Report On An overview of Sales and Marketing Strategies of "Value First Digital Media Bangladesh Ltd" during Covid'19 pandemic.

By

Syeda Nusrat Taznin Nidhi

Student ID: 17304160

An internship report submitted to the BRAC Business School in partial fulfilment of the requirements for the degree of BBA.

BRAC University April, 2021

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**Declaration**

It is hereby declared that

The internship report submitted is my own original work while completing degree at BRAC University.

The report does not contain material previously published or written by a third party, except where this is appropriately cited through full and accurate referencing.

The report does not contain material which has been accepted, or submitted, for any other degree or diploma at a university or other institution.

I have acknowledged all main sources of help.

Student's Full Name & Signature:

Syeda Nusrat Taznin Nidhi

Name: Syeda Nusrat Taznin Nidhi.

Student ID: 17304160

Supervisor's Full Name & Signature:

Ummul Wara Adrita

Lecturer, BRAC Business School

BRAC University

**Letter of Transmittal**

Ummul Wara Adrita

Lecturer,

BRAC Business School

BRAC University

66 Mohakhali, Dhaka-1212

Subject: Submission of internship report

Dear Madam,

I am very delighted to present my internship report on 'An overview of sales procedure and service development of ValueFirst', which was done according to your direction. It was a great experience for me to complete my internship at ValueFirst. This company gave me a platform where I got the chance to learn sales, marketing and service development practically. I tried my best to complete this report with the necessary information and recommended scheme. In addition, I tried to make it as comprehensive as possible. Lastly, I would like to show my utmost gratitude towards you for being an amazing supervisor in my internship period. I believe that this report will meet the desires.

Sincerely yours,

Syeda Nusrat Taznin Nidhi.

Student ID: 17304160

BRAC Business School

BRAC University

Date: April, 2021

**Non-Disclosure Agreement**

This agreement is made and entered into by and between and the undersigned student at BRAC University named Syeda Nusrat Taznin Nidhi as a form of pledge to ensure that there will be no disclosure of unauthorized confidential information of the company by the student.

| | | |
|---|---|---|
| Tanvir Hassan | Syeda Nusrat Taznin Nidhi | |
| __________________ | __________________ | __________________ |
| Md Tanvir Hassan<br>Assistant Manager<br>ValueFirst Digital Media | Syeda Nusrat Taznin Nidhi<br>Student,<br>BRAC University | Ummul Wara Adrita<br>Lecturer<br>BRAC Business School<br>BRAC University |

**Acknowledgement**

First of all, I would like to thank almighty Allah for His blessings which has resulted in this successful internship report. Without His blessings, I cannot think of getting the internship opportunity and help from other people. In addition, I would like to show my heartfelt thankfulness to my internship supervisor, Ummul Wara Adrita, Lecturer of BRAC Business School. I was always under her supervision to prepare the report and her guidance helped me to gather necessary information and present it in a comprehensive manner. Besides, I want to express my profound gratefulness to my organizational supervisor, MD Tanvir Hassan, who assisted me to improve my skills like, analysis, cold calling, presentation, website wire framing, and marketing and service development etc. His friendly guidance opened the door of my self-improvement. Over and above, I want to thank my parents whose care and support gave me the strength to overcome all of the obstacles to complete my internship successfully.

## Executive Summary

During the COVID-19 situation, the demand for digital services has increased a lot. As people have to maintain lockdown for safety but their needs cannot be fulfilled if they stay at home, for this reason, many new companies also took the opportunity to grow their business in the digital sector in order to fulfil customers' demand along with that the old digital service providing companies are also introducing many innovative services to make everyone's life easier and sustain in the era of digitalisation. That is why I have chosen ValueFirst Digital Media Bangladesh Ltd Company to make elaborate research on what innovative changes they have bought in their sales and marketing strategy to sustain the market competition.

Keywords: digital media, digital services, sales and marketing strategy

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List of Acronyms

*USP: Unique Selling Proposition*

*B2B: Business-to-business*

*SEO: Search Engine Optimization*

*B2C: Business-to-consumer*

*PPC: Pay per Click*

**Glossary**

Industrialization: It is a process when an agricultural based industries turns into manufacturer companies.

24/7: 24 hours of 7 days a week continuously.

Reach (in digital marketing): The amount of people the company is able to engage with them

Engagement (in digital marketing): The amount of reaction such as customer's response, like or visiting in the website they get.

Unique Selling Proposition (USP): The purpose of the company what makes it different from other companies

PESTEL Analysis: The analysis any company needs to do to understand the environment of the market so that they can make a decision how to run the business.

Push notification: A personalised message will show up on the user's mobile phone, either if they have the app installed or when they visit the websites.

SEO: It is a technique by which they optimize the search engine for their company.

Pay-per-click: A model that helps to increase the traffic of the site, and the advertiser who helps to get the click, gets to be paid.

Guerrilla Marketing: It is an unusual way of promotion for any product to grab the attention of the potential customers.

## Chapter 1 Overview of Internship

**Student Information:** Name: Syeda Nusrat Taznin Nidhi, Student ID: 17304160, a regular student of BRAC Business School of BRAC University. My majors were Marketing and Computer Information Management (CIM).

**Internship Information:** I did my internship on ValueFirst Digital Media Bangladesh Ltd This is a three months Internship program which has started from 06$^{th}$ March, 2021 and it will end on 6$^{th}$ June, 2021. My posting was on Gulsan Branch, it is located at Crystal palace, House # SE (D) 22, Level-3, Road # 140, Gulsan South Avenue, Gulsan -1, Dhaka- 1212, Bangladesh.

**Internship Company Supervisor's Information:** Md Tanvir Hassan was my academic supervisor during my internship period on ValueFirst Digital Media Bangladesh Ltd. He is an assistant manager of ValueFirst Digital Media Bangladesh Ltd.

**Job Scope:**

While working with the company, it gives interns the opportunity to work with many employers of the company and build a strong network and it also gives the intern the opportunity to showcase their talents and hard work in front of the administrations. That is how it will give me an opportunity to get a chance to work with this company in future, if I am able to prove my capabilities.

## Internship Outcomes

### Student's contribution to the company

During the internship period, I was assigned with a supervisor. As a customer service intern, I used to give service like help clients to write a cheque, providing accounts information, inform clients via phone when their check book or card arrives at the branch etc. I also helped my line supervisor by completing my finish works. Sometimes supervisor assigns different work that is apart from my duties. I have also worked with those.

**Benefits to the Students**

An internship program is designed to teach a student about corporate culture, ethics, and etiquette. It is the first step to entering into the professional life. It is like opening door for the corporate life. With all the experiences gathered, they can prepare themselves for the real world of career sector, and the experiences they have gained from the internship will help them to tackle all the problems they will face in the future, and also give a boost to their career.

**Problems / Difficulties**

I have faced many problems while doing this research.

They are mentioned below:

• There were much information which was confidential and according to company policy they will not let anyone outside the company access those information. So, I could not get to reach with some information.

• As the internship was only for 3 months, it was kind of hard on my part to gather all the information in this short period of time.

• I also faced partialities while gathering information from employees to employers.

**Recommendations**

They need to update their intern payment policy so that everyone will get equal benefits from the bank.

ValueFirst should increase the wages which will encourage interns to give more effort.

In this pandemic situation, they should allow us to work from home facility so that they can work without putting themselves in risky positions.

ValueFirst

# Chapter 2 Organization Part

## Introduction

ValueFirst’s main objective is to serve their customers a good service which will make their life easier. Keeping this vision in their mind, they are always up to something new. The way they can make this vision come true.

## Objective

The main objective of ValueFirst is to ensure standard quality services to its customer. They are also trying to ensure gender equality in working place, they always try to keep up high ethical standard in business, in order to maintain the corporate social responsibility, they launce many kinds of campaign, they also do a thorough research to understand their customers’ needs and wants . They also grow sustainable strategy to keep up continuous development in digital service sector.

## Methodology

In order to complete the research of this chapter, I have used both primary and secondary data. Data collected from online and offline as well.

## Scope

I have prepared this report based on my knowledge and gathered experience while working with ValueFirst Company during my internship. This internship helped me to understand the many barriers a digital company has to face in terms of sales and marketing and how they are overcoming them. For this purpose, I have used many methods, and for gathering data I used the acquired primary and secondary data.

## Overview of the company

As previously mentioned, ValueFirst is mainly helping business to communicate with its target customer properly so that the business does not lose any potential customer for lack of proper communication. At the same time, the customer will also be able to have a successful communication with the company in order to know if it meets his or her objective so that he or she can either proceed with it or find the company which is relevant. That will save time for both of the sides. That is how ValueFirst is trying to make everyone's life easier through their digital products and services. ValueFirst & Twilio have been working hard together for resolving diverse aspects of the CPaaS business.

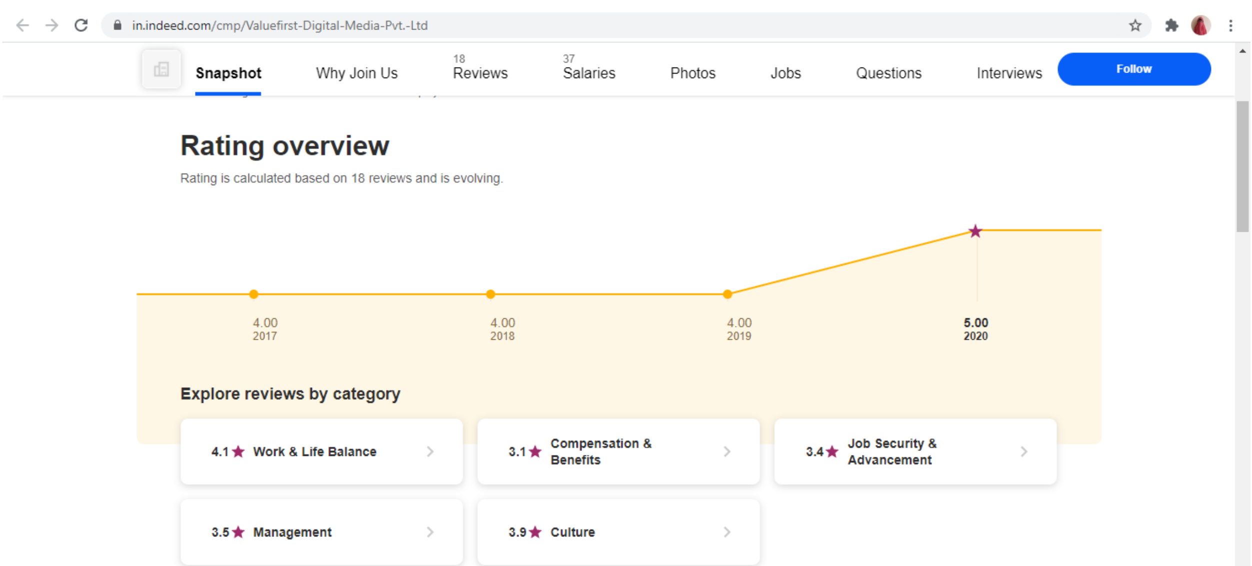


*Figure 2: Review of ValueFirst*

## Management Practices

Optimized Spends

They help the companies to find the higher ROI and help the company to grow their spending.

Longer CLV

VlaueFirst provides the platform to both the business and their consumers to grown their relationship with the other with the help of intelligence.

Truly 360

This service helps companies to engage with their consumers with the help of notification Push, In-app, SMS, Web, Email, WhatsApp etc.

## Marketing Strategy of ValueFirst:

Establishing buyer persona: By establishing buying persona, they have a perspective of how their potential customers can be by researching on their existing customers' needs and queries. This give the company a better view of in which way providing serve will be beneficial for the company.

Engaging involvements in social media: They post many kinds of interactive campaign and post which leads a huge amount of audience to get engaged with the company or at least ignites their thirst to know more about the company.

## Financial performances and Accounting Practices

The data are provided are from financial year ending of March 31, 2020. From this report, we can understand their current financial status and how are they doing, if they are making profaning losses. Their current amount of assets.

| | |
|---|---|
| Operating Revenue | INR 100 cr - 500 cr |
| EBITDA | 61.41 % |
| Networth | 12.47 % |
| Debt/Equity Ratio | 0.29 |
| Return on Equity | 11.15 % |
| Total Assets | 23.89 % |
| Fixed Assets | 4.42 % |
| Current Assets | 26.49 % |
| Current Liabilities | 37.37 % |
| Trade Receivables | 48.04 % |
| Trade Payables | 16.59 % |

*Table 1: Financial report*

## Operation management and Information Systems practices:

**Search Engine optimizing (SEO):** The Company uses SEO to reach more potential customer. In this way, they optimize their search engine so that whenever anyone searches anything related this on the search engine the first suggestion they will get about the ValueFisrt Company.

**Content Development:** They develop their content by understanding their existing and potential customer's needs. So, after visiting the website they get hooked with the content which helps the company to get more engagement.

**Optimizing Data:** By the data they got from their customers queries and cookies they analyses those and try to develop better services to provide.

**24/7 Customer Care Services:** They have their chatbots ready to provide service 24 hours of 7 days a week continuously. As if the potential customer does not get to fulfil his or her knowledge at the right tie there is a possibility that they will lose a potential customer. So ValueFirst makes the customer journey smooth.

## Industry and competitive analysis

**Enterprise SMS:** They send around 4 billion sms to their clients for promotional or transactional activities every month.

**Google verified SMS:** They conduct Google verified bulk text messages with Google's official partner, ValueFirst. Involve users resourcefully to stand upto their expectation.

**Whatsapp API:** It is the first official partner of whatsapp.

**Cloud Telephony:** Engaging on reliable, significant discussions with customers is the key to realisation and development.

**Chatbots:** Chatting with your consumer instantly is very important for customer's journey. ValueFirst's chatbots are always there for it.

**Email Automation:** Establishing constant consumer meeting with highly custom-made email campaigns via ValueFirst's Octane which is very personalized.

**Cross-channel Marketing:** With their integrated API, push notifications, web push, bulk sms, personalized email, everything has been easier more than ever before in 0one platform.

## Summary and Conclusions

They provide solution in many sectors, like

**Education:** As nowadays, modern education are now using many online platforms for students and teachers, especially in pandemic situation there is no alternative at all for this, so ValueFirst is helping the Ed-tech companies to connect with their potential students and teacher ]s with the platform.

**Financial Services:** In this tech-bases era, the fintech industries are reimaging their services. To shape their idea ValueFirst is helping them.

**FMCG:** In nowadays, FMCG needs the help of digital media more than any other industry, and to give their aim a direction ValurFirst is always there with its services.

**Health Care:** In the health care industry, the need of communicating with their target consumer is very crucial. They must always provide the correct information to make a useful bonding with the consumers and the patients also need correct information when it comes to their health.

**Logistics and Transport:** As the world is modernising so is modernising all the needs of people receiving services, using digital transport media for travelling. With the help of ValueFirst they can easily book the bus ticket or rent from anywhere. That is how ValueFisrt is making their life easier.

**Retail and E-commerce:** In this era of technology whichever companies are still not adapting with modern technology they are lagging behind the competition of digitalization. They need to promote their business in digital platform to reach and grab more customer and also the buying and selling have been more easier by using digital platform both by buyers and sellers. So, here comes ValueFirst giving these companies a new aspect to their visions.

## Recommendations

They have worked with Google, Facebook, Adobe, Oracle, WebEngage, One Valley, Sales force, Fresh work, Magento, Unicommerce, and many more. ValueFirst is gradually upgrading their services which are a very good side. They are always bringing new ideas and services to keep their customer engaged. If they can make their marketing strategies a little bit more flexible, it will be easier for all to reach.

# Chapter 3, Project Part

## Introduction

After the fourth revolution of industrialisation, the need of digital platform has become more than ever before. With a far vision, on 2003 ValueFirst started its journey with a group of 14 people at New Delhi, India. They are mainly a B2B company which is providing service to connect business with its consumer via virtual platform and telecom. In this chapter, we will learn more about it.

## Background of the study

The main purpose of this research is to focus on the sales and marketing strategy of ValueFirst Company and how they are doing during this COVID-19. This company mainly is helping business to communicate with its target customer properly so that the business does not lose any potential customer for lack of proper communication. At the same time, the customer will also be able to have a successful communication with the company in order to know if it meets his or her objective so that he or she can either proceed with it or find the company which is relevant (Hinterhuber, 2021). That will save time for both of the sides. That is how ValueFirst is trying to make everyone's life easier through their digital products and services.

In addition from this research, we will also learn what are the advanced technological process has this company applied for digitalization.

## Objective

In our academic courses, we learnt and tried a lot of theories of business. As a part of BBA program, an internship gives us the chance to include ourselves in a company closely and recognize their daily operations. Working with ValueFirst gave me the opportunity to understand their sales, marketing and service development procedure. The major objectives of this report are given below:

a) To understand ValueFirst’s B2B sales procedure through marketing

b) To give an idea about the B2B sales procedure of ValueFirst

c) To give an idea of ValueFirst’s service development

d) To understand the market and give proper recommendation for the improvement of the company.

## Methodology

The most important part of any study is collecting information. The most recognized technique is doing a survey. For this one need two kinds of data; primary or major statistics, secondary or minor statistics. Original data are the data that are gathered by the investigators directly from person to person. Whereas, when the statistics have been accumulated by a different person for the study, it is called secondary data.

In our study, our main data was the information we had received from the manager who helped us assemble the data of the companies from the employers, and the minor data was what we have received from the customers by a survey about their perspective on the companies, These provided us with both quantitative and qualitative data in order to make a detailed reported decision.

## Findings and Analysis

Initiatives during Covid-19

Communication is a very important part of building a company and the crucial tool to get success for the company. Many companies lose potential partners, customers just for lack of proper communication which leads to company to get bankrupt gradually. That is where ValueFirst comes to save the game.

Communications Platform as a service (CPaaS) is a cloud-primarily based shipping version that lets you upload voice, video, and messaging functions for your existing commercial enterprise software program with the use of APIs. In enterprise, many businesses hesitate to include CPaaS because of an expansion of justifiable and legitimate reasons (Mukhambetov, 2014). Most of those spherical up to the fact that these groups do not want to relinquish ownership and manage over the enterprise systems, mainly advertising communications. A pacesetter inside the enterprise, ValueFirst engages corporations with their customers over telecom (SMS & Voice) and net (Chatbot, email & OTT) as a medium.

In 2003, Vishwadeep Bajaj based the startup with a completely lean group. In communication with CiOL, Bajaj, now the CEO of a four hundred-people sturdy employer outlines the fulfillment tale of the agency. He mentioned how CPaaS will develop a part of the brand new regular and the roadmap of the business enterprise to similarly revolutionize the CPaaS enterprise.

Customer

CPaaS saw a large shift in India following the pandemic whilst businesses throughout the globe needed to accelerate their digital transformation. Via 2018-19, groups, majorly BFSI and E-commerce which includes the retail section, have been already on the path of digital streamlining; however, the pandemic drove them to undertake it quicker. This gave upward thrust to many possibilities for ValueFirst. We had customers in journey & Hospitality, BFSI, E-trade, and retail, and now this section has been extended to fitness care, SMBs, startups, in addition to new zone corporations like EduTech, 0.33-party software program service providers, and even traditional agencies like automotive and production (Matzler, 2005). Our extremely good customers include Google, IndiGo, TATA automobiles, P&G, InfoEdge, and Axis financial institution.

CPaaS started with revolutionizing the SMSes focusing on consumer notifications around transactions, initially. With CPaaS beginning to show itself, developers started soliciting more verbal exchange channels, product functions, seamless integration, plug-and-play equipment, and global insurance. IP Messaging became the evolved version of SMS which could independently be completed at the phone network. This section noticed CPaaS that each one size of groups of all sizes, small and huge, pursued. Later, new channels along with Voice, email, Chatbots and greater have become part of CPaaS.

**The Challenge**

Similar to every other country, India comes with its very own units of infrastructural and coverage challenges. 5G generation is much awaited all mobile users. This will enhance agency communication. This means that CPaaS opportunities will reinforce. p.c envisioned that the adoption of the 5G era will add $1.3 Trillion to the global GDP by way of 2030. It will create a $1 Trillion financial effect on India by means of 2035. According to the Ericsson Mobility document, India may have 350 million 5G subscriptions by using 2026, accounting for 27% of all mobile subscriptions.

There's big enterprise capacity for CPaaS gamers like us in this, and steering via spectrum charges, and spectrum availability as well as the delay in the rollout and many others. There are some of the problems the government has to address to make it viable as soon as possible. Through 2022, with an initial rollout of 5G in India, the photograph might be lots clearer.

The alternative demanding situations are routine in nature and something they are able to navigate with time. But, even for a confined period of time, they do have an enterprise impact (van Osch, 2010). Lack of knowledge in the leadership groups of historically oriented businesses, loss of skilled sources and know-how of upkeep of CPaaS offerings, constrained cloud talents or dependency on cloud carrier carriers, and so forth. Still they all remain a number of the challenges for the agency.

## The Solution

A good deal of the solution to these demanding situations lies in how quickly the government of India and associated policymakers put into effect their plans. The CPaaS industry has to make a sturdy representation to the Indian government. Larger companies like Twilio have already entered this market and with ValueFirst's acquisition, their positioning is tons more potent now. This indicates better customer support, higher acquisition and better representation for us.

The attention around CPaaS is constructing properly. We have already seen real applications and success beneath the stress of the COVID-19 pandemic. ValueFirst worked intently with the government to installation a WhatsApp-based COVID-19 helpdesk (Khelifa, 2021). The chatbot would help people solve queries about the pandemic, request assist, and solve more than one similar issue. Those types of integrations and their focus can assist both the government and quit-users.

Corporations have grown to be more focused on software program-primarily based CPaaS answers; an increase in spending with the aid of verticals which includes Telecom, BFSI and will similarly raise the boom of CPaaS. There have also been demands from 1/3 birthday celebration platforms that paintings closely with organizations and SMEs to deliver communication based offerings, this can enlarge to extra verticals and providers in the destiny. CPaaS as an industry has emerged as thrilling for people, which means that better potentialities and professional human beings.

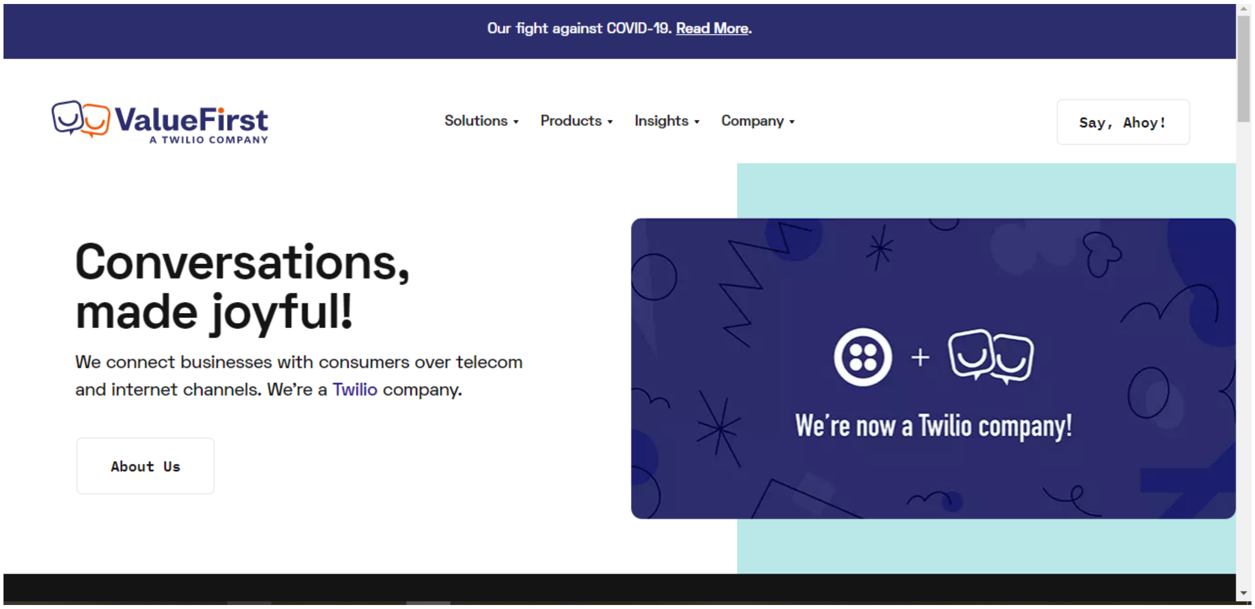


*Figure 3: website of ValueFirst*

Benefits consisting of extremely low overhead charges, negligible hazard thing and expanded ROI ability, make CPaaS the critical revolution for corporations in 2021 and beyond, all it is very desirable.

ValueFirst rode on the tide of the virtual transformation and released some pathbreaking products. Those encompass Botsup (no-code chatbot platform) and NotifyHub (provider routing transfer). Around this time whilst humans lie off and close down their shops, they delivered ninety new circles of relatives' individuals to their comfortable own family. These days ValueFirst is close to 400 people unfold across the globe. At some stage in the COVID-19 outbreak, the primary sector de-grew by 20%. A large section of ValueFirst's shoppers become within the journey, aviation, and FMCG sectors. However, the outbreak only bolstered us as a group to work more. Ultimately, ValueFirst became capable of experiencing the wave and turn matters around.

Their capacity to transcend via the bad times and scale as and when wanted is how their customers additionally see them. Now they assist them to perform 2X higher than how they were appearing, and the effects cause them to pick ValueFirst.

**Implementation**

I assume in recent times, the COVID-19 outbreak became the essential issue that any enterprise could face. It impacted us as nicely. The truth that we have been dropping sales on positive segments- like tour & Hospitality, however, we have been gaining hobbies from more modern segments too changed into overwhelming. The uncertainty across the pandemic impacted how our places of work could bodily perform, and how they would coordinate if absolutely online.

At the same time as all employers remained physically distant, we were by no means socially or emotionally distant from the teams. To make sure their employees are doing well, their Human assets released more than one effort to recognition on psychological responses and signs of mental health problems. Over time, they've constructed a subculture that allows the colleagues to take ownership and act with urgency, proving to be extremely useful in these instances.

It was at some stage in the COVID-19 period, they began our conversations with Twilio, the arena's largest CPaaS participant which received ValueFirst subsequently.

**Summary**

CPaaS is right here to stay and it is best going to get better. Globally we're seeing a whole lot of acquisitions by CPaaS giants; that is to grab as a good deal as possible to leverage the digital needs of the clients. Through client orientation, the market in India is basically focusing on IT, Telecom, Retail, online trade, Healthcare offerings, and BFSI. Those segments will preserve to need services that may talk, retain and engage with their customers.

**• Selecting USP**

For any kind of business, USP plays a vital role in sales performance as customers' judge a company based on that. ValueFirst has added a few attractive USPs. They are mentioned below:

a. ValueFirst has designed a safer service from COVID-19 suggested by health specialists for its monthly service. During this time of pandemic, it is giving ValueFirst a competitive advantage.

b. ValueFirst ensures automated services. There is no chance of getting misinformation while communicating as everything is automated.

c. It has introduced rating system on the service. Customer gets an SMS after completion of any order you will get a review. By this, ValueFirst can detect customers' wants and demands to improve their service quality.

**• Website making**

Having a website always adds credibility of a company. However, it helps to generate leads by search engine optimization. ValueFirst has already bought a domain for their website and the website is currently under construction. A glimpse of the website's prototype is mentioned below.

**• Building an app**

App is very handy for a user to book a service. In addition, it helps a lot in digital marketing. App can very easily send a push notification to a user and advertise a service. ValueFirst is working on making an app for its service. Some features of the app have already finalized. They are mentioned below:

▪ Online payment system along with cash payment system

▪ "Request a call back" option to book a service by a customer service agent

▪ Service confirmation and money receipt through mail/SMS ValueFirst always look for places of improvement of their service. They bring necessary changes and innovations to stay up to date with the modern trend

One of the prominent services of ValueFirst is the monthly corporate transport service. To sell that, ValueFirst goes through the following stages:

• **Lead generation**

Usually, any B2B sales procedure starts with lead generation. ValueFirst's sales procedure also starts with lead generation. To generate a lead, they first select an industry that may require a monthly vehicle rental service (Dotzel, 2019). This is done through an analysis of the industries. For instance, they chose the real estate industry because the sales executives require good communication with their clients. Then they select few companies for cold calling based on further analysis of the need and eligibility of the prospective lead.

• Cold calling

Then, prospective companies are called and talked about based on analysis. For instance, some companies may have a high interest in hygiene and others may have a high interest in an experienced employer. One of the main purposes of cold calling is to make the prospective lead aware of the service and attract the company for a meeting.

• Client meeting

Afterwards, if the prospective lead agrees to a meeting, ValueFirst's representative explains its services, benefits and USPs in the meeting. Every company have their own set of requirements. For example, some companies have only one day off in a week. So, they may require the service for six days a week. Others may have two days offs in a week. Therefore, they may require the service for five days a week. Knowing these requirements for preparing a company-specific customized proposal is one of the targets of a client meeting.

• Pricing and negotiation

One of the biggest challenges is offering a reasonable price based on requirements. However, clients usually want to negotiate the price. Price is set based on a few factors like cost of giving the service, demand, market price etc. By a discussion, both parties agree on a price.

• Finalizing the deal

To finalize the deal, both parties sign an official agreement where all of the requirements and terms and conditions are mentioned.

## Conclusion:

In the era of fourth industrial revolution it is near to impossible to lead any company without the help of digital platform. ValueFirst is directing the industry with a new age of success, where all the digital service can be provided only in one platform. They have also opened their branches in many other countries and covering a huge place under the platform of digitalization. The day is not far away when online platform will take over every company, if they delay to adapt with the present world.

## Recommendation:

ValueFirst is currently focusing on company growth. To ensure organizational growth and success, I personally think the following initiatives should be taken:

• Price always plays an important role in purchase decision. Currently, there are a lot of competitors of ValueFirst. Many other platforms are providing same kinds of services. Although ValueFirst is ensuring a high service quality, it should reduce the price of their services so that consumers take the service at least once and get the experience of their superior quality. Thus, they will be able to create a strong customer base.

• Having an app makes sales easier. Now-a-days, mobile phone takes away a big portion of our daily life. So, it is very easy to advertise a service effectively through an app. For example, if a person wakes up in the morning and see a push notification from ValueFirst app, it will remind the person about ValueFirst. By this, ValueFirst can stay in consumer's mind. Hence, whenever a person will need digital service, the name of ValueFirst will come to his mind. However, app is very handy to use. If someone can book a trip within a tap of a button, they may not think of going out for traditional rent-a-car. So, ValueFirst should launch an app as soon as possible.

• A website can create credibility and trust. Whenever a consumer can check detailed information of a company in a website they can feel a trust of the consumer. Besides, companies can easily go for digital marketing like, Search Engine 19 Optimization (SEO), Pay-per-click (PPC) advertisement, Email marketing etc. by a website. Therefore, ValueFirst should launch a website soon.

• Sales department of any company is considered to be the revenue generating department. If this department is made strong and skilled, it becomes very easy for a company to grow. ValueFirst should train sales people to improve their convincing and selling skill. They may offer skill development course to their sales people.

• Any good promotional campaign is a blessing for a company as it helps a brand to flourish. ValueFirst should increase promotional campaigns. To illustrate, they might set objectives of a campaign and design it accordingly to achieve the objective.

• In addition, ValueFirst might commence guerrilla marketing. For instance, they might make promotions on different websites which look like a vehicle and there will be the logo of ValueFirst in it. Whenever people will come across this different websites, they will see the advertisement of ValueFirst. This is how they can promote their brand.

## **Report Ethics:**

While making this report, we had given great emphasis on that the people who have participated in this survey. All information is highly confidential and without their permission, none of the data will be used elsewhere. We have registered on an online platform, done the project on the ethics platform and also received ethical permission to continue this research. We assure you that all information is used for the reporter purpose. The identity of the person who will take participant in the survey will be confidential.

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