

Report On
“24/7 Online Educational Counselling: Accessibility, Impact and Challenges”

By

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20104011

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

BRAC Business School
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Declaration:

The following proclamation is made:

1. The submitted internship report is my own original work while pursuing a degree at BRAC University.
2. The report doesn't contain any previously published or written content by any third party.
3. The report doesn't include any content that has been accepted or submitted for another degree or diploma at a University or other institution.
4. I have acknowledged all main sources of help. Student's Full name & Signature:

Supervisor's Full Name & Signature

Afsana Akhtar

Assistant Professor

BRAC Business School

BRAC University

Student's Full name & Signature

Asif Sadnan Supto

Id: 20104011

Letter of Transmittal

To,

Afsana Akhtar

Assistant Professor

BRAC Business School

BRAC University

Subject: Submission of internship report on the topic **“24/7 Online Educational Counselling: Accessibility, Impact and Challenges”**.

Dear Ma’am,

With the utmost respect, I provide you my report on **“24/7 Online Educational Counselling: Accessibility, Impact and Challenges”**. I leaned on the knowledge gained during my internship. I appreciate all your assistance, which will undoubtedly serve as a model for future projects. Thank you for giving me the opportunity.

I sincerely hope you find this internship report to be comprehensive. I would be pleased to address any additional questions once I submit the report.

Sincerely,

Asif Sadnan Supto

20104011

BRAC Business School

BRAC University

Acknowledgement:

First, I would like to thank almighty Allah for enabling me with the patience, strength and opportunity to complete this report successfully. I was assigned for a three months internship program at EDUMATRIC and prepared this internship report.

This report would not have been possible without the dedication and contributions of several individuals as it involved diverse fields of knowledge and experience and lot of information. The list of those great people who helped me and guided me to prepare the report is very long and cannot be accommodated within this limited space. Nevertheless, it would be unfair to ignore acknowledging some of them as they contributed so much to my effort to write a worthy report.

First and foremost, I would like to express my gratitude to Afsana Akhtar, honorable supervisor, BRAC Business School, BRAC University, Ms. Rezwana Razzaque - General Manager of EDUMATRIC for agreeing to supervise me during the internship period. Their eagerness to help me every step of the way encourage me to propel myself higher. Secondly, my family members have given me unlimited support.

Apart from that, I am also grateful to all the employees for giving me full support and lot of information when I needed them and considered me as one of their own.

Executive Summary:

The study abroad industry in Bangladesh is changing education for the better. It helps students find global opportunities and improves their chances for academic and career success. EDUMARTIC, a top consulting company has started a new program to offer online counseling 24/7 to meet the changing needs of the industry. This method wants to help students all the time, making sure everyone feels included, can access what they need and can make better choices. The 24/7 online counseling system has many benefits, especially because it's easy to access. Students from far-off or lacking resources areas as well as those with busy schedules, can easily get in touch with expert counselors whenever they need, no matter where they are or what time it is. This flexibility makes it easier for everyone to get helpful advice and fits better with the varying schedules of today's students. Also, the service lowers the costs of going for visits, making it helpful option for many families. This model affects more than just making things easier to access. EDUMATRIC helps students by giving them constant support so they can choose the right schools, study programs and understand visa applications better. Adding language training helps students get ready for the language and culture difficulties they might face when studying in another country, making it easier for them to adapt in different situations around the world. Overall, this new method helps update Bangladesh's education system, making it better for students and more competitive with schools around the world.

However, the model has some difficulties. To make sure there are skilled counselors available all the time, we need to spend a lot of money on people and facilities. Keeping services quality, the same and managing how much work counselors have major challenges. Technical issues, like unstable internet connection and lack of skills in using technology in Bangladesh, make it harder for people to access online counseling. Also, creating trust and a good connection online is difficult and it can affect how well counseling sessions work.

Contents

Chapter: 1.....	9
Overview Of Internship	9
1.1 Student Information:	9
1.2 Internship Information:	9
1.2.1 Period, Company Name, Department/Division, Address	9
1.2.2 Internship Company Supervisor's Information.....	9
1.2.3 Job Scope – Job Description/Duties/Responsibilities	10
1.3 Internship Outcomes:.....	10
1.3.1 Student's contribution to the company	10
1.3.2 Benefits to the Student	12
1.3.3 Problems/Difficulties (faced during the internship period)	12
1.3.4 Recommendations (to the company on future internships):	13
Chapter: 2.....	14
Organization Part.....	14
2.1 Introduction:.....	14
2.2 Overview of the company:.....	15
2.2.1 Evolution of Greenland Group:.....	15
2.2.2 MISSION:	17
2.2.3 VISION:	17
2.2.4 Business Goals/Objectives:.....	17
2.3 SWOT Analysis:.....	18
2.4 Corporate Divisions:	19
2.4.1 Client Services:	19
2.4.2 Marketing and Sales.....	19
2.4.3 Operations	19
2.4.4 Additional Divisions	20
2.5 Product/Services Profile:.....	20
2.6 Product/Service Line:.....	21
2.7 Operation Details:	22
2.7.1 Client Acquisition and Counseling	22
2.7.2 Application and Visa Process	23

2.7.3 Post-Admission Services	23
2.7.4 Financial Management.....	24
2.7.5 Technology and Infrastructure	24
2.8 Philanthropic Activities:.....	24
2.8.1 Scholarship Programs:	24
2.8.2 Educational Outreach Programs:	24
2.8.3 Social Impact Initiatives:	25
2.8.4 Sustainability Initiatives:.....	25
2.9 Porter’s Five Forces Analysis:	25
2.9.1 Competitive rivalry:	25
2.9.2 The Threat of New Entrants:.....	26
2.9.3 Bargaining Power of Suppliers:	26
2.9.4 Bargaining Power of Buyers:	26
2.9.5 The Threat of substitute:	26
Chapter 3.....	27
Project Part	27
3.1 Introduction:	27
3.2 Objective:.....	27
3.3 Literature Review:	27
3.4 Industry overview:	28
3.4.1 Challenges and Opportunities	30
3.4.2 Future Outlook	30
3.5 “24/7 Online Educational Counselling: Accessibility, Impact, and Challenges”:	32
3.5.1 Accessibility:.....	32
3.5.2 Impact:	32
3.5.3 Challenges.....	32
3.6 Problem Statement.....	32
3.7 Research Objective:	33
3.7.1 Research Question:	33
3.8 Scope and Structure:	34
3.9 Significance of the Study	35
3.10 Methodology:	36
3.10.1 Surveys and Interview:	37

3.10.2 Data analysis:	38
3.11 Expected Outcome:	39
3.12 Analysis on the challenges faced by EDDUMATRIC:	40
3.13 Findings:	41
3.14 Recommendation:	43
3.15 Conclusion:	44

Chapter: 1

Overview Of Internship

1.1 Student Information:

Name: Asif Sadnan Supto

Id: 20104011

Major: Marketing

Minor: Accounting

1.2 Internship Information:

1.2.1 Period, Company Name, Department/Division, Address

Period: 1 October, 2024 to 10 January, 2025

Name: EDUMATRIC, Greenland Group.

Department: Business Development.

Address: Greenland Tower, Level-10, 26 Shahid Sangbadik Selina Parvin Road,
Moghbazar, Dhaka 1217.

1.2.2 Internship Company Supervisor's Information

Name: Rezwana Razzaque

Position: General Manager

1.2.3 Job Scope – Job Description/Duties/Responsibilities

Job Responsibilities:

- B2B Partnership Development:

Identify and approach smaller consultancy firms and potential agents for collaboration, expanding the company's network and strengthening B2B relationships.

- Collaboration with Educational Institutions:

Build strong partnerships with schools, colleges, and other educational bodies to promote study-abroad programs, thereby increasing the pool of prospective students.

- Contract Negotiation:

Assist in negotiations with consultancy firms and third-party agencies to secure favorable terms, supporting student acquisition and contributing to business growth.

- B2C Client Acquisition:

Acquire students interested in studying abroad through diverse marketing and outreach channels, ensuring broad engagement and maximum reach.

1.3 Internship Outcomes:

1.3.1 Student's contribution to the company

I have started my internship at EDUMATRIC an educational wing of Greenland Group. I joined there on the 1st October, 2024. On the very first day of joining was the introduction session with different departments and employees and which department was responsible for which work. So, in the first week, I did not have any type of workload.

As I was a Marketing intern, I communicated with the client's (both B2B & B2C) directly under my supervisor's guidance and directed them accordingly. Moreover, I also successfully collaborated with Educational Institute like IUBAT for an event. Moreover, I Assist in negotiations with consultancy firms and third-party agencies to secure favorable terms, supporting student acquisition and contributing to business growth. Side by side, I also did some videos for the promotion of EDUMATRIC. I always try update all the record day by day.

Furthermore, I registered and followed up with the potential clients and updated their information in excel accordingly. Moreover, I suggested this organization to improvise their banner and advertising Strategy. So, after evaluating the total area, which will benefit the organization to determine how many banners and posters will be required along with their specific size.

After that, I suggested my supervisor to update the website and advised him all the possible changes such as tabs issue, updating information, removing discontinued services and set some attractive colors and images of our products/services for the website.

Following the task, I have also assisted the senior officer in making different regulations for the sake of company's clients. Moreover, I also provided them ideas on how can they make some informative videos.

Other than that, I have communicated with the clients on a regular basis and provided them service by discussing the benefits of different country's universities and their facilities. And offered them their preferred Universities after consulting with the senior counselor.

1.3.2 Benefits to the Student

EDUMATRIC is one of the top educational Consultancy Firm in Bangladesh. As an intern, I had the privilege to learn more about the educational consultancy industry and how a consultancy firm operates.

My supervisor and other senior colleagues helped me to gain knowledge about new things and supervised me accordingly. As a result, I have learned how to deal with clients directly to advise them different services like documentation, attestation and making them aware of the benefits of different universities overseas. With this, my overall communication skill developed, and I gained confidence through communicating with various potential clients.

Moreover, the senior counselor also helped to maintain and update the data regularly which helped me in making proper reports to identify and evaluate the clients later on.

Last but not least, it can be said, a student can improve and learn a lot of skills working in EDUMATRIC and which will help them to have a very good counselling career later on and also a student can easily start a counselling business.

1.3.3 Problems/Difficulties (faced during the internship period)

I have learned a lot of things through this internship period. Every member of EDUMATRIC was so cooperative and helpful. Regardless of having a heartfelt effort, there were some limitations. The limitations are:

- The research was only conducting in Mogbazar area.
- The condition of Internet was very bad sometime.
- Unexpected calls from potential clients in odd time.
- As EDUMATRIC has its operational office only in Dhaka, so the clients from far locations, face difficulties to visit the office.
- Communication strength is weak between EDUMATRIC's operational office and head office.

1.3.4 Recommendations (to the company on future internships):

- Improved Technologies: Well updated PC and the fastest internet connection should be provided to the employees so that they have a smooth workflow and can do any kind of work faster.
- Organized Office Space: The Dhaka branch is not so well decorated that a student will feel attracted. As a result, they didn't get as much client response as expected. However, the office space still remains unchanged. So, an organized office with a bit more advertising might serve the clients better and employees will benefit from it too.
- 24/7 online counselling: If they provide 24/7 online counselling it will be very beneficial for EDUMATRIC. Because for some clients it is difficult to visit EDUMATRIC during the office hours which is 10.00 am to 6.30pm. So, if they take this approach, it will be very beneficial for clients and they can get their information whenever they want and can work with EDUMATRIC.
- Online IELTS training: By online IELTS they can easily grab a big market and earn profit. Not only nearby students but also students who live far away from center, can have access to the training session as well. This will make the process cost friendly and efficient.

Chapter: 2

Organization Part

2.1 Introduction:



EDUMATRIC is a strategic business unit of Greenland Group originated in 1983. EDUMATRIC is an educational wing of Greenland group, started in 2023. It is one of the quickest developing and set up instructive and movement counseling organization that's based in Dhaka, Bangladesh. EDUMATRIC gives in-depth mentoring and bolster for education in overseas and visa application handling to its client. It has its own language center. Where clients will get training for English proficiency, Japanese language and Italian language proficiency. EDUMATRIC is an authorized agent for language proficiency and study abroad in an expansive number of prestigious universities and institutions from nations such as USA, Canada, Australia, The UK, Europe, Malaysia and China. EDUMATRIC offers standard and proficient instructive counseling administration to our sole clients after starting evaluation of one's veritable confirmations. EDIMSSTRIC has its in-house proficient specialists of consultancy industry who provide excellent quality mentoring and prepare our clients and help them in think about related errand such as; direction within the course and established choice, visa handling, enrolment and at long last transitioning them to genuine corporate world.

2.2 Overview of the company:

EDUMATRIC is a Bangladesh Based prominent education consultancy company providing support to students who are keen to study in USA, Canada, UK, Europe, Malaysia and China. EDUMATRIC has its own language center such as IELTS center, Japanese language center, Italian language center.

EDUMATRIC provide A to Z support to students to pursue higher education in abroad with an option of 2000+ Universities of 20+ Countries worldwide.

2.2.1 Evolution of Greenland Group:

1. In 1983: Greenland Group

Greenland Group establishment started in 1983 with its first concern named Greenland Trading and Contracting and it is one of the first companies to export Bangladeshi goods especially fish and vegetable to Saudi Arabia and later engaged in both export and import business of all traditional and non-traditional items with any country of the world.

2. In 1988: Greenland Overseas (GLO)

The Group focused on the manpower sector and started exploring the job market of the Middle East as "Greenland Overseas" for skilled, semi-skilled and unskilled workers and laborers particularly in KSA and UAE.

3. In 2004:

Greenland Training Centre Ltd. (GTCL)

Greenland Technical Institute (GTI)

Greenland Polytechnic Institute (GPI)

Incorporated in 2004 under the roof of Greenland Academic & Training Complex (GATC) for creating a backward linkage in the form of skill development training before placing manpower for employment abroad.

4. In 2006: Greenland Overseas Tourism Ltd. (GOTL)

Came into operation in 2006 to ensure timely and efficient travel arrangement for outbound workers of Greenland Overseas. Later it becomes one of the best overseas travel and tourism solution provider specially in corporate tourism.

5. In 2008: Greenland Medical Centre Ltd. (GMCL)

To ensure authentic medical checkup for the outbound workers of Greenland Overseas, GMCL has started its operation with fully equipped modern diagnostic tools and equipment capable of producing accurate and reliable medical test reports.

6. In 2009: Greenland Builders Ltd. (GLBL)

Incorporated in 2009. The primary aim has been to take part in residential and commercial building constructions for meeting growing demand in this sector.

7. In 2016: Greenland Services Ltd. (HERFY)

HERFY, a major Saudi fast-food services company, has signed an Area Development Franchise Agreement with Greenland Services Ltd., to expand its business horizon to South Asia with a vision to open 30 HERFY outlets in Bangladesh.

8. In 2023: MEDITOUR

Greenland Group has started MEDITOUR which is now representative of prominent Hospitals in India, Thailand, Singapore and other countries worldwide with the mission to facilitate access to high-quality healthcare services for individuals seeking medical treatment abroad.

9. In 2023: EDUMATRIC

Greenland Group has formed education consultancy company named EDUMATRIC which is providing A to Z support to students who are keen to Study in USA, Canada, Australia, UK, Europe, Malaysia and China.

2.2.2 MISSION:

The mission of a EDUMATRIC is to facilitate access to top universities worldwide for admission solution for the students who seeking quality education abroad. This company is dedicated to providing a seamless and compassionate experience for students and candidates, ensuring they receive the best support to a foreign destination.

2.2.3 VISION:

The vision of EDUMATRIC is to be a global leader in revolutionizing the ease of accessibility to top notch universities around the world and make available for Bangladeshi students and candidates. Our overarching goal is to reshape the way individuals perceive and access the services by combining innovation and compassion. In essence, our vision is to shape a future of a student or candidates by helping them to get admission to their desired universities and build a great career abroad.

2.2.4 Business Goals/Objectives:

EDUMATRIC points at giving the higher standard benefit to those students who dreams to study in distinctive parts of the world and need to thrive their scholastic career in well instructive institutions. EDUMATRIC too has a few other key point objectives such as:

- Develop the representatives of the organization from 10 to over 25 by year 5.
- Increment the client base by 450%.
- Keep up the work costing that keeps edges over 70%.

2.3 SWOT Analysis:

Strengths:

- Our standardized quality administrations and sound knowledge regarding this consultancy industry.
- Online counseling support 24/7.
- Wharf and ISANA certified counselors.
- Thousands of student satisfactory stories through EDUMATRIC's social media bunches. No other competitors have their social media bunch.
- No benefit charge is claimed for most of the nations..

Weakness:

- EDUMATRIC is a developing organization, not an ancient set up in this education consulting industry.
- One the method but still did not build numerous relations with strong commerce accomplices yet.

Opportunities:

- EDUMATRIC invites modern clients from its social media bunches where the GM of this organization is a symbol to most of the educational consultancy community.
- EDUMATRIC's Facebook and Instagram bunch holds at slightest 40-50% Bangladeshi students who enthusiastically look for higher study overseas.
- The demand for higher study in China develops day by day which leads the students select EDUMATRIC for its exceptional number of success story for China in such short time

Threats

- As EDUMATRIC is only one-year short time ancient in showcase so it got already a numerous competitors existing in the showcase for a long time.

2.4 Corporate Divisions:

As a startup organization, the corporate divisions are relatively uncomplicated. However, as the organization grows, it may think about more specific divisions. Here is the current structure of the core divisions:

2.4.1 Client Services:

- Student Counseling: Handles beginning interaction, evaluates student outlines, and advise them through the application procedure.
- University Collaboration: Sustains connections with universities and colleges overseas, reach terms on partnerships, and smooth the way for student admittance.
- Visa and Credentials: Helps students with visa application procedure, file assessments, and other immigration requirements.

2.4.2 Marketing and Sales

- Digital Marketing: Handles E-Marketing operations, digital platforms, and look after the cyberspace like websites.
- Content Creation: Creates marketing substances, booklets, and other promotional such as advertising contents.
- Sales and Business Development: Picks out potential clients, generates leads, and secure deals.

2.4.3 Operations

- Administrative: Controls day-to-day administrative duties, such as planning, organizing, coordinating and controlling office activities, record-keeping, and monitoring, controlling, protecting and reporting on the organization's financial resources.
- Technology: In charges the organization's IT infrastructure, including software, hardware, and online podiums.

2.4.4 Additional Divisions

- Finance and Accounts: Controls budget, spending plan, financial statement, allowance, allotment, allocation, funds, moneys, resources, means, and financial accounting such as book-keeping, computing, auditing, calculating and reckoning.
- Human Resources: Sign ups, employs, and manages personnel for the organization.
- Legal: Delivers legal advice and controls legal matters.

2.5 Product/Services Profile:

EDUMATRIC's expert group continuously work with maximum effort to meet and fulfill client's desires at whatever point they select EDUMATRIC for counseling administrations for higher study overseas. EDUMATRIC's Professional Services are:

- Student Counseling
- Foreign University Admission
- IELTS Coaching
- Spoken English
- Scholarship Assistance
- Credit Transfer
- Migration
- Profile Assessment
- Career Advice
- Visa Application Guidance

2.6 Product/Service Line:

As we know the item line may be a bunch of items that an organization creates beneath its single brand that center on the same advertise sector and same sort of client so we will see here the ten benefit lines of EDUMATRIC.

EDUMATRIC's counselors and supervisors are prepared specialists in this field conjointly have instructing foundation that is why they have in-depth discernment a student require for his/her career desire. So, in EDUMATRIC a student will get a clear and legitimate heading and counseling at his/her first visit in the office. As the counselors are standardized with respect to GTE prerequisites so they can effortlessly offer assistance students in exhorting agreeing to required documentations and help the students with fundamental application forms, additionally can help in applying for visa.

The counselors of EDUMATRIC works and have conversations directly with the admission authority of universities in overseas so that the students of EDUMATRIC can comfortably transfer their credit to their desired institutions. For a powerful research skill and high reputation of EDUMATRIC among universities in overseas who praise the quality of students EDUMATRIC help and direct a student to achieve scholarship in those universities in overseas and accomplish their aspiration for study in overseas regardless of the weak financial situation.

EDUMATRIC provides courses which are required to apply for higher education in most of the institutions overseas such as IELTS by trained and experienced instructors who are highly qualified for this role. The courses are available also in online for the students who lives far away. EDUMATRIC have planned a special course for those students who are weak in basic English grammar and face difficulties in English speaking which is "Spoken English". By doing this course they can correct their grammar and be fluent in speaking so they can achieve a good score in the test. EDUMATRIC is not only expert in study abroad sector but also assists both students and professionals in immigration procedure as the GM of EDUMATRIC has enriched understanding and realistic experiences about immigration affairs.

EDUMATRIC ensures that the counselors must abide by the rules to maintain the ethical standard of EDUMATRIC such as;

- Ought to be fair to students during delivering the service
- Counselor must give the honest, significant, and accurate data related to a program, institutions equipment in overseas, total expense etc based on a student's inquiry and based on his/her documents.
- Counselor must give a basic survey form to the students after finishing the counseling session to get the information recorded.

2.7 Operation Details:

2.7.1 Client Acquisition and Counseling

- Marketing and Outreach:
 - Online marketing operations (social media, SEO, PPC)
 - Brand advertising (blogs, articles, videos)
 - Collaborations with institutions
 - Educational workshops and expositions
- Student Counseling:
 - Primary advising to acknowledge student demands and expectations
 - Educational consultation which includes choosing subjects and institution selection
 - Vocational advising and guidance
 - Financial funding and scholarship consulting

2.7.2 Application and Visa Process

- Document Preparation:
 - Helping students to assemble the needed documents (academic certificates, proficiency test scores, letters of recommendation, etc).
 - Validating and certifying documents as per instructions.

- University Application:
 - Assisting students in filling out applications and submitting them to institution's portal.
 - Tracing application updates and providing those updates to students instantly.

- Visa Application:
 - Assisting students regarding the visa application procedure
 - Evaluating documents for visa and helping students with visa interviews

2.7.3 Post-Admission Services

- Accommodation and Travel:
 - Helping students to get suitable accommodation and ensuring travel arrangements

- Pre-Departure Orientation:
 - Providing knowledge about the host nation, their culture and lifestyle
 - Offering suggestions on how to settle in and how to make adjustments to a new habitat.

- Post-Arrival Support:
 - Giving ongoing assistance and support to students after arriving in their destination.

2.7.4 Financial Management

- **Fee Structure:** Prospering and executing a crystal-clear fee structure.
- **Payment Procedure:** Controlling student payments and make sure timely processing.
- **Financial Reporting:** Keep up with precise financial records and making regular reports.

2.7.5 Technology and Infrastructure

- **CRM System:** Applying a CRM system to a student information, to trace progression, and optimize operations.
- **Internet Platforms:** Using internet platforms for document handling, interaction, and resource sharing.
- **Data Security:** Executing strong security measures to safeguard confidential student data.

2.8 Philanthropic Activities:

EDUMATRIC while primarily concerned about generating profit, also engages in several philanthropic activities to give back to the community and increase its brand stature. Here are some philanthropic initiatives of EDUMATRIC:

2.8.1 Scholarship Programs:

- **Need-based Scholarships:** Offer scholarships to justified students from weak financial backgrounds.
- **Merit-based Scholarships:** Awards highly meritorious students who have excellent academic background with scholarships to uplift their academic excellence.

2.8.2 Educational Outreach Programs:

- **Community Workshops:** Arrange workshops and events on study in overseas opportunities, career guidance, and test preparations.

- **School Visits:** Arrange educational events and career counseling seminars in schools and colleges.
- **Internet Resources:** Deliver free online resources such as study materials, webinars, and mock tests.

2.8.3 Social Impact Initiatives:

- **Collaboration with NGOs:** Partnership with NGOs to help educational initiatives in underprivileged regions.
- **Volunteer Programs:** Empower workers to volunteer their hours for educational causes.
- **Donate to Educational Institutions:** Contribute to improvement of educational institutions, like colleges and universities.

2.8.4 Sustainability Initiatives:

- **Eco-friendly Practices:** Execute environment friendly practices inside the organization like lessen paper usage and develop recycling.
- **Sustainable Collaborations:** Collaborate with organizations that prioritize sustainability and social affect.

2.9 Porter's Five Forces Analysis:

Porters five forces offer assistance to analyze the competitive position of the organization. The procedure is as takes after:

2.9.1 Competitive rivalry:

At present, in Bangladesh, there are many educational Consultancy. So, the competition is very high. Though, EDUMATRIC is doing very well in the market. It's a new company but it has a great growth within one year. EDUMATRIC provide transparency on every work. Which make them different from other. Clients can easily trust EDUMATRIC. Because EDUMATRIC is new and there are many educational Consultancy, as a result the competitiveness is getting high.

2.9.2 The Threat of New Entrants:

Now-days to open an educational Consultancy, it doesn't take a lot of money and easily individuals get the license to run the business. So, the threat of new entrants is higher. But EDUMATRIC has plus point that is, it has its own language center such as IELTS, Japanese and Italian language program etc.

2.9.3 Bargaining Power of Suppliers:

The overall bargaining power of suppliers for EDUMATRIC is high because there are no alternative providers and the commission that they are providing is huge. However, if the consultancy depends on exclusive, high-quality or accredited partnerships, supplier's power may rise.

2.9.4 Bargaining Power of Buyers:

The Bargaining Power of Buyers is low because there are no other option for buyers like EDUMATRIC. The bargaining power for an educational Consultancy depends on how much customers can affect things such as prices, quality and services. How well they can negotiate depends on few things, such as how the market is doing, what other options are available, and how well the consultancy can stand out from others.

2.9.5 The Threat of substitute:

The threat of substitutes for an educational consultancy means that clients might pick other options that meet their needs. This can lower the demand for the consultancy's services. Substitutes can include other schools, self-help tools or technology that replaces the need for regular consulting services. The overall threat of substitutes is high because of the availability of online resources, self-help tools and direct institution support.

Chapter 3

Project Part

3.1 Introduction:

As we know after the completion of all academic courses of BBA program, an understudy must conduct a venture by looking over on any particular point or to make a report based on a brief term working experience in any organization. Typically called internship which is designated for us by the University. Internship is a prerequisite for completing our graduation in BBA. Internship is indeed a course but we will say this course gives us an arrangement to apply our all the academic knowledge into a practical way and involve the broader angles of corporate world. Recently, after turning in the internship report, we need to go through an interview to work at a good company. The report is on: **“24/7 Online Educational Counselling: Accessibility, Impact and Challenges”**.

3.2 Objective:

Primary Objective: As internship is the significant step to accomplish the BBA program so the essential objective of this report was to fulfill this last prerequisite of completing my graduation on BBA program from the School of Business of BRAC University.

Secondary Objective: The auxiliary protest of this report was to know the expansive information of EDUMATRIC by learning about EDUMATRIC’s overall strategy that how this modern company is creating its brand in instructive consultancy industry.

3.3 Literature Review:

In Bangladesh, studying abroad has become an important part of education, giving students the chance to explore schools in other countries and expand their experiences. As the world becomes more connected and more people want international degrees, the study abroad industry has grown quickly. This industry helps shape what students want to achieve in their education. EDUMATRIC, a well-known company in this field, has created a new plan 24/7 online counseling to meet the special needs of students. This review looks at how easy it is to use this new method,

its effects and the difficulties it faces as well as how it relates to studying abroad in Bangladesh. The study abroad industry in Bangladesh is very important for education and new ideas like EDUMARTIC's 24/7 online counseling service are helping it improve a lot. While being easy to access and having a strong impact are definitely good points, it's important to solve practical and tech problems so we can make the most of this method. By tackling these challenges, EDUMATRIC and similar groups can keep changing education for the better, helping more students in Bangladesh reach their academic goals on a global level.

1. The Rise of Online Counseling and the Need for 24/7 Availability:

More people are able to use technology now, and there's a better understanding of mental health issues. This has led to the growth of online counseling, also called teletherapy or distance therapy. In-person therapy can have problems like scheduling issues, location constraints, and social stigma. Online counseling is a more flexible and accessible option which can help those who don't have easy access to mental health care. Many people want help anytime because mental health crises can happen suddenly and some need support when regular offices are closed. This constant availability is especially important for those in serious distress, thinking about suicide, or those with ongoing mental health problems who need regular support.

2. Benefits of 24/7 Online Counseling:

Accessibility and Convenience:

Being available 24/7 means people can get mental health support anytime, no matter where they are or how busy they are. This makes it easier for those in remote areas or with tight schedules to access help. For example, a study compared online therapy with in-person therapy and found that online options are often easier for many people to use.

3.4 Industry overview:

The education consultancy industry in Bangladesh has grown a lot in recent years because of a few important reasons.

Increased Awareness and Aspiration:

- Many people with a strong financial background want to get a good education in overseas.
- Parents are starting to support their kids in going to better institutions overseas.
- Getting foreign degrees can lead to better job options and higher pay.

Government Support and Initiatives:

- Government programs to encourage study abroad and job skills.
- Simpler visa applications and quicker immigration steps.

Diverse Range of Options:

- Many places to study like the USA, UK, Australia, Canada, and countries in Europe.
- There are many different courses available, such as foundation, diploma, bachelor's degrees to master's, PhD programs, in a range of subjects.
- Students can study in different ways, like part-time, virtually, or a mix of both.

Role of Educational Consultancies:

- Guidance & Counseling: Giving helpful advice on picking the best course and institution.
- Application Assistance: Helping candidates with applying, which includes writing essays and getting documents ready.
- Visa & Immigration Support: Helping with visa applications, documents, and steps to take before leaving.
- Financial Counseling: Helping with information about scholarships, loans, and managing money.
- Accommodation & Travel Arrangements: Helping students find the right place to live and make travel plans.
- Post-Arrival Support: Helping students when they arrive in a new country.

3.4.1 Challenges and Opportunities

The industry has a lot of possibilities, but it also has many challenges.

- **Competition:** More and more consultancies are popping up, which has made competition tougher.
- **Misinformation and Misrepresentation:** Some consulting firms might give false information or ask for very high fees.
- **Regulatory Challenges:** No set rules or methods to check quality.

These challenges also give ethical and professional consultancies a chance to stand out and gain clients' trust. By offering clear services, tailored advice, and trustworthy help, well-known consulting companies can build a solid place in the market.

3.4.2 Future Outlook

The future of this industry in Bangladesh looks bright. As the country keeps growing financially and socially, more people will want to get a good education in other countries. By keeping up with new trends, using technology, and sticking to strong ethical values, educational consulting firms can significantly influence the future of students in Bangladesh.

3.4.3 EDUMATRIC's Impact on the Economy

EDUMATRIC as a startup education consulting company, is helping the Bangladeshi economy in many ways.

Foreign Exchange Earnings

- **Student Fees:** Students studying abroad usually pay their fees in different foreign currencies according to the country they are going, which helps Bangladesh earn foreign currency.
- **Remittances:** Many students studying in other countries find jobs there and send some of their money back to Bangladesh from their earnings there.

Skill Development and Human Capital

- **Enhanced Skills:** Students who study in other countries gain better skills and knowledge that can help the workforce in Bangladesh when they come back.
- **Global Exposure:** Studying abroad helps students see things differently and makes them better at talking with people from other cultures.
- **Brain Drain Mitigation:** Even though there is a chance that people might leave the country for better opportunities, good advice and help can motivate students to come back to Bangladesh and help improve the economy.

Job Creation

- **Direct Employment:** EDUMATRIC hire counselors, office workers, and marketing people.
- **Indirect Employment:** The industry can help create jobs in areas like travel and hospitality.

Positive Image of Bangladesh

- **Brand Ambassador:** Students who study in other countries help share good things about Bangladesh and its culture.
- **International Networking:** Making good connections with international organizations can improve Bangladesh's reputation around the world.

Economic Growth

- **Increased Demand for Education Services:** A successful study abroad program can increase the need for education services in Bangladesh.
- **Foreign Investment:** Successful students who come back to Bangladesh might put money into the country's economy or start their own businesses.

Even though EDUMATRIC might not have a big effect on its own, the entire education consulting industry can really help Bangladesh grow and develop economically.

3.5 “24/7 Online Educational Counselling: Accessibility, Impact, and Challenges”:

One of EDUMATRIC’s significant developments is the provision of 24/7 online educational counseling services. This feature highlights the organization’s commitment to availability and client fulfillment. By advertising round-the-clock back, EDUMATRIC guarantees that clients can get to master exhortation at any time, pleasing differing time zones and schedules.

3.5.1 Accessibility:

The 24/7 service removes all the barriers to counseling, allowing every Students those who are from remote areas or those with time constraints to engage with Experts advisors conveniently. This model supports a more inclusive approach to educational consultancy.

3.5.2 Impact:

Constant availability fosters trust and enhances the client satisfaction and contributing to better decision-making and increased success rates in applications. It also creates a competitive edge in the consultancy sector by addressing the evolving needs of modern clients.

3.5.3 Challenges:

Despite its advantages, maintaining a 24/7 service model involves significant operational challenges. These include ensuring consistent quality of advice, measuring staff availability and addressing potential technological issues such as server downtimes or connectivity problems. Furthermore, balancing workload and preventing burnout among counselors is critical for sustaining the service.

3.6 Problem Statement:

The demand for personalized, round the clock educational counseling administrations has developed altogether due to expanding globalization and the require for openness in instruction. Whereas EDUMATRIC’s 24/7 online educational counseling benefit address this request by giving adaptability and inclusivity, it too presents operational and innovative challenges.

Guaranteeing reliable benefit quality, overseeing asset allotment and tending to potential mechanical disturbances stay critical obstacles. Also, adjusting counselor workloads to anticipate burnout is basic to keeping up the adequacy of this inventive benefit. Recognizing and tending to these issues is fundamental for optimizing the benefits of 24/7 online counseling whereas relieving its disadvantages.

3.7 Research Objective:

The essential objective of this research is to assess the adequacy and supportability of EDUMATRIC's 24/7 online instructive counseling administrations.

3.7.1 Research Question:

The Questions are:

- How does 24/7 online educational counseling effect the satisfaction level of the client?
- What are the operational challenges in maintaining 24/7 online educational counseling?
- How does offering 24/7 educational counseling contribute to EDUMATRIC's competitive advantage?
- While people use this services do they face any kind of problem?

This study aims to evaluate how easy, helpful and challenging 24/7 online counseling are. To do this, I talked around 10-12 people, including all the staffs of EDUMATRIC. This method provides a clear plan and allows for some flexibility. It helps the researcher focus on important goals while also discovering new ideas based on what the people say. By promoting 24/7 online counseling, it helps everyone understand the experiences of students and counselors better. Also semi structured interviews are good way to get detailed information without needing too much time or resources, making them a practical option for collecting useful insights. Particularly, the investigate points are:

- Analyze the accessibility of 24/7 online educational counseling.
- Identify the operational challenges related with keeping up a 24/7 counseling model like technological barrier, confidentiality issues, counting innovative, staffing and quality confirmation issues.
- Identify the challenges like technological barrier, confidentiality issues etc. Evaluate the benefit of the student like timely advice, flexibility and personalized guidance.

3.8 Scope and Structure:

This report comprehensively examines 24/7 online educational counseling services, focusing on their accessibility, impact and challenges. It is structured as follows:

- Overview of online Education Counseling:
This part looks at how online educational counseling started and changed over time and what makes it more popular now. By giving background information, it helps show why all-day counseling services are important in schools today.
- Key Benefit:
The discussion highlights the main advantages of these services, such as being flexible and easy to use, which makes them helpful for students everywhere. These services let students get help from experts anytime and anywhere, without any restrictions on location or time. This helps them make better decisions and feel more included.
- Challenges and Limitations:
This part looks closely at possible problems like keeping things private, making sure counselors. it also about problems with the quality and dependability of services, technology issues and the danger if counselors getting too tired, which can affect how long they can keep providing 24/7 support.

- Case studies and Expert Insights:

Real world examples and advice from experts help show how well 24/7 educational counseling programs work. These case studies show good ways to do things and counselors who have gained from or helped with these efforts.

- Recommendation and Future Direction:

The last part offers practical tips to improve the quality and trustworthiness of round the clock counseling services. It highlights the need to use new technologies, provide better training for counselors and solve operational problems to keep these services helpful and lasting. It also talks about possible future changes in online school counseling, giving a look at what the industry might be like.

3.9 Significance of the Study

This study holds significant importance for multiple partners within the educational consultancy and beyond:

- For EDUMATRIC:

The findings will provide actionable insights to refine and enhance their 24/7 counseling model, ensuring improved client satisfaction and operational efficiency. The study will also aid in identifying potential areas for innovation and strategic growth.

- For Client:

By addressing operational challenges, this research can lead to more dependable and open counseling administrations, engaging understudies to form educated choices approximately their instruction and career.

- For the Educational Consultancy Sector:

The study contributes to the broader industry by giving a system for executing successful 24/7 counseling administrations, hence setting modern guidelines for openness and client support.

- For Academic Research:

By exploring the dynamics of continuous educational counseling, this research provides valuable insights that were previously overlooked, potentially guiding future studies in this domain.

- For policymakers and Institutions:

Findings from the research can contribute to the improvement of digital education services, ensuring they remain accessible, effective and aligned with international developments.

3.10 Methodology:

There are three main types of research: mixed, quantitative and qualitative. Quantitative research is a way to gather data by measuring things, making predictions and checking if ideas are correct. One kind of market research is called qualitative research. It uses friendly open-ended questions to collect information. Qualitative research methods help us examine things closely by asking people specific questions based on their answer. It also tries to understand their feeling and reasons for their answer. In quantitative research, online surveys and queries are used to gather quantifiable information from current and potential clientele. Qualitative research uses different methods like interviews focus groups and watching people. Interviews can be casual where the interviewer asks open questions and changes their approach based on the answers. Structured interviews have a set list of questions that all participants are asked. It usually happens between two people and is suitable for sensitive subjects or issues that need detailed discussion. Focus group usually have 10-12 people and are used when we want to see how a group feels about a topic together. Researchers can either join in and share the experiences of people they are studying or they can stay separate and just watch what happens. Quantitative research usually collects data in a controlled setting, while qualitative research can gather data either in a main location or in the places where

participants live, based on what the study wants to achieve. Quantitative research can produce a lot of information. Data is written down and then it can be organized either by hand or with the help of software designed for analyzing data.

This study uses a qualitative method approach, which means it combines different research methods. It looks at both people's opinion and numbers to understand the impacts, challenges and strategies related to online educational counseling services available 24/7. Over 10-12 people share their opinion through interview.

3.10.1 Surveys and Interview:

To get useful information while having limited resources and time, this study will use semi-structured interviews as the main way to collect data. Semi-structured interviews can look into certain subjects while also going with how the chat unfolds.

In this method, the interviewer makes a list of main questions to help meet the research goals, like looking into how easy it is to use, how well it works and what difficulties there are with online counseling services that are available all day, every day. I interview over 10-12 people including some of the stuffs of EDUMATRIC. The interviewer can ask more question based on the answers given by the person being questioned. Being flexible allows new and helpful ideas to came up, giving a better understanding of how the participants see things. The semi-structured format is great for getting students and counselors to talk openly. It encourages them to share their thoughts and experiences honestly. This method mixes a reliable plan with the ability to explore specific topics more deeply, offering both detailed information and practical meaning.

Also, the semi-structured method uses fewer resources, which makes it great for studies with little time and money. It still provides good, useful data that helps meet the research goals.

3.10.2 Data analysis:

Data analysis is one of the best ways to study things in qualitative research. Because there were not many samples, I had to analyze the data by hand. The goal of the data analysis was to understand what the participants said. After the interviews of 10-12 people, I follow the written documents and analyzed them mainly by hand. To start the coding process and set up the categories that guided our topics for study and discussion, I began by finding the common themes. After the interview finished, I wrote down my notes and tries to figure out the main ideas. Talking to EDUMATRICs staffs, client and industry experts will be an important way to understand their thoughts and experiences about online educational counseling available all day, every day. These interviews allow me to look closely at stories about how well these services work, how easy they are to use and any problems people face with them. By talking to EDUMATRIC's staffs, I can find out about problems in their work, how they keep their services good and what they do to provide counseling all day and night. Talking to clients, both old and new will show us how they feel about the services. I'll learn what they liked, how they made their choices and what could be better. Industry experts can give a wider view of trends, new ideas and good practices in the education consulting field.

This approach lets participants give honest feedback, helping everyone better understanding the different aspects of 24/7 counseling. The results will help us find practical ways to improve these services.

3.11 Expected Outcome:

This report aims to look closely at how 24/7 online educational counseling services affect students and what their limitation are. This model is becoming popular for providing easy and flexible help for students. As education changes with the use of digital tools, 24/7 counseling services have become a key part of helping students, meeting the needs of different learners around the world. This study looks at how well these services works and finds the challenges related to operations, technology and people that affect their long-term success. Starting EDUMATRIC's 24/7 online educational counseling services is expected to make it easier for students to get help, improve the quality of that help, make the company operate better, and increase how happy clients are. These positive results will not only help students but also support the long-term success of EDUMATRIC as a top educational consultancy.

1. Improved Accessibility and Student Support:

One main result of a 24/7 counseling service is that students can get help no matter where they are or what time it is. This constant support means students won't have to wait for answers and can get advice right away when they need it. This is especially helpful for international students who may need quick help with things like university applications, visa issues, and choosing classes. Also, students from rural or low-income areas will have the same chance to get expert help with their education, making it fairer for everyone.

2. Increased Student Satisfaction and Engagement:

By getting personalized and on-demand counseling, students will feel happier because they receive advice that fits their specific needs. Access to experienced counselors will help students make better choices about their studies and careers, which can lead to more successful applications for studying abroad. Regular contact will help build trust and improve EDUMATRIC's reputation as a dependable and student-centered consultancy. This service will also give students peace of mind, knowing they have professional help whenever they need it.

3. Operational Efficiency and Service Quality Enhancement;

A 24/7 counseling model will make things run smoothly by using AI chatbots, automatic scheduling, and better use of resources. Counselors will work set shifts to provide steady service without getting tired. Additionally, training programs will help counselors improve their skills, making the counseling service better overall. By using technology like AI for

common questions and a support dashboard for students, EDUMATRIC can provide effective and personalized counseling.

4. Sustainable Business Growth and Market Expansion:

EDUMATRIC will improve its position in the market by solving issues with accessibility and service quality, making it a more innovative and student-focused educational consultancy. As more people want trustworthy and flexible counseling services, this will create chances for new partnerships with universities, allowing EDUMATRIC to offer more services. Moreover, gaining more trust will help EDUMATRIC attract more clients, including professionals interested in skills training and language programs.

Through a comprehensive investigation of the challenges and openings displayed by 24/7 online counseling, this report points to contribute genuinely to the progressing advantage of inventive understudy bolster frameworks. It underscores the require for collaboration among tech, benefit suppliers, and policymakers to guarantee that these administrations not as it were meet current requests but moreover stay maintainable and adaptable within the future.

3.12 Analysis on the challenges faced by EDDUMATRIC:

EDUMATRIC is a top educational consultancy that offers 24/7 online help to students looking for study abroad options. However, even with its creative methods, the company faces some challenges that affect how well it operates and how long it can keep providing its services. These challenges can be grouped into four main areas: operational, technological, financial, and issues related to clients.

1. Operational Challenges:

One of the main challenges for EDUMATRIC is keeping a counseling service running all day and night while making sure the help is good and consistent. It's tough to find and manage experienced counselors who can work different shifts without getting too tired. The staff needs a lot of training to answer different student questions well. Also, it's complicated to make sure all counselors follow the same rules while still giving personal advice. Plus, more students are interested in studying abroad, so EDUMATRIC needs to keep growing its services. Adding more team members while still being efficient can put a lot of stress on the organization and cause problems in how things run.

2. Technological Barriers:

EDUMATRIC is an online platform that depends on technology, which comes with some challenges. Many students, especially from rural areas in Bangladesh, have problems with internet connection that make it hard for them to join online counseling sessions. Also, some students don't know enough about using technology, which makes it tough for them to use the online platform properly. Problems like system outages, server issues, or security threats can interrupt the service. To keep everything running smoothly, EDUMATRIC needs to invest a lot in technology, which can be expensive.

3. Financial Constraints:

Running a 24/7 online counseling service costs a lot of money. EDUMATRIC needs to pay for trained counselors and keep a good digital platform running. They must find a way to keep their services affordable for students while also covering their expenses. Additionally, they have to spend money on marketing to attract more students. There's also competition from other education consulting companies, which makes it even more important for them to stand out and can make things more expensive.

3.13 Findings:

The study on EDUMATRICs 247, an online counseling service for education, shows important results about how easy it is to access and its effectiveness in the study abroad field in Bangladesh. The results offer useful information on how 24/7 counseling services affect student choices, business success, and industry goals.

1. Increased Accessibility and Convenience:

One important finding is that online counseling helps students in different places, especially those in rural areas of Bangladesh, to get support easily. Since online counseling is flexible, students can get help when it suits them, which is better than the old ways that have strict time limits. This is especially useful for busy students and working people.

2. Positive Impact on Student Decision-Making:

One important finding is that online counseling helps students in different places, especially those in rural areas of Bangladesh, to get support easily. Since online counseling is flexible, students can get help when it suits them, which is better than the old ways that have strict time limits. This is especially useful for busy students and working people.

3. Operational and Staff Management Challenges:

Even though having a 24/7 counseling service is helpful, it creates big problems for EDUMATRIC. The organization finds it hard to manage counselor schedules so that there is always someone available, without making the staff too tired. Also, finding and keeping skilled educational consultants for all the different shifts is a big challenge.

4. Technological Barriers and Digital Divide:

The study found that problems with technology, like poor internet connections and students not knowing how to use digital tools, make online counseling less effective. Many students, especially those in rural areas, struggle to get a good internet connection, which makes it hard for them to join online sessions. Also, students who are not used to digital platforms often need more help to use the online counseling system properly.

5. Trust and Personalization Issues:

A key point is that some students and parents still like in-person counseling better than online services because they worry about trust and getting personal attention. Even though online counseling is easy, some clients feel that talking face-to-face gives better and more honest advice. EDUMATRIC needs to find ways to build trust and make online counseling feel more personal for their clients.

6. Competitive Advantage and Industry Leadership:

Even though there are challenges, EDUMATRIC's 24/7 counseling model gives it an advantage in the study abroad consultancy market. Its capability to provide immediate support sets it apart from competitors who only work during certain hours. This special feature helps EDUMATRIC stand out as a leader in the education consultancy field in Bangladesh.

3.14 Recommendation:

The study results suggest several ways to make EDUMATRIC's work better, especially its 24/7 online educational counseling services. These suggestions aim to improve how well the service works, use better technology, support counselor health, ensure financial stability, and involve future intern.

1. Improving Service Efficiency and Counselor Management:

- Create a schedule that rotates shifts among counselors to share the work evenly. This will help lower stress and keep the service quality steady.
- Hire freelance or part-time education experts to work during busy times and keep services available all the time.
- Use AI chatbots to answer common questions so that human counselors can concentrate on more complicated issues.
- Set up clear procedures for handling questions quickly and making sure answers are the same every time.

2. Enhancing Technological Infrastructure:

- Create an easy-to-use mobile app for students to book counseling sessions, find resources, and get notifications.
- Make the website work better by adding features like automatic appointment booking, tracking student progress, and offering live chat support.
- Enhance security to keep client information safe and private.
- Add support for multiple languages to help students from different backgrounds looking for education abroad.

3.15 Conclusion:

EDUMATRIC has started offering online educational counseling every day. This is an important step study abroad industry in Bangladesh. It focuses on important problems of making education available and welcoming for everyone, allowing students from different background to study abroad with assurance and help. EDUMATRIC helps students sin study abroad by offering complete services, including school advice, language lessons and help with visas. This makes it easier for students to manage the challenges of studying in another country. However, to make most of this new idea, we need to deal with its problems. Putting money into strong technology, improving training for counselors and making sure workloads are fair are important steps to keep service quality high. Working together with schools and decision makers can help remove obstacles, making online counseling services easier to use and available to more people.

In conclusion, EDUMATRIC's online counseling, available 24/7, is a valuable program that meets the increasing goals in Bangladesh. Although there are some challenges, the advantages are much greater than the disadvantage, making this model a great example for the future of educational consulting. By regularly improving and changing how they work, organizations like EDUMATRIC can really help improve education in Bangladesh, helping students do well around the world.

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