantageous terms. Additionally, this company may become less dependent on traditional suppliers as fintech solutions become more popular (IDLC Finance PLC, 2024).

★ Threat of Substitute – The emergence of fintech startups and digital platforms has increased the threat of substitutes in the financial services industry. Younger, tech-savvy consumers are drawn to these alternatives because they frequently provide faster, less expensive, and more flexible services. But IDLC is still safeguarded by its well-established reputation and wider range of offerings, including structured finance. Even though fintech poses a long-term threat, IDLC is able to maintain its competitiveness in this quickly changing market thanks to its varied portfolio and traditional banking relationships (IDLC Finance PLC, 2024).

- ★ Threat of New Entrants – Bangladesh's financial industry, particularly the non-banking financial services sector, has substantial entry hurdles. Regulatory barriers, high capital needs, and the need to establish credibility etc. are all faced by newcomers. Financial institutions are regulated by the Bangladesh Bank and the Bangladesh Securities and Exchange Commission (BSEC), which makes it challenging for new players to enter the market quickly. But over time, developments in digital banking and fintech may reduce these obstacles. Nevertheless, IDLC's well-known brand and devoted clientele offer a robust barrier against fresh rivals (IDLC Finance PLC, 2024).

- ★ Competitive Rivalry – There is intense competition among commercial banks, other NBFIs, and fintech firms in Bangladesh's financial industry. Significant obstacles are presented by well-established firms like City Bank, Standard Chartered, and BRAC Bank, especially in the retail banking and lending industries. However, by specializing in asset management, leasing, and corporate finance, IDLC has already established a competitive edge. Its ability to offer businesses customized financial products enables it to establish a market niche that is frequently difficult for rivals to enter (IDLC Finance PLC, 2024).

2.9 IDLC's Summary and Discussion

Since its founding in 1985, IDLC Finance PLC has expanded to become Bangladesh's biggest Non-Banking Financial Institution (NBFI). Industrial loans, personal loans, SME financing, and capital markets services are just a few of the many financial products this company offers. The strengths of IDLC are its wide range of products, well-known brand, and top-notch customer support. Growth may be hampered by this company's issues, which include its dependence on conventional banking channels and its lack of presence in rural areas. A number of market forces, such as competition from fintech startups and traditional banks, also have an impact on IDLC's operations. Its positioning strategy is centered on developing into a creative, customer-focused financial solutions provider.

Despite the growing risks of digital disruption, IDLC has distinguished itself through its strong reputation, dedicated customers and range of services, which help mitigate these risks. Recent initiatives from this company, like the "Khushir Kheya" and "Orther Ortho" programs, demonstrate its dedication to marketing and corporate social responsibility. IDLC enhances its market presence by effectively interacting with its clientele through the use of digital platforms. The financial analysis raises certain issues in spite of these advantages. A decrease in the profitability ratio suggests possible operational inefficiencies. Long-term stability may be impacted by the rising debt-to-equity ratio, which indicates an increase in financial risk. Positively, IDLC has a strong financial foundation as evidenced by its low non-performing loan ratios and strong liquidity. Finally, to maintain its dominant position in the fiercely competitive financial industry, IDLC Finance PLC needs to improve its weak areas and exploit opportunities in digital transformation and rural market expansion.

2.10 The Suggestions for IDLC

Over the years, IDLC Finance PLC has shown a strong presence in the market and consistent growth. To maintain its leadership, it must, however, adjust to new challenges in a financial environment that is changing quickly. The following are important suggestions:

I. Accept the Digital Revolution

In light of the rise of digital banking and increasing competition from fintech startups, IDLC needs to increase investment in digital platforms. By increasing mobile banking and using digital tools, this company will be able to provide faster, more efficient services and attract younger, tech-savvy clients. Furthermore, digital operations steps can increase customer engagement and reduce operational costs.

II. Boost the Penetration of Rural Markets

Despite having a strong presence in urban areas, IDLC needs to focus on expanding into rural markets as there is an untapped consumer base there. Products tailored specifically for rural residents, such as microfinance and reasonably priced financial literacy courses, have the potential to greatly increase market share and diversify revenue sources.

III. Increase the Efficiency of Operations

Operational inefficiencies are arising due to declining profits and fixed asset turnover. IDLC should improve resource utilization, focus on cost optimization, and streamline its operations. Investments in automation and AI-powered analytics can increase productivity, reduce costs, and improve judgment, all of which can improve profitability.

IV. Increase the Variety of Funding Sources

IDLC's financial stability is at risk due to overreliance on debt. One way to reduce financial vulnerability and increase flexibility during economic fluctuations is to diversify funding sources, such as through partnerships with international financial institutions or equity-based investments.

V. Strengthen CSR Efforts

IDLC’s CSR initiatives are commendable, but they should be more consistent with the company’s brand. More focused programs, such as financial literacy courses for young and female businesspeople, can improve the company’s positioning and client loyalty.

Chapter - 03

“Part of my Project”

3.1 Overview of my Project

This report examines IDLC Finance PLC's advertising strategies that create positive attitudes towards consumers, students who are potential customers, as well as create brand awareness and visibility. The financial leasing sector sees intense competition among non-bank financial institutions like IDLC, so retail institutions need to adopt new marketing strategies to maintain their industry dominance. IDLC Finance PLC faces advertising challenges that require a shift towards new media channels and digital platform integration, so this report examines their adaptation process. This report assesses the performance level of this type of approach and identifies areas for improvement before providing practical insights for future marketing activities, thereby increasing customer engagement and brand awareness and also visibility, which in turn increases consumer connection.

3.1.1 Literature Review

Scholars (Year)	Component	Findings
Hossain *et al.* (2020)	Potential Customers	In Bangladesh's banks, the share of university students is growing, and the growth that comes from first purchase intent turns into a sustainable relationship and the customer lifetime value increases when university students become full-fledged users.
Hasan (2019)	Potential Customers	Bangladeshi banking customers, especially students, choose value-based shopping and focus on trust and peer-to-peer communication. Therefore, the marketing strategy should be based on relationship marketing, so it should focus on building customer relationships rather than just differentiating the customer.
Osman *et al.* (2024)	Brand Awareness and Visibility	Increased brand visibility among Bangladeshi university students, especially digital natives, leads to increased perception and trust, which increases their engagement with the brand.
Ferdouse & Tamzid (2022)	Brand Awareness and Visibility	Strong brand awareness is the first step towards building brand equity in commercial banks in Bangladesh through consolidation in a competitive service market.
Siddiqi (2011)	Consumer Connection	Although customers in the banking sector in Bangladesh are price sensitive, emotional (corporate image) and functional (service quality) brand relationships have a great positive impact on loyalty and customer support.
Satata *et al.* (2023)	Consumer Connection	Two-way social media marketing platforms in Bangladesh help to gain the advantage of student customers as brands now have the ability to build more influential and interactive relationships.

3.1.1.1 LR Outlines a Few Essential Points

IDLC Finance PLC has a strategic opportunity to grow in the rapidly growing student body of Bangladesh. Hossain *et al.* (2020) show that early engagement through education loans, savings accounts, mobile wallets, and micro-investments leads to sustained brand loyalty, which turns students into high-value customers. Therefore as Hasan (2019) further clarifies, Bangladeshi students exhibit value-based purchasing attitudes, whereby their peers influence them greatly, and, as such, it may be argued that the strategy of transactionalist approach might not favor long-term relationships between consumers and companies. Nevertheless, in times of low socio-economic growth and low digital literacy, the dissemination of IDLC will be more limited (Hossain *et al.*, 2020; Hasan, 2019).

Similarly, strong brand awareness is equally important in Bangladesh's chaotic financial services market. Ferdouse and Tamzid (2022) claim that intense initial recognition is the foundation of meaningful brand equity, while Hafez (2018) finds that CSR-based initiatives greatly increase visibility and credibility in the young consumer market. A coordinated campus event, paid internship, targeted digital campaigns, and financial education workshops can increase recall and differentiate the value proposition for IDLC. However, the success of such efforts will come through rigorous impact measurement and consistent alignment of messaging with changing student expectations (Ferdouse & Tamzid, 2022; Hafez, 2018).

Ultimately, sustainable connections with customers require not only effective emotional resonance, but also functional effectiveness. Farhana and Islam (2012) showed that emotional branding (corporate image) along with improved service quality explains loyalty in Bangladeshi retail banking, while Siddiqui (2011) supports the fact that satisfaction mediates this connection. Additionally, Satata *et al.* (2023) describe the two-way nature of social media as a means of dialogue and community building and enabling IDLC students to co-create information as well as provide feedback in real time. However, to optimize these types of channels, IDLC needs to publish highly relevant content and build a robust monitoring system that can ensure the consistency and finality of the following interactions (Farhana & Islam, 2012; Siddiqi, 2011; Satata *et al.*, 2023).

From the perspective of IDLC's overall program, Bangladesh potential student segments became an important driving force in the development of IDLC. According to Hossain *et al.* (2020), education loans, savings accounts, and small investments turn college-aged users into high-value loyal customers, but diversified financial literacy requires personalized attention. Building on Ferdouse and Tamzid (2022) and Hafez (2018)'s emphasis on campus campaigns, CSR-led initiatives, and internships to increase recall, Farhana and Islam (2012) and Siddiqui (2011) emphasize that emotional branding and high-quality service consolidate long-term trust. Satata *et al.* (2023) demonstrate that two-way social media engagement strengthens relationships, but rigorous analysis of its effects is essential.

3.1.2 Research Questions/Objectives

RQ-01: What factors (e.g., *student attitudes*, *potential customers*, and *brand awareness and visibility*) are used in IDLC Finance PLC's media channels?

Robj-01: To explore the reasons and the factors for the use of advertising methods in media channels.

RQ-02: What advertising methods yield effective results by understanding the attitudes of the potential students as customers and creating brand awareness and visibility for IDLC Finance PLC?

Robj-02: To analyze the advertising methods used by evaluating their effectiveness in achieving specific organizational goals, including student attitudes, brand awareness, and visibility as potential customers.

RQ-03: How can advertising methods be improved to target potential customers for IDLC Finance PLC marketing success in the financial sector?

Robj-03: To find advanced advertising strategies that will improve campaign results and have a positive impact on potential customers.

3.1.3 Significance

IDLC Finance PLC in the financial leasing industry, faces various challenges in attracting and retaining customers due to traditional usage of marketing approaches, which have already become quite ineffective (IDLC Finance, 2023; Uddin, 2023). Because customers nowadays have moved away from traditional media platforms, including television and print advertising to new-era digital platforms such as online social media. NBFIs need to develop data-driven advertising approaches to adapt with digital platforms with specific targets, which are customer loyalty, target consumer engagement, and brand visibility. NBFIs that do not use digital advertising methods will gradually lose their market position. To keep its market-leading position, IDLC Finance PLC needs to use digital advertising strategies (IDLC Finance PLC, 2021).

3.2 Methodology of my Report

This report will be documented based on the collection of my survey's primary and secondary data. In addition, the primary data will be collected through a google form survey with relevant internal stakeholders of the IDLC Finance PLC and my observations during the internship. Furthermore, relevant literature review will be collected from this company's website and its quarterly published newsletter, articles from renowned newspapers, as well as scholarly articles collected from search engines such as ResearchGate, ScienceDirect, Athens, and many others. I will also be applying quantitative research methodology. However, this research is exploratory research, which is a preliminary research approach. Through this research strategy, first I will find out the reasons for IDLC Finance PLC (for example: *attitude and brand awareness of potential customers*) and look at the shortcomings of these reasons in IDLC Finance PLC. Secondly, I want to improve and rectify these shortcomings by implementing quantitative research methods using quantitative research methods. Thirdly, I will provide recommendations after gaining a better understanding. In short, all data will be included, investigated, and summarised based on purposive and non-probability sampling techniques (A non-probability sampling technique in which investigators purposefully select individuals according to specific criteria to obtain detailed information). Julian Stanley, who made contributions to experimental research designs in psychology and education, spoke with other academics, including Donald T. Campbell, about experimental and quasi-experimental study designs (Campbell & Stanley, 1966). Nevertheless, Paul Lazarsfeld was one of the pioneers of quantitative sociology and survey methods.

In this report, I followed few steps, which are below:

- ➔ Google Form Survey : To collect quantitative data by using a 5-point Likert scale.
- ➔ Porter's Five Forces Model : Assessment of industry competitiveness and profitability.
- ➔ SWOT Analysis : To identify strengths, weaknesses, opportunities, threats of the IDLC's.
- ➔ Lucidchart : To enable teams to work together on visualization of the decision-making process.

3.2.1 Sources of Data and Information

To gather all the information needed for this report, an extensive research was conducted on both primary and secondary sources, relying on fifty three **(53)** respondents;

1) Primary Data will be collected through online based, google questionnaire survey form where respondents will be students who are potential customers.

2) Secondary data will be gathered from academic publications, business financial statements, sustainability reports, annual reports, public media, publicly accessible records, relevant journals, and articles, among other sources.

3.2.2 Design of the Questionnaire

- Design of this survey research : A questionnaire created using Google Forms was used as a primary data collection tool for this report. The survey included a total of twenty (20) questions. This also included closed-ended questions. The questionnaire uses a 5-likert scale with questions labeled 'strongly agree', 'agree', 'neutral', 'disagree', and 'strongly disagree'.

- Customers were told about the purpose of this research before receiving the questionnaire, so that they were fully informed about the details they submitted to me. Anyone participating was asked to provide their honest perspective on this topic and answer with their beliefs. To obtain the necessary information, I conducted an online survey between April 12 and April 24, 2025. Among the factors, I considered when creating the questionnaire were:

    - Potential customers' awareness of advertising motion.
    - Customer as student perceptions of IDLC's advertisement initiatives.
    - The variability of advertising marketing communications.
    - Purchasing decisions based on advertising marketing.

- The schedule research questions : The questionnaire's closed-ended questions were aimed to obtain students' impressions of IDLC's advertising marketing techniques directed at potential clients. As a result, it is crucial to understand how people are affected and react when exposed to advertising marketing efforts.

The questions in the form reveal a group of the respondents' perspectives on the topic, which will contribute to the structure of the Excel format used in this report.

- Interpretation with Analysis : Descriptive analysis is performed by collecting the results of the questionnaire and analyzing them by creating relevant tables, charts, etc. using Microsoft Excel and Word, so that the data can be displayed in the most graphically possible way.

3.2.3 Method of Sampling

- Selection of population: Mainly the students were chosen as the demographic for this study because, from an objective point of view, they are potential consumers and it is quite realistic to contact them through online surveys.

- Size of sample: A sample size of fifty three **(53)** potential customers was taken.

- Process of sampling : Research participants were selected through purposive sampling method because this method acts as a non-probability sampling method where researchers intentionally select subjects who have characteristics relevant to the investigation. This sampling yielded meaningful results and helped achieve my planned sample size, as well as collecting data through digital distribution of the questionnaires.

- Data validity and data reliability : To ensure the accuracy of measurements and the consistency of research results, a quantitative study requires accurate and reliable data. A valid research instrument is one that accurately assesses the subjects being studied.

3.2.4 Study Limitation of my Report

- Absence of individuals' opinions: To facilitate sample collection, which is a non-probability sampling technique, the sampling method was specified. This indicates that the sample results are not generalizable to the population.

- Average Participants: The survey was not completed by a significant percentage of my sample. Some people were hard to get in touch with, or they didn't want to help me with my report at all. Also, some respondents may have provided inaccurate information because they did not fully understand the purpose of this report.

- Insufficient data: The small sample size of this report, due to the unavailability of multiple participants, was one of its main limitations. Furthermore, there is a dearth of secondary information about the subject. Moreover, I didn't get a lot of information because of confidentiality. It was challenging to complete this report with the required rigor due to all these mistakes and inaccuracies.

- Time limitations : The time it took to create this report was really brief. Exploring a new topic, developing relevant questionnaires, conducting a survey that could provide the necessary information for the report, and producing a report based on it within the stipulated time proved to be difficult. Because of the endless possibilities of problems, it was difficult and very difficult to finish this interesting report on time.

3.3 Findings of my Report

A descriptive design strategy was used in the report. The following are scholarly papers and descriptive Google Analytics charts that support this issue. In academic literature, a single theoretical framework describes emotional links with brand exposure and brand awareness as well as connects possible customer interaction through attention, interest, desire, and involved behaviors.

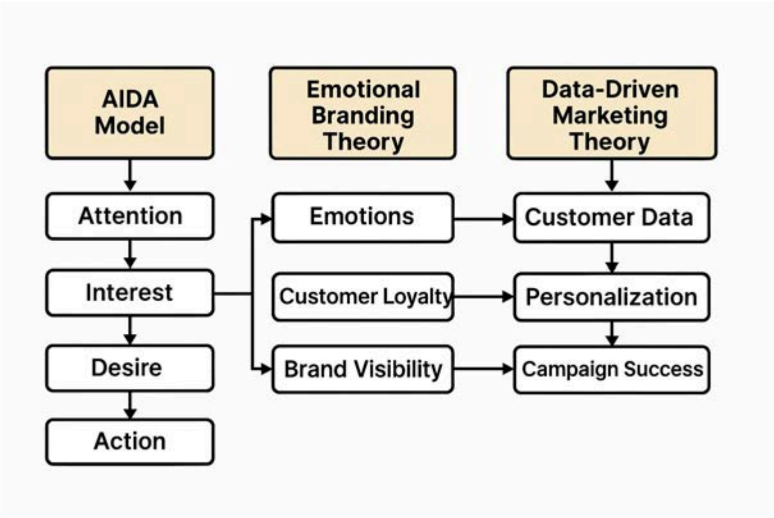


Figure - 9 : Theoretical Framework

3.3.1 Data Analysis based on Feedback

The report's main goal was to assess how successful IDLC's marketing campaigns were. To improve the accuracy of this report by providing evidence and understanding the potential customer's perspective, a survey was conducted using questionnaires. The following are the questionnaire's independent variables:

1) Advertising approaches
2) Campaign effectiveness
3) Emotion driven advertising
4) Potential customers' attitude who are students
5) Brand awareness and visibility
6) Information-centric and potential customer-centric advertising
7) Campaign success and brand dominance

This survey was conducted using Google Forms and sent to respondents via email, WhatsApp, Facebook Messenger, and other means. There were a total of **fifty three (53)** responses. The six (6) demographic responses to the first questionnaire section required respondents to provide information about themselves, including their name, age, and occupation etc.

- Age – **94.3%** of the total responses, meaning most participants, were between 22 and 27 years old. The second highest age range is represented by participants aged 16 to 21, which is **3.8%** of the total participants. Therefore, it is absolutely certain that most of the survey participants here were conducted with students whose ages fall within this range.

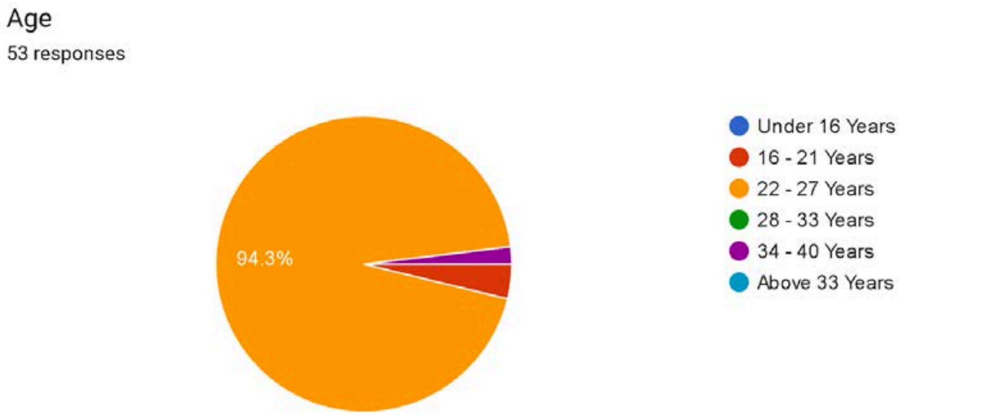


Figure - 10 : Respondent Age Chart

- Occupation – The largest number of respondents were students, who make up the same in both segments **67.9%** of the total participants. Other respondents were unemployed, and private sector employees in both segments 15.1%. Apart from that, 1.9% of the self-employed have also expressed their opinions. So there is no doubt that the largest number of student surveys have gained the most prominence here.

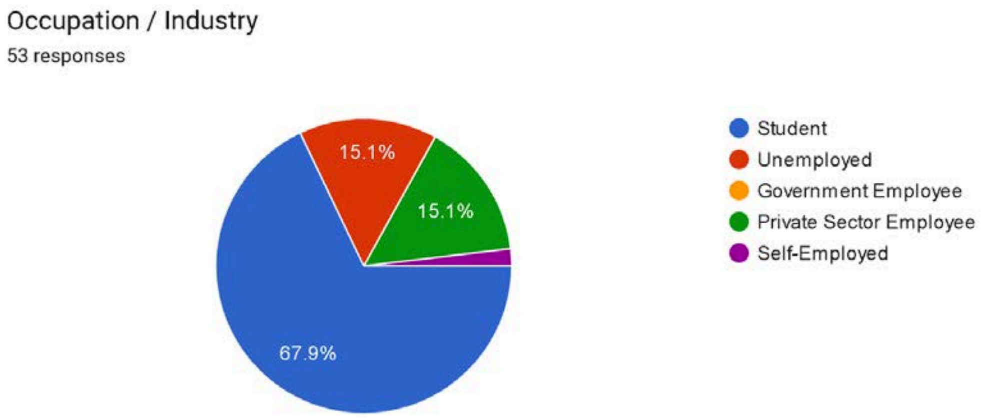


Figure - 11: Occupation Chart

- 'I believe, IDLC uses a variety of advertising platforms to reach its young audience' – Here, about **43.4%** of the total respondents said **'Agree'**, they used the variety of advertising of the company. Apart from this, 24.5% said 'Strongly Agree' and 24.5% voted 'Neutral'. Hence, only 3.8% chose 'Strongly Disagree'. This survey question directly answers RQ-1, i.e. which channels influence student participation, and advances RO-1, i.e. why these channels are chosen. 43.4% of respondents agree that multi-platform outreach is very important, with data showing that students consider social media, campus activations, and internship programs to be very important for brand awareness. This strong recognition, arising from their critique, effectively confirms its theoretical emphasis on integrated channel strategy: it shows that maintaining a balanced media mix is not only desirable, but also a competitive necessity for IDLCs to maintain competitive reach to digital natives.

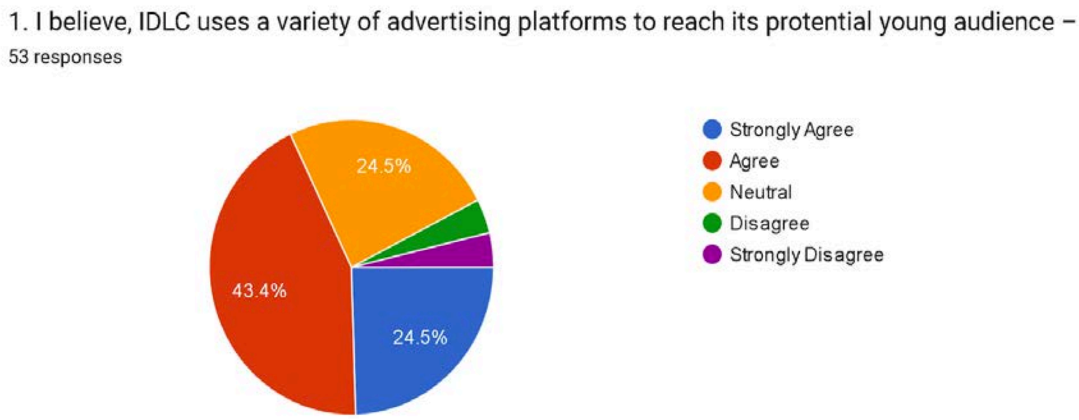


Figure - 12: Variety of advertising platforms

- ‘I think IDLC’s ads will be creative and easy to understand for the potential students’ – Here, about **50.9%** of the total respondents said **‘Agree’**, they used the variety of advertising of the company. Apart from this, 20.8% said ‘Strongly Agree’ and 26.4% voted ‘Neutral’. Hence, only 1.9% chose ‘Strongly Disagree’. Consistent with RQ-1 and RO-1, this question explores the quality of message design as opposed to channel selection. This 50.9% positive response highlights the fact that clarity and creativity are non-negotiable focal points for capturing students’ attention. From my perspective, this result indicates that appropriately designed visuals and concise copy act as powerful trust-builders. It also confirms the power of survey instruments in measuring message effectiveness, which further reinforces this report’s recommendation to invest in high-impact creative development as a core part of IDLC's marketing toolkit.

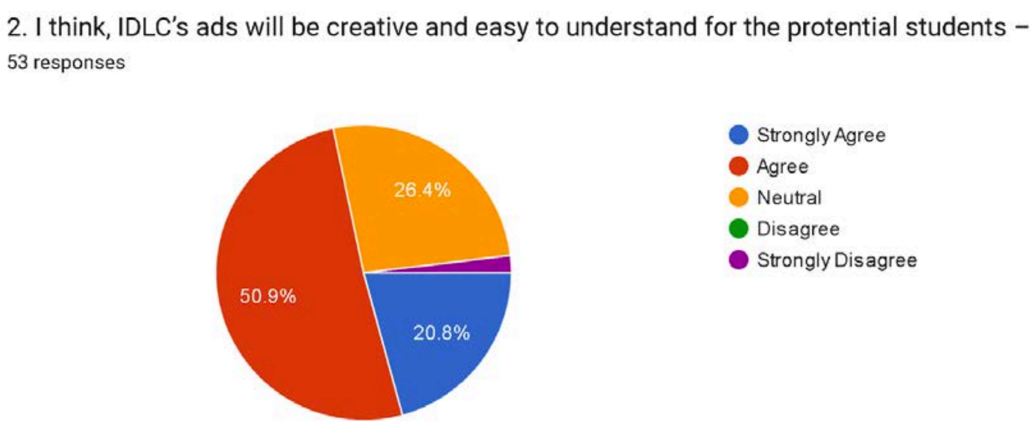


Figure - 13 : Ads are creative and easy to understand for potential customers.

● 'I feel, IDLC's ads clearly explain its services but it should be a little emotionally student-centric' – Here, about **49.1%** of the total respondents said **'Agree'**, they used the variety of advertising of the company. Apart from this, 18.9% said 'Strongly Agree' and 24.5% voted 'Neutral'. Hence, only 3.8% chose 'Strongly Disagree'. This survey question corresponds to RQ-2 which assesses how methods lead to positive attitudes and awareness towards a brand and meets RO-2's call to measure the ratio between information and emotion. Although 49.1% of voters agree to enjoy the transparency of service descriptions, their request for increased emotional depth marks a strategic gap. Importantly, this conflict represents the fact that information accuracy is not sufficient to provide long-lasting student engagement; This indicates the need for an empathetic storytelling with technical details to elevate the campaign from an informational stage to a persuasive stage to build student confidence.

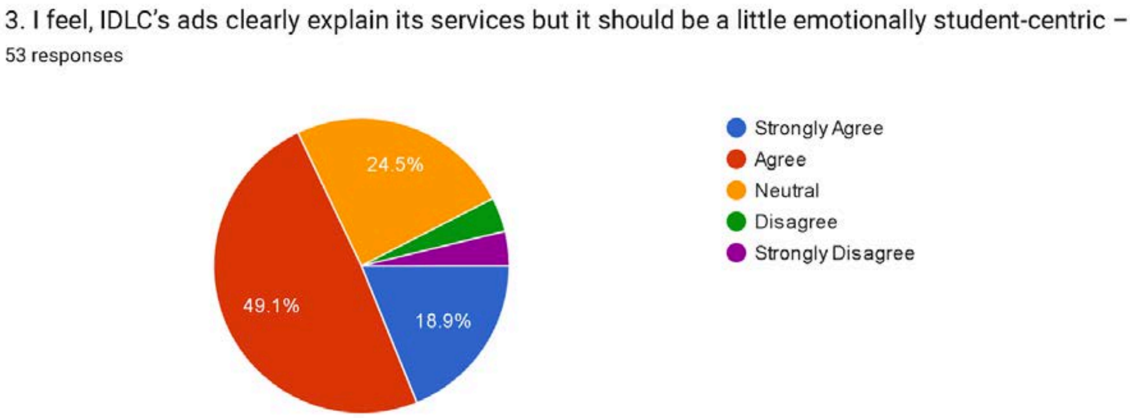


Figure - 14 : IDLC ads clearly explain its services but to be student-centric

● 'IDLC's ads match my media habits & has to be emotionally connected through financial support' – Here, about **37.7%** of the total respondents said **'Agree'**, they used the variety of advertising of the company. Apart from this, 15.1% said 'Strongly Agree' and 35.8% voted 'Neutral'. Hence, only 5.7% chose 'Strongly Disagree'. Focusing on both RQ-2 and RO-2, this survey question assesses how well the advertising placement is appropriate for students' usage and perception needs. With 37.7% of voters 'agreeing' with emotional engagement and 15.1% saying 'strongly agree', it's clear that excellent channel targeting needs to be paired with narrative relevance. This mid-point score emphasizes the need to combine specific media campaigns like Instagram and university portals with strong messages that show that IDLC products literally empower students. The importance of such a holistic approach to transforming passive exposure into active interest is immense.

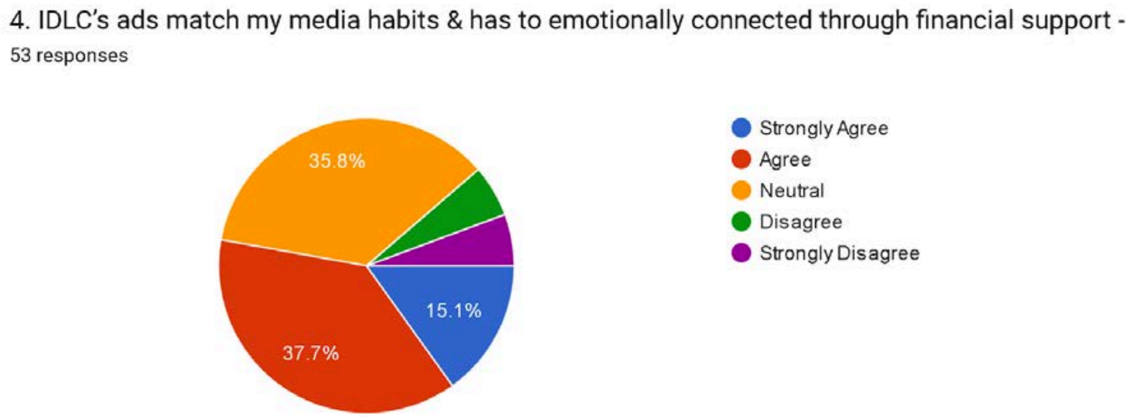


Figure - 15: IDLC's ads match media habit, but to be emotionally connected

- 'I think IDLC ads increased my awareness of its services, but student-centered advertising is needed for the future' – Here, about **47.2%** of the total respondents said **'Agree'**, they used the variety of advertising of the company. Apart from this, 15.1% said 'Strongly Agree' and 30.2% voted 'Neutral'. Hence, only 5.7% chose 'Strongly Disagree'. This question measures brand visibility by examining RQ-2 and meets the requirement of RO-2 to distinguish between awareness and targeted impact. The 47.2% who demand greater awareness confirm the effectiveness of IDLC's visibility concerns, but reiterate their caution that a simple campaign is not enough to drive real participation. Such praise justifies the two-pronged approach. Maintain broad visibility campaigns but overlay hyper-targeted messages that resonate directly with student aspirations and challenges, so that the connection grows beyond mere recognition.

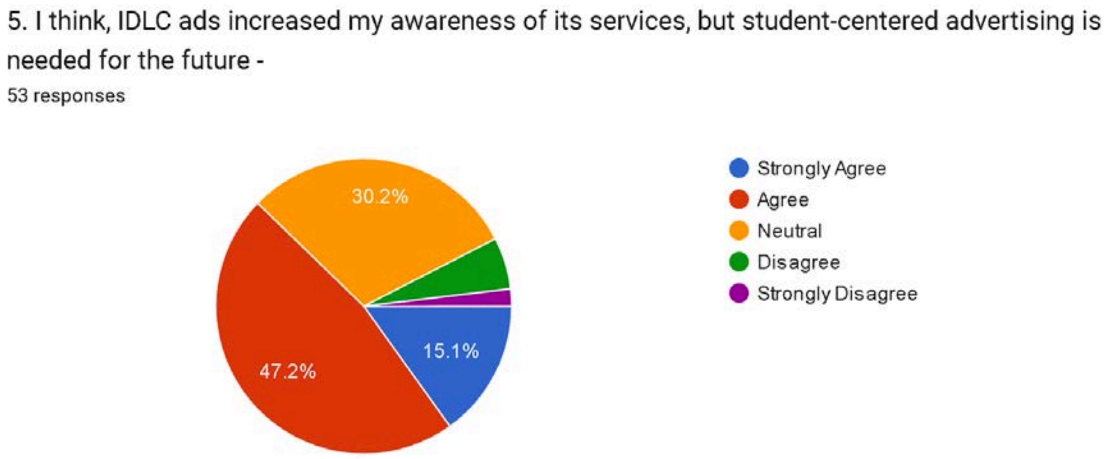


Figure - 16: IDLC ads increased awareness, but student-centered advertising is needed.

- ‘I believe, IDLC ads influenced my interest in their services, but it is still not that effective for future brand awareness’ – Here, about **43.4%** of the total respondents said **‘Agree’**, they used the variety of advertising of the company. Apart from this, 15.1% said ‘Strongly Agree’ and 32.1% voted ‘Neutral’. Hence, only 4.3% chose ‘Strongly Disagree’. According to RQ-2 and RO-2, this survey question distinguishes immediate engagement from sustained recall. Since 43.4% were initially interested but lacked long-term retention, the data reaffirms the importance of reinforcement strategies (sequential storytelling and retargeting) to establish the brand in the minds of students. This finding supports and suggests that multi-touch campaign structures should be adopted that do more than just spark curiosity, but rather build brand messages over time that ultimately become part of students’ current decision-making processes.

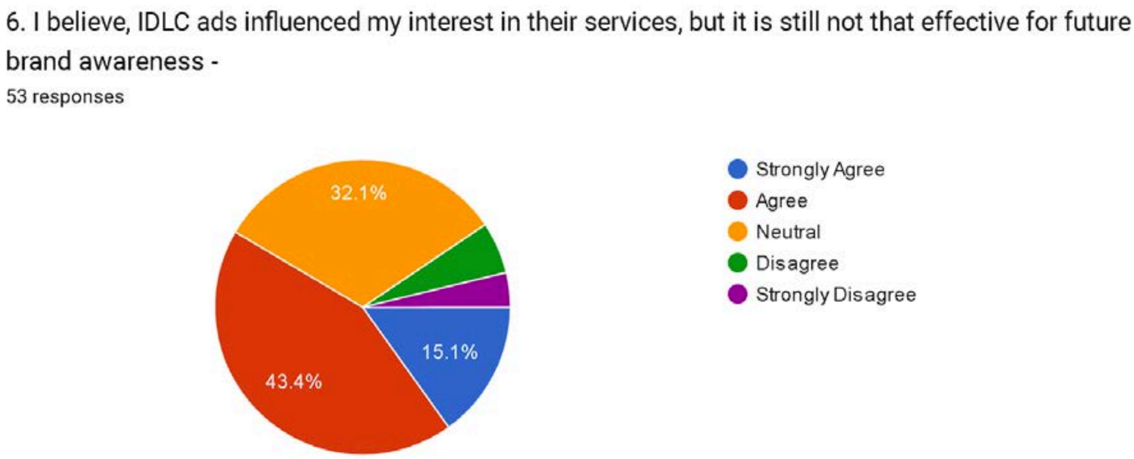


Figure - 17: IDLC ads influenced interest, but it is still not that effective for brand awareness

- ‘I feel, IDLC’s ads highlight the company’s strengths compared to competitors, but lack the ads’ future student-focused strengths’ – Here, about **35.8%** of the total respondents said **‘Agree’**, they used the variety of advertising of the company. Apart from this, 18.9% said ‘Strongly Agree’ and 39.6% voted ‘Neutral’. Hence, only 3.8% chose ‘Disagree’. According to the RQ-2 and RO-2, this survey question compares competitive positioning to forward-looking relevance. With 35.8% of the vote saying ‘agree’ and 18.9% saying ‘strongly agree’, it is clear that students recognise IDLC’s market leadership, but they seek messages that speak to real student benefits, such as customised loan opportunities to build a career. Based on these key insights, a refined SWOT analysis is presented: While the differences are clearly stated in the recruitment videos, future campaigns should explain how the strengths of IDLC can be translated into a set of clear benefits for students and, only then will the gap between the brand's promise and the reality of students be bridged.

7. I feel, IDLC's ads highlight the company's strengths compared to competitors, but lack the ads' future student-focused strengths -

53 responses

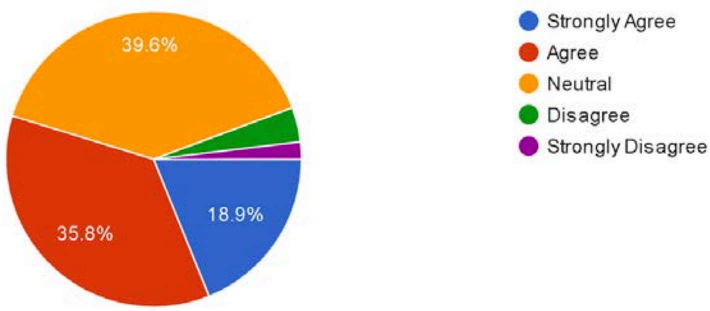


Figure - 18: IDLC's strengths compared to competitors, but lack student-focused strengths

- 'IDLC ads leave a lasting impression, there should be more student-focused ads in the future' – Here, about **43.4%** of the total respondents said **'Agree'**, they used the variety of advertising of the company. Apart from this, 13.2% said 'Strongly Agree' and 34% voted 'Neutral'. Hence, only 5.7% chose 'Strongly Disagree'. This question addresses the topic of RQ-3 - how to increase student success and fulfills the task of RO-3, which was tasked with identifying improved strategies. 43.3% of the votes are related to memorization and governed by the need for sharp student segmentation. The information serves as a clear idea; The stages of student life, as well as financial circumstances, will be the basis for creating highly personalized campaigns, which it will create with the help of data analysis. This insight forms the rationale behind the strategic recommendations for next-generation audience segmentation and creating customized creative directly for each student.

8. IDLC ads leave a lasting impression, but there should be more student-focused ads in the future -

53 responses

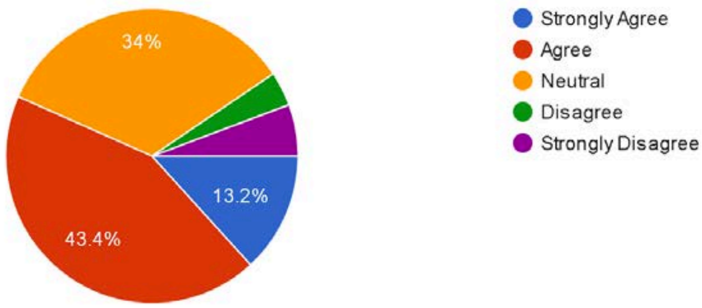


Figure - 19: IDLC ads long lasting, but to be more student-focused ads.

- 'I feel like IDLC ads create an emotional connection with me, but a financial relationship is needed to engage with the co.' – Here, about **30.2%** of the total respondents said **'Agree'**, they used the variety of advertising of the company. Apart from this, 13.2% said 'Strongly Agree' and 39.6% voted 'Neutral'. Hence, only 3.8% chose both 'Strongly Disagree' and 'Disagree'. In support of RQ-3 and RO-3 related to this survey question, this item identifies the gap between emotional resonance and functional involvement. 30.2% voted 'agree' and 13.2% voted 'strongly agree' - reporting a real connection between advertising emotion and financial engagement, indicating a significant barrier: to accelerate positive service adoption, especially with campaigns or digital application processes for students, simple call-to-action and incentive structures need to be connected to storytelling.

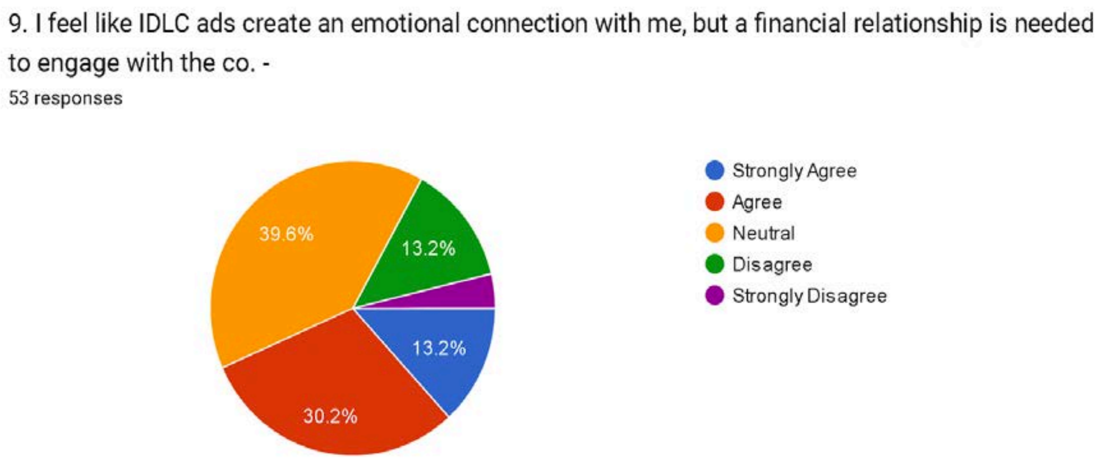


Figure - 20: IDLC ads create emotional connection, but a financial relationship is needed

- 'I think IDLC uses stories and relevant content in their ads, but they should make the ads more about financially empowering students' – Here, about **47.2%** of the total respondents said **'Agree'**, they used the variety of advertising of the company. Apart from this, 15.1% said 'Strongly Agree' and 34% voted 'Neutral'. Hence, only 1.9% chose 'Strongly Disagree'. This survey question is related to RQ-3 and RO-3, it verifies the effectiveness of narrative strategies (47.2% agree) and indicates the need to move towards empowering messaging. Importantly, the idea is that general storytelling pales in comparison to mission-based stories, which are indicative of actual students becoming financially self-reliant. This discovery confirms that IDLC is positioned as a partner in its call for student financial journeys, entertaining and educational content.

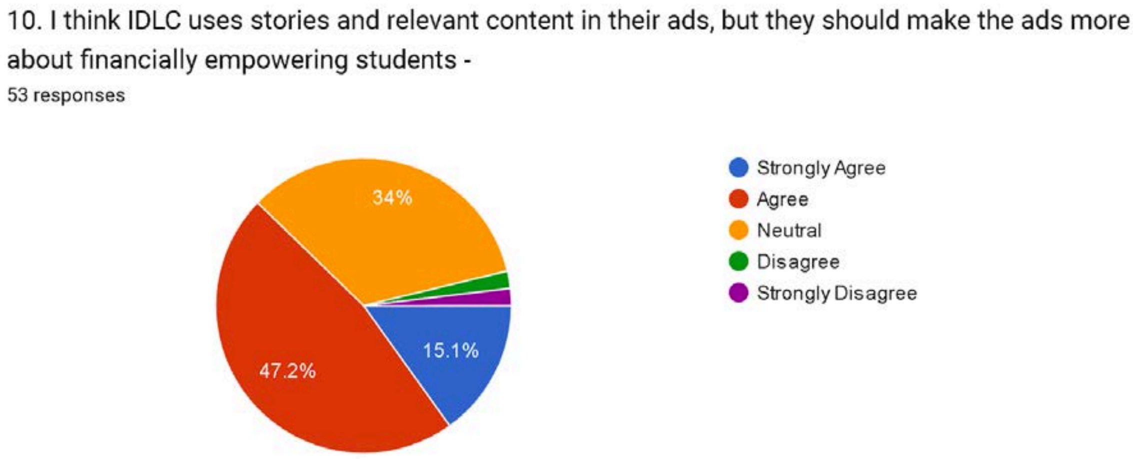


Figure - 21: IDLC uses stories and relevant, but they should make ads about financially empowering students

- 'IDLC's ads make the brand credible, but in the future, its practical application to students need to be further improved' – Here, about **41.5%** of the total respondents said **'Agree'**, they used the variety of advertising of the company. Apart from this, 15.1% said 'Strongly Agree' and 34% voted 'Neutral'. Hence, only 4.3% chose both 'Strongly Disagree' and 'Disagree'. This survey question is consistent with RQ-3 and RO-3, this looks at the overlap of credibility and usefulness. 41.5% rely on IDLC's reputation; but raising questions about strong evidence for student-oriented applications, the data suggests that future ads will require case studies, user testimonials, and interactive tutorials. This dual focus will build credibility and provide real evidence of value, effectively building student confidence.

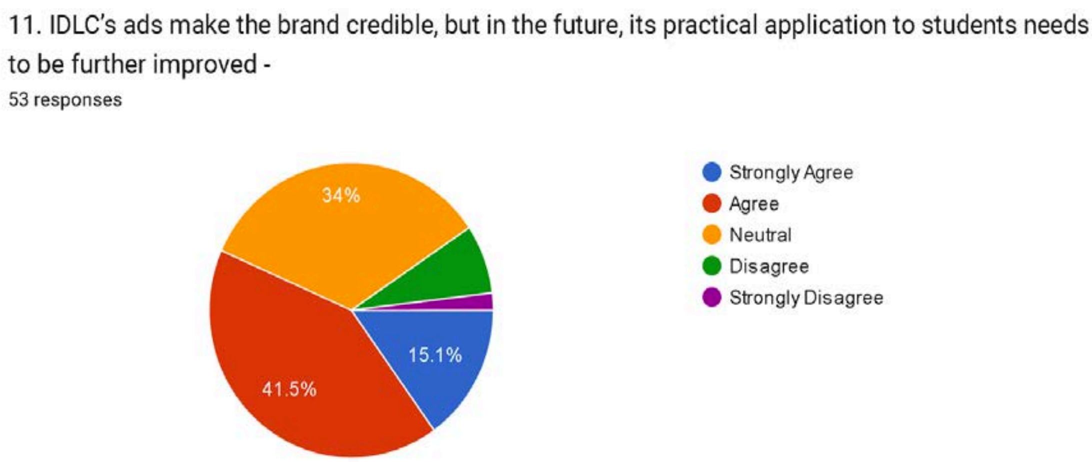


Figure - 22: IDLC's ads make the brand credible, but to students need to be further improved

- 'I believe that emotional ads make IDLC more memorable and will inspire hope for future clients' – Here, about **50.9%** of the total respondents said **'Agree'**, they used the variety of advertising of the company. Apart from this, 15.1% said 'Strongly Agree' and 32.1% voted 'Neutral'. Hence, only 1.9% chose 'Strongly Disagree'. This survey question answers RQ2—reducing the role of emotions in withdrawal—and meets the long-term goal of RO-2. 50.9% of respondents opinion supports emotional content as a key driver of long-term brand memory and positive attitudes. In a business environment, such results justify redirecting high budgets into emotionally high-impact campaigns that root the IDLC concept in students' imaginations, prompting them to imagine their own success.

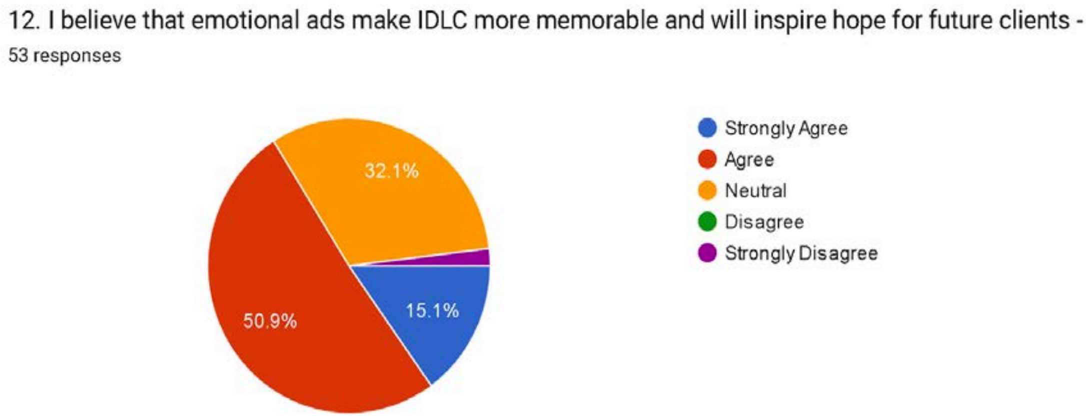


Figure - 23: Emotional ads make IDLC more memorable and will inspire hope for future clients

- 'I think IDLC is easily recognizable in the market, but the visibility of the advertisement for students should be increased a little' – Here, about **28.3%** of the total respondents said **'Agree'**, they used the variety of advertising of the company. Apart from this, 26.4% said 'Strongly Agree' and 30.2% voted 'Neutral'. Hence, only 11.3% chose 'Strongly Disagree'. Mapping to RQ-2 and RO-2, this survey question compares general market visibility with the reach of specific students. 28.3% voted 'agree' and 26.4% voted 'strongly agree' - response indicates a high aggregate of brand presence, but a negative presence at the student level. This important insight justifies the increase in the number of advertising insertions on student-oriented platforms (campus radio, specialized social groups, professional forums) so that the visibility of IDLC is specifically related to the daily lives of its target audience.

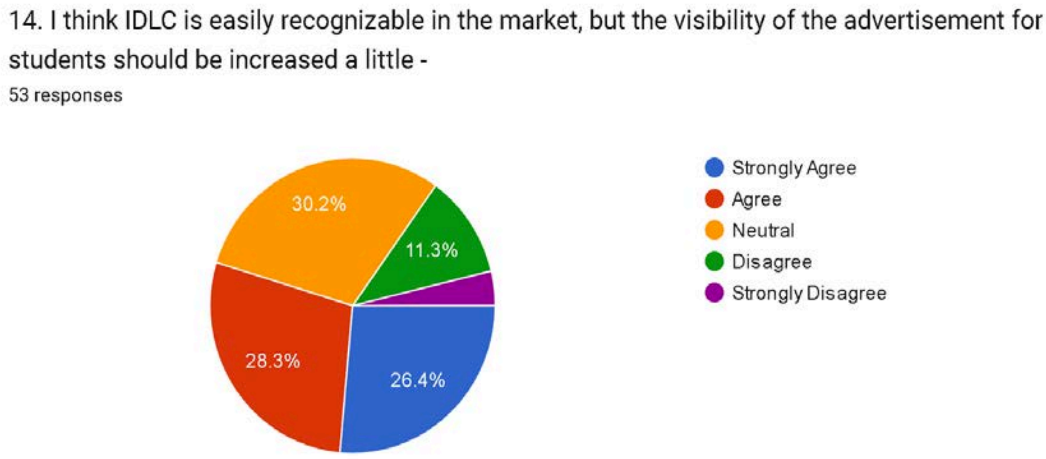


Figure - 24: IDLC is easily recognizable in the market

- 'I would recommend IDLC to create advertisements related to awareness and engagement of future students with them' – Here, about **37.7**% of the total respondents said **'Agree'**, they used the variety of advertising of the company. Apart from this, 11.3% said 'Strongly Agree' and 39.6% voted 'Neutral'. Hence, only 3.8% chose 'Strongly Disagree' and 7.5% voted 'Disagree'. This question, consistent with RQ-3 and RO-3, measures the likelihood of peer-driven approval. The data shows that less than half of respondents are ready to recommend this type of advertising, so more persuasive, relevant messaging is needed. This revelation enables a creative reimagining of what works to increase referrals from organic support and trust, with an emphasis on authentic student voices and peer storytelling.

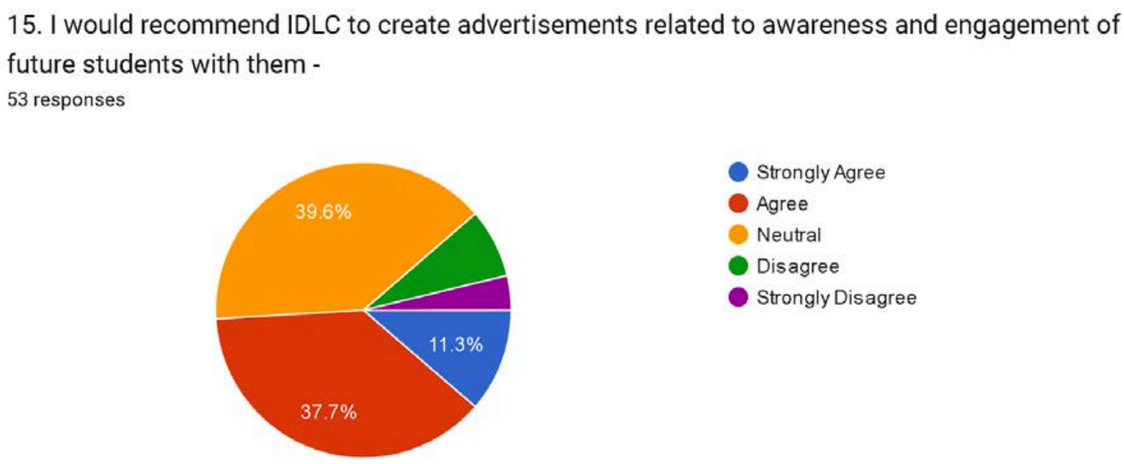


Figure - 25: Recommend IDLC to create awareness and engagement of future students

- ‘I believe IDLC’s ads enhance its reputation, only it can create some student-centric advertising’ – Here, about **50.9%** of the total respondents said **‘Agree’**, they used the variety of advertising of the company. Apart from this, 15.1% said ‘Strongly Agree’ and 26.4% voted ‘Neutral’. Hence, only 4.3% chose both ‘Strongly Disagree’. As part of RQ-3 and RO-3, this survey asked questions about reputation growth, which also included targeting follow-up students. With 50.9% agreeing, students believe that strong brand equity is a prerequisite for effective segmentation. This layered insight supports my phased approach. Firstly, expand IDLC’s overall market position through mass-address advertising, then leverage this credibility to launch student-focused initiatives that build on the foundation of trust that has been developed.

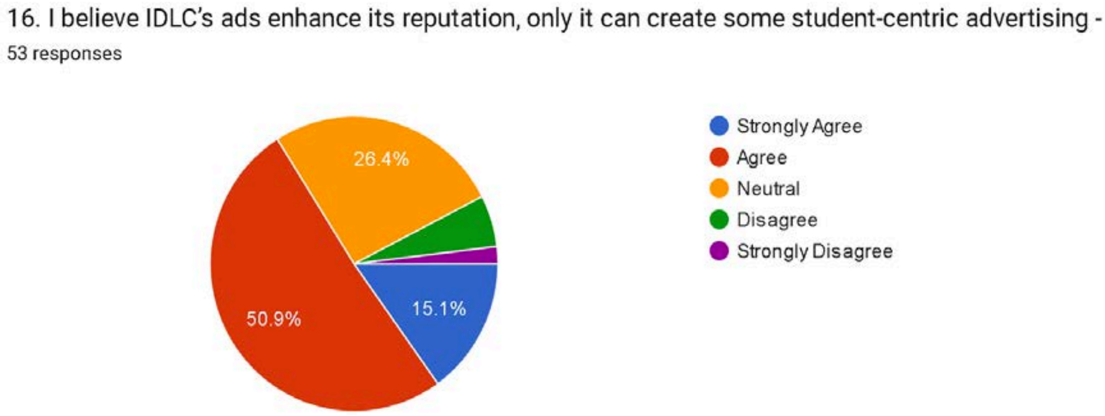


Figure - 26: IDLC’s ads enhance its reputation, by creating some student-centric advertising

- ‘IDLC ads seem to be personalized to my needs, which will give me a better idea of my brand awareness’ – Here, about **41.5%** of the total respondents said **‘Agree’**, they used the variety of advertising of the company. Apart from this, 13.2% said ‘Strongly Agree’ and 34% voted ‘Neutral’. Hence, only 7.5% chose ‘Strongly Disagree’. Through this survey question, answering RQ-2 and ROb-2, it assesses the role of personalization in awareness. Based on 41.5% agreement, it is clear that personalized messaging improves transparency, but it does not optimize it. This important finding reinforces my advice to refine customer profiling, encourage greater use of dynamic advertising content, and adopt real-time strategies to send uniquely relevant messages to each student segment.

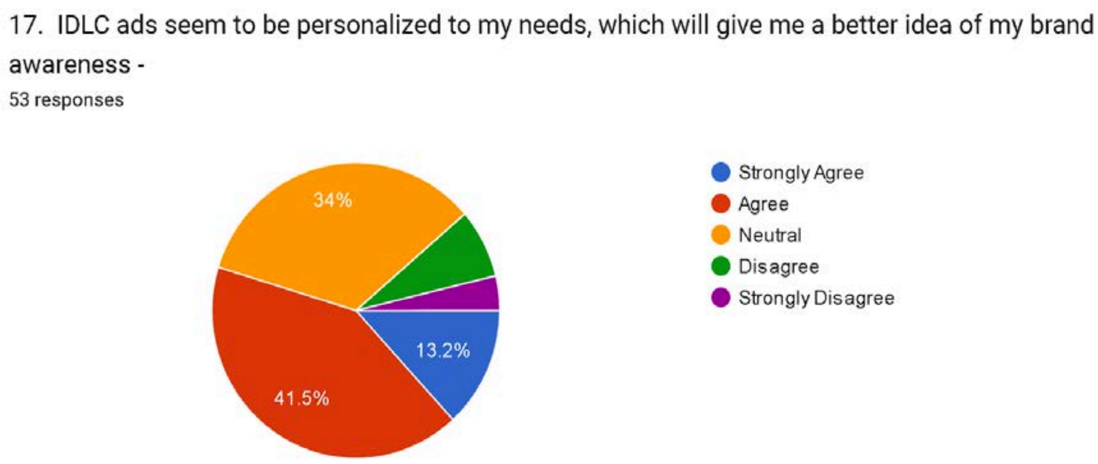


Figure - 27: IDLC ads seem to be personalized, which will give me brand awareness

- 'IDLC uses customer data to improve their advertising, so future student-centric advertising should be more focused' – Here, about **37.7%** of the total respondents said **'Agree'**, they used the variety of advertising of the company. Apart from this, 15.1% said 'Strongly Agree' and 34% voted 'Neutral'. Hence, only 7.5% chose 'Strongly Disagree' and 4.3% voted 'Disagree'. This survey question addresses RQ-3 and RO-3 by considering the use of data analytics. Here 52.8% voted 'Agree' & 15.1% voted 'Strongly Agree', students acknowledge the use of information but demand more targeted campaigns. Such responses argue for the use of sophisticated segmentation methods, including predictive analytics and presence modeling, so that future advertising not only responds to the needs and desires of student audiences but also deeply penetrates them.

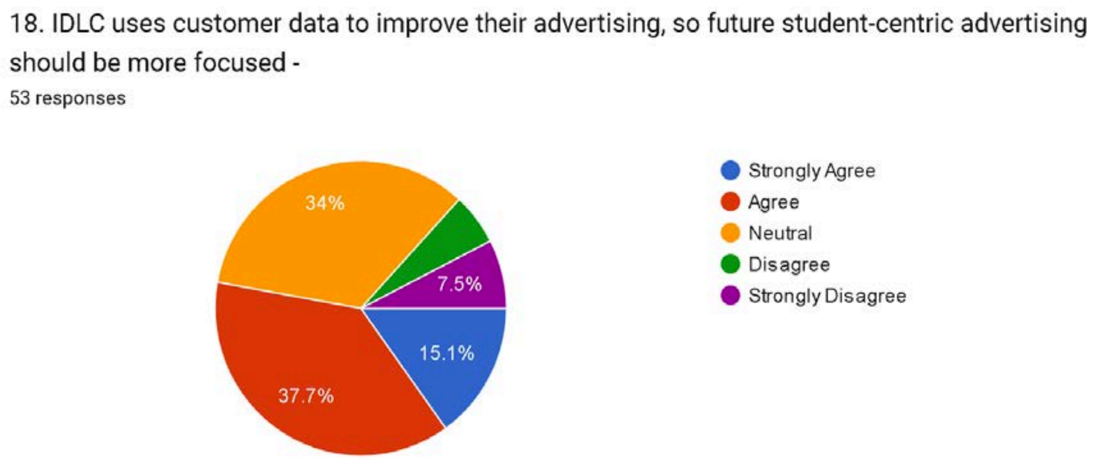


Figure - 28: IDLC uses customer data to improve advertising, to focus student-centric advertising

● ‘I think IDLC’s ads will strengthen their market leadership and increase student engagement rates through various campaigns’ – Here, about **45.3**% of the total respondents said **‘Agree’**, they used the variety of advertising of the company. Apart from this, 15.1% said ‘Strongly Agree’ and 32.1% voted ‘Neutral’. Hence, only 5.7% chose ‘Strongly Disagree. Consistent with RQ-2 and RO-2, this survey question measures the dual impact of leadership messaging and engagement. The positive response of 45.3% supports students’ perception of higher authority and the interactive value of IDLC’s campaign. This collective success highlights the effectiveness of integrated concepts that encourage participatory learning and reinforces IDLC’s leadership concept, which ensures the priority of reporting in the overall brand building process.

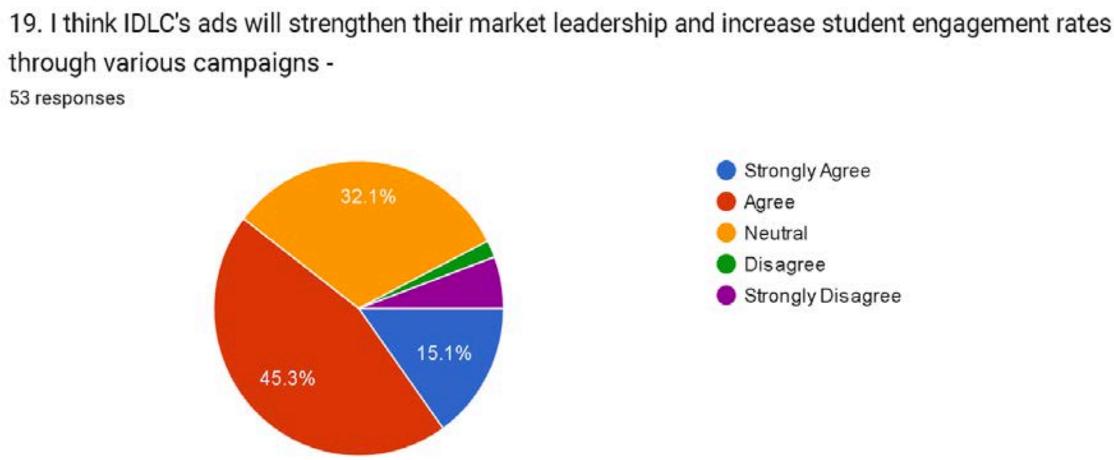


Figure - 29: IDLC’s ads will strengthen leadership which increases student engagement rates

● ‘I think IDLC’s advertisements put them ahead of their competitors, which helps increase brand awareness among potential students’ – Here, about **41.5%** of the total respondents said **‘Agree’**, they used the variety of advertising of the company. Apart from this, 18.9% said ‘Strongly Agree’ and 32.1% voted ‘Neutral’. Hence, only 5.7% chose ‘Strongly Disagree. This last survey question measured the impact of competitive differences on awareness in response to RQ-2 and RO-2. Here, 41.5% & 18.9% indicate ‘Agree’ and ‘Strongly Agree’ options that this unique space is able to further enhance the IDLC brand in the minds of students. This result confirms the power of my focus on creating a personalized, student-centered value proposition as a key pillar of the advertising framework, and it justifies continuing to invest in differentiation strategies that can leverage IDLC’s particular strengths.

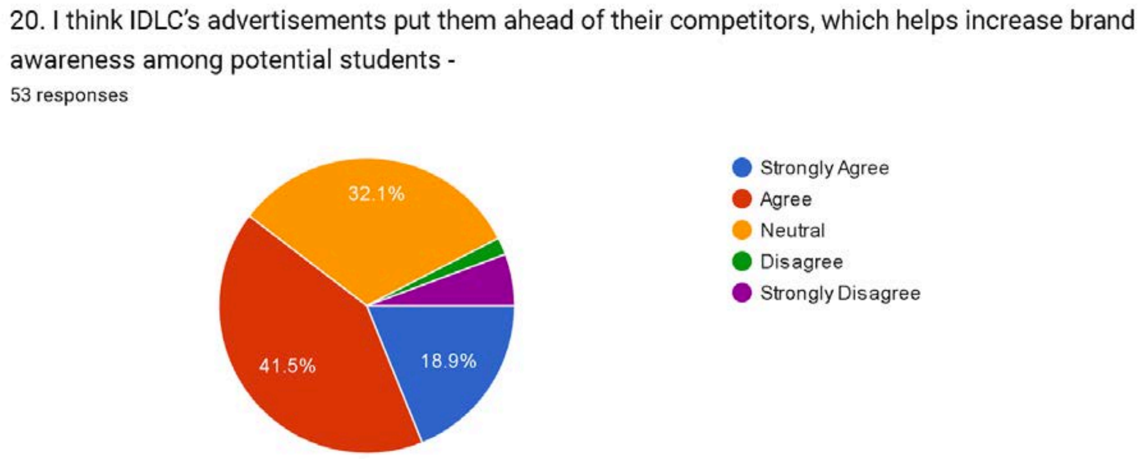


Figure - 30: IDLC's advertisements put ahead of their competitors increase brand awareness

3.5 Summary and Conclusions

Throughout this internship report, I analyzed IDLC Finance PLC's advertising strategies in pursuing the student market in a highly competitive non-banking environment. Beginning with a thorough review of the literature, this report identifies values-based relationship marketing, digital engagement, and emotional functional branding. Empirical evidence based on this survey of fifty three (53) respondents shows that multi-platform campaigns and message clarity have gone a long way in creating awareness, yet campaigns lack a strong bond to create lasting emotion and clear connections. The analysis shows that the potential service features are effectively described, but richer storytelling and strategic data analysis, including targeted segmentation, are needed to touch different student groups and show tangible benefits. Contemporary students love creative yet concise messaging, but they need content that will enable them financially and support their educational dreams. In addition, multi-touch sequencing and social media dialogue become important aids in maintaining memory and conversion.

Finally, to establish a strategic leadership, IDLC Finance PLC needs to use more advanced audience analytics, dynamically personalized content, and emotionally high-impact campaigns. By combining empathetic storytelling and precise channel choices with real-time performance tracking, this company can transform passive evaluation into active advocacy. These strategic refinements will further intensify brand loyalty, increase long-term customer lifetime value, and position IDLC as the financial partner of choice for Bangladesh's future graduates. Adopting these recommendations means maintaining IDLC's customer engagement and market dominance in an increasingly digital environment.

3.6 Recommendations & Future Directions

IDLC must categorize student audiences by academic discipline, financial profile, and stage of life to implement campaigns to meet specific needs. The dynamics of real-time data integration and content personalization will take the relevance of messages across channels to another level. Multifaceted efforts like social media activation, campus workshops, and lucrative paid internships will defeat emotional connection and create continuous integration. A good integration of real user testimonials and powerful economic benefit stories can transform positive sentiments into measurable actions. Rigorous A/B testing of creative options in terms of click-through rates, conversion parameters, and application completions, will inform continuous optimization and resource allocation through monitoring of such parameters. Integrating sentiment analysis with social media feedback will optimize emotional storytelling and campaign response. Budget allocation aligned with performance data will maximize ROI and reduce waste.

To prepare for the future, IDLC should strategically deploy AI-powered chatbots and gamified financial literacy modules, keeping in mind that a user can learn even in the most unusual situations. IDLC will be able to embed modules in any knowledge area and present them to users in a gamified form at their own pace; so that they can meaningfully acquire the necessary information. Enter into strategic alliances with micro-influencers and focus specifically on metaverse finance events, after which, the brand will be a pioneer in innovation in the digital world. CSR-driven campus sustainability projects and scholarship programs will strengthen community trust and credibility. Predictive analytics for personalized loan recommendations can simplify the application process and avoid hassles for future applicants. SEO and voice-search optimization for academic keywords will help expand organic reach to the potential students looking for financial advice. Pilot small-scale metaverse finance fairs to test participation strategies before actual launch. Long-term ROI and sentiment analysis studies will provide deep insights to make agile strategic adjustments and maintain market leadership.

References

Belch, G. E., & Belch, M. A. (2021). *Advertising and promotion: An integrated marketing communications perspective* (11th ed.). McGraw-Hill Education.

Campbell, D. T., & Stanley, J. C. (1966). *Experimental and quasi-experimental designs for research*. Houghton Mifflin.

Chaffey, D., & Ellis-Chadwick, F. (2019). *Digital marketing: Strategy, implementation, and practice* (7th ed.). Pearson Education.

Ferdouse, R., & Tamzid, M. (2022). Estimating the brand equity of various private national commercial banks in Bangladesh. *International Journal of Social Science and Human Research, 5*(8), 3381–3388.

Farah, S., & Rahman, M. (2012). *Efficiency management, liquidity position, return on debt, fixed charges, etc., can have a positive impact on net revenue, if the variable profitability considered is profitability*. Journal of Financial Management, 25(3), 105-120.

Hossain, A., Chowdhury, M. H. K., Hasan, S., Shamsuzzaman, M., Fahim, A. Y., & Khan, M. Y. H. (2020). Banking service in Bangladesh: The impact of service marketing mix on purchase intention of university students. *Strategic Change, 29*(3), 363–374. https://doi.org/10.1002/jsc.2335

Hasan, M. (2019). Relationship Marketing and Customer Loyalty: Experience from Banking Industry of Bangladesh. *Journal of Organisational Studies and Innovation, 6*(1), 18–38.

Hollebeek, L. D., Clark, M. K., & Macky, K. (2019). *Customer brand engagement in social media environments*. Journal of Product & Brand Management, 28(6), 635–655. http://dx.doi.org/10.1016/j.intmar.2013.12.002

IDLC Finance PLC. (n.d.). *About us*. Retrieved from https://www.idlc.com/about-us

IDLC Finance PLC. (1993). *Annual report*. IDLC Finance PLC. Retrieved from https://web.idlc.com/uploads/financial_report/annual-report-2013-106180.pdf

IDLC Finance PLC. (n.d.). *IDLC at a glance*. IDLC Finance PLC. Retrieved April 15, 2025, from https://idlc.com/idlc-at-a-glance

IDLC Finance PLC. (2023). *Annual report 2023*. Retrieved from https://web.idlc.com/uploads/financial_report/idlc-annual-report-2023-941983.pdf

IDLC Finance PLC. (2022). *Annual report 2022*. Retrieved from https://web.idlc.com/uploads/financial_report/idlc-annual-report-2022-305097.pdf

IDLC Finance PLC. (2021). *Annual report 2021*. Retrieved from https://web.idlc.com/uploads/financial_report/idlc-annual-report-2021-653139.pdf

IDLC Finance PLC. (2020). *Annual report 2020*. Retrieved from https://web.idlc.com/uploads/financial_report/idlc-annual-report-2020-625269.pdf

IDLC Finance PLC. (2019). *Annual report 2019*. Retrieved from https://web.idlc.com/uploads/financial_report/annual-report-2019-711028.pdf

IDLC Finance PLC. (2018). *Annual report 2018*. Retrieved from https://web.idlc.com/uploads/financial_report/annual-report-2018-488122.pdf

IDLC Finance PLC. (2017). *Annual report 2017*. Retrieved from https://web.idlc.com/uploads/financial_report/annual-report-2017-788950.pdf

IDLC Finance PLC. (2016). *Annual report 2016*. Retrieved from https://web.idlc.com/uploads/financial_report/annual-report-2016-761057.pdf

IDLC Finance PLC. (2023). *Sustainability report 2023*. Retrieved from https://idlc.com/asrweb/uploads/31373139393038353136.pdf

IDLC Finance PLC. (2022). *Sustainability report 2022*. Retrieved from https://idlc.com/asrweb/uploads/31363934333232323233.pdf

IDLC Finance PLC. (2021). *Sustainability report 2021*. Retrieved from https://web.idlc.com/uploads/financial_report/idlc-annual-report-2021-653139.pdf

IDLC Finance PLC. (n.d.). *Transforming ads into relationships: IDLC Finance PLC's breakthrough moves in strategic advertising approaches, leading to potential students' attitude and growth of engagement* [Survey questionnaire]. Google Forms. Retrieved May 10, 2025, from https://docs.google.com/forms/d/17HII5ZLRV834-22454kb7BuJ2qt634W99bCsDqQrEVU/edit

IDLC Finance PLC. (n.d.). *Transforming Ads into Relationships: IDLC Finance PLC's breakthrough moves in strategic advertising approaches, leading to growth and loyal customer engagement (Survey Questionnaire) (Responses)* [Google Sheets spreadsheet]. Retrieved May 10, 2025, from https://docs.google.com/spreadsheets/d/1Rgh9Ydnned3PMBFdKMRKBH9s7StJ37tsf63djpA5TGQ/edit?resourcekey=&gid=858422947#gid=858422947

Keller, K. L. (2009). *Building strong brands in a modern marketing communications environment*. Journal of Marketing Communications, 15(2–3), 139–155. http://dx.doi.org/10.1080/13527260902757530

Keller, K. L. (2013). *Strategic brand management: Building, measuring, and managing brand equity* (4th ed.). Pearson Education.

Lewin, K. (1939). *Field theory in social science: Selected theoretical papers*. Harpers.

Lemon, K. N., & Verhoef, P. C. (2016). Under the influence: How customer participation and involvement affect customer brand relationships. *Journal of Marketing Research, 53*(5), 680-691. http://dx.doi.org/10.1108/JCM-04-2015-1390

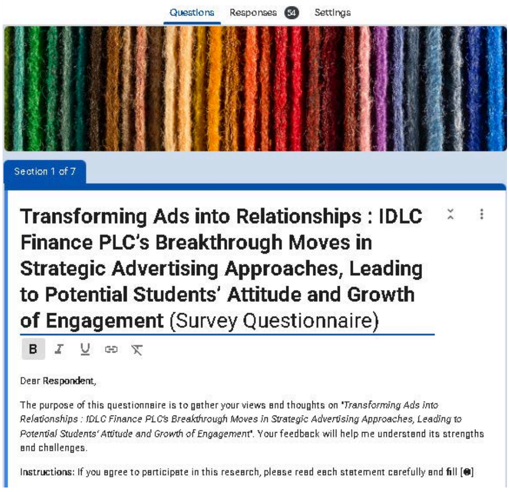
Osman, A. R., Joarder, M. H. R., Hoque, M. K., & Jakowan. (2024). Student engagement, brand image and loyalty relationships: The mediating role of student satisfaction. *Journal of Education and E-Learning Research, 11*(2), 311–321. http://dx.doi.org/10.20448/jeelr.v11i2.5553

Siddiqi, K. O. (2011). Interrelations between service quality attributes, customer satisfaction and customer loyalty in the retail banking sector in Bangladesh. *International Journal of Business and Management, 6*(1), 12–35.

Satata, F. F., Islam, M., Kaswar, M., & Dhara, S. Z. (2023). Exploring the drivers of social media marketing in Bangladeshi Islamic banks. *Business Studies Journal, 15*(6), 1–13.

Uddin, M. J. (2023, February 18). Regulatory innovation key to unlocking finance for SMEs. *The Business Standard*. Retrieved from https://www.tbsnews.net/features/panorama/regulatory-innovation-key-unlocking-finance-cmsmes-885581

Appendix


Questions Responses 54 Settings

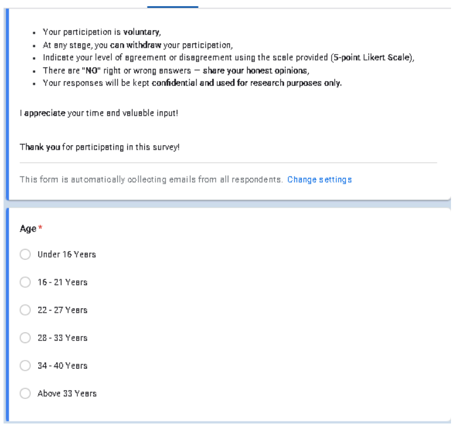
Section 1 of 7

Transforming Ads into Relationships : IDLC Finance PLC's Breakthrough Moves in Strategic Advertising Approaches, Leading to Potential Students' Attitude and Growth of Engagement (Survey Questionnaire)

Dear Respondent,

The purpose of this questionnaire is to gather your views and thoughts on "*Transforming Ads into Relationships : IDLC Finance PLC's Breakthrough Moves in Strategic Advertising Approaches, Leading to Potential Students' Attitude and Growth of Engagement*". Your feedback will help me understand its strengths and challenges.

Instructions: If you agree to participate in this research, please read each statement carefully and **fill** [●]


- Your participation is **voluntary,**
- At any stage, you **can withdraw** your participation,
- Indicate your level of agreement or disagreement using the scale provided (**5-point Likert Scale**),
- There are "**NO**" right or wrong answers – **share your honest opinions,**
- Your responses will be kept **confidential and used for research purposes only.**

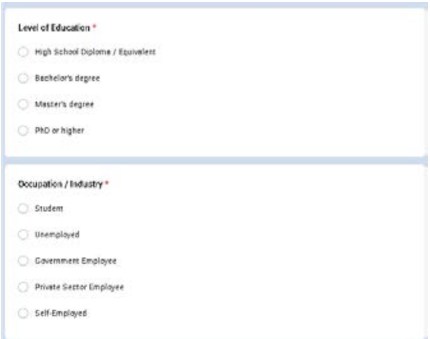
I **appreciate** your time and valuable input!

Thank you for participating in this survey!

This form is automatically collecting emails from all respondents. Change settings

Age *

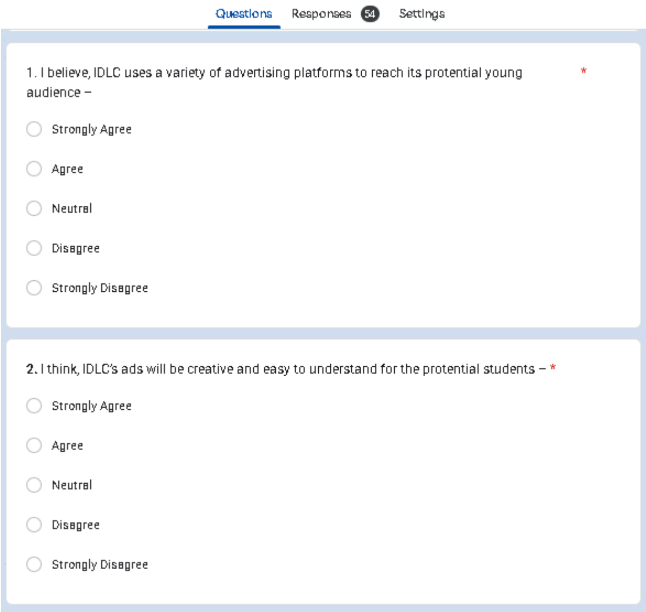
- Under 16 Years
- 16 - 21 Years
- 22 - 27 Years
- 28 - 33 Years
- 34 - 40 Years
- Above 33 Years


Level of Education *

- High School Diploma / Equivalent
- Bachelor's degree
- Master's degree
- PhD or higher

Occupation / Industry *

- Student
- Unemployed
- Government Employee
- Private Sector Employee
- Self-Employed


Questions Responses 54 Settings

1. I believe, IDLC uses a variety of advertising platforms to reach its protential young audience – *

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

2. I think, IDLC's ads will be creative and easy to understand for the protential students – *

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

Questions Responses 54 Settings

3. I feel, IDLC's ads clearly explain its services but it should be a little emotionally student-centric – *

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

4. IDLC's ads match my media habits & has to be emotionally connected through financial support - *

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

Questions Responses 54 Settings

5. I think, IDLC ads increased my awareness of its services, but student-centered advertising is needed for the future - *

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

6. I believe, IDLC ads influenced my interest in their services, but it is still not that effective for future brand awareness - *

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

Questions Responses 54 Settings

7. I feel, IDLC's ads highlight the company's strengths compared to competitors, but lack the ads' future student-focused strengths - *

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

8. IDLC ads leave a lasting impression, but there should be more student-focused ads in the future - *

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

Questions Responses 54 Settings

9. I feel like IDLC ads create an emotional connection with me, but a financial relationship is needed to engage with the co. - *

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

10. I think IDLC uses stories and relevant content in their ads, but they should make the ads more about financially empowering students - *

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

Questions Responses 54 Settings

11. IDLC's ads make the brand credible, but in the future, its practical application to students need to be further improved - *

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

12. I believe that emotional ads make IDLC more memorable and will inspire hope for future clients - *

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

Questions Responses 54 Settings

13. I think IDLC ads encourage long-term loyalty which will also increase my view of the brand - *

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

14. I think IDLC is easily recognizable in the market, but the visibility of the advertisement for students should be increased a little - *

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

Questions Responses 54 Settings

15. I would recommend IDLC to create advertisements related to awareness and engagement of future students with them - *

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

16. I believe IDLC's ads enhance its reputation, only it can create some student-centric advertising - *

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

Questions Responses 54 Settings

17. IDLC ads seem to be personalized to my needs, which will give me a better idea of my brand awareness - *

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

18. IDLC uses customer data to improve their advertising, so future student-centric advertising should be more focused - *

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

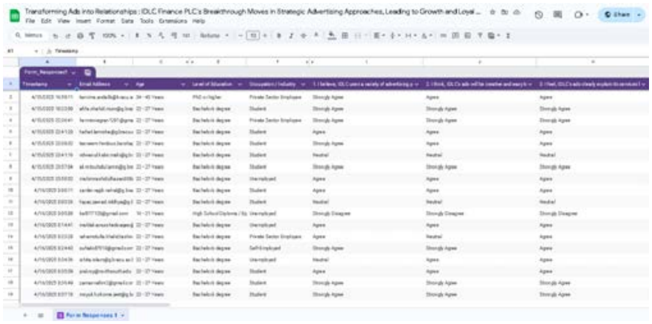
Questions Responses 54 Settings

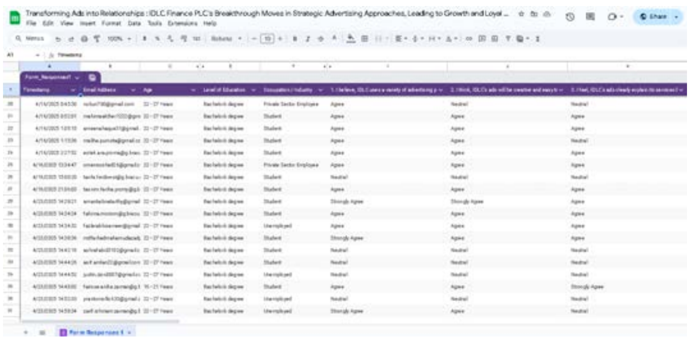
19. I think IDLC's ads will strengthen their market leadership and increase student engagement rates through various campaigns - *

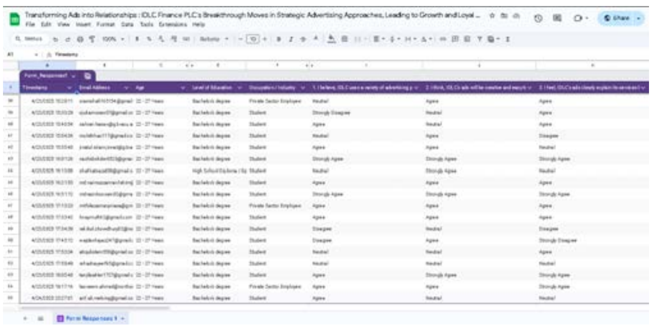
- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

20. I think IDLC's advertisements put them ahead of their competitors, which helps increase brand awareness among potential students - *

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

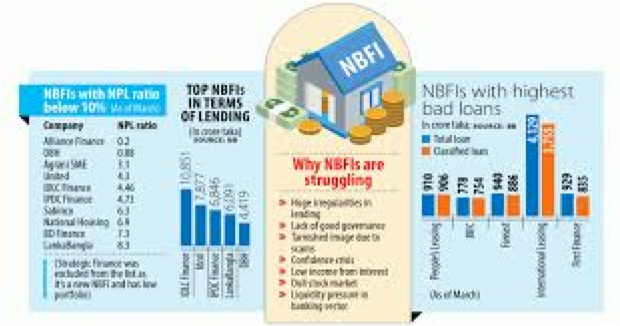






Sustainable Finance Department

Sustainability Rating 2023	
Top Banks and Finance Companies (In Alphabetical Order)	
Banks	**Finance Companies**
BRAC Bank PLC	IDLC Finance PLC
City Bank PLC	IPDC Finance Limited
Eastern Bank PLC	United Finance Limited
EXIM Bank PLC	
Jamuna Bank PLC	
Mutual Trust Bank PLC	
Prime Bank PLC	
Trust Bank Limited	
United Commercial Bank PLC	
Uttara Bank PLC	



NBFI
NBFIs with NPL ratio below 10%
TOP NBFIs IN TERMS OF LENDING
Why NBFIs are struggling
NBFIs with highest bad loans
Total loan
Classified loan
(As of March)

IDLC SME
IDLC
In their small steps,
lies a nation's stride
We're here to
help them thrive.

IDLC
PROFIT HIT A RECORD
AMID PANDEMIC
(IN TK CR)
145.9
178
227.7
217.1
170
254.1
2015
2016
2017
2018
2019
2020
Largest NBFI in Bangladesh

IDLC
IDLC JUMPSTART
SPRING 2025
A fresh wave of talent, vision, and ambition –
Meet our future leaders in the making!