

Report On

**Navigating Global Talent: The Evolving Landscape of
Migration in Human Resources of PFEC Global**

By

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

BRAC Business School
BRAC University
30 November, 2024

Declaration

It is hereby declared that

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

Student's Full Name & Signature:

Menuka Tasnim Nima

22164006

Supervisor's Full Name & Signature:

Dr. Md. Mizanur Rahman

Associate Professor, BRAC Business School

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Co-Supervisor's Full Name & Signature:

Dr. Syed Far Abid Hossain

Assistant Professor, BRAC Business School

BRAC University

Letter of Transmittal

Dr. Md. Mizanur Rahman
Associate Professor
BRAC Business School
BRAC University
224 Pragati Sarani Road, Dhaka-1212

Subject: Submission of Internship Report

Dear Sir,

This is my utmost pleasure to display my internship report under the title “Navigating Global Talent: The Evolving Landscape of Migration in Human Resources of PFEC Global Bangladesh” which I was appointed.

I have attempted my best to finish the report with the experience I have gained through working at PFEC Global and with a wonderful team which recommended proposition in a significant compact and comprehensive manner as possible.

I trust that the report will meet the desires.

Sincerely,

Menuka Tasnim Nima
22164006
BRAC Business School
BRAC University
Date: 30 November, 2024

Non-Disclosure Agreement

This agreement is between PFEC Global and me as a student of BRAC University with the given permission to use the information for my report titled “Navigating Global Talent: The Evolving Landscape of Migration in Human Resources of PFEC Global Bangladesh” which is not released anywhere rather than my report work and presentation.

In my report, I have used basic and business information from PFEC Global and used the data specified and directed by my organizational supervisor. I have used all the information for my report after permission from my organizational authority.

The organization agrees that to complete the criteria of the course in which it is enrolled, the applicant must make a detailed presentation about the project and that this application includes information on the company to the audience that has not signed any non-disclosure agreements. PFEC Global has helped in avoiding confidential information. This agreement may not be altered except by a written instrument signed on behalf of each party.

Name of Company: PFEC Global

Supervisor Name: Sharifa Sumaiya Mahmud

Signature:

Address: Zebun- Paradise 3rd Floor, House # 4, Road # 27 (Old), 16 (New), Dhanmondi, Dhaka – 1209.

Name of the Student: Menuka Tasnim Nima

Signature:

Address: “Abakash’ 426/3, West Shewrapara, Mirpur, Dhaka-1216.

Title of Report: Navigating Global Talent: The Evolving Landscape of Migration in Human Resources of PFEC Global Bangladesh.

Acknowledgement

I would like to express my gratitude and gratefulness to Almighty Allah for giving me the patience and strength to complete this report. I'd like to thank my organization "PFEC Global" and my on-site supervisor Miss Sharifa Sumaiya Mahmud for allowing me to work and guiding me throughout the internship countless times making it a fruitful learning experience to build a career. I was fortunate to have a positive work environment with proper safety measures and supportive co-workers who also helped me to grow.

I am honored to mention Mrs. Mona Mehjabin Baishakhi, Head of Operations, PFEC Global for giving me an opportunity to conduct internship program in this well-known organization. I am deeply thankful and grateful to Mrs. Shaharia Akter, Senior Officer of HR Operations, PFEC Global for her unconditional support and kind cooperation, which facilitated me to complete my internship.

Also, I would like to thank all other officers and my team members for showing gratitude and helping me despite their tremendous work pressure. I am very grateful to them.

My profound gratitude goes out to my internship supervisor, Dr. Md. Mizanur Rahman, and co-supervisor, Dr. Syed Far Abid Hossain, for their unwavering guidance and support throughout my report-writing process, as well as for their patience with me. Sir has provided clear and exact instructions and ideas, which have enabled me to use a tremendous source of inspiration to finish the paper correctly. I think it will enable me to excel professionally. Being able to finish this report with them makes me feel quite relieved. This report signifies the completion of my Master's degree, and I am incredibly thankful to my instructors for helping me properly mark this end by preparing me for the transition to starting a profession.

Executive Summary

My internship at the PFEC organization served as the foundation for the preparation of this report. I have made an effort to provide few important report details. Internet & social media has been one of the most effective tools for worldwide business expansion and advertising throughout the past ten years. Simultaneously, the fundamental principles of migration must be innovative in order to draw in the intended audience and guarantee profit maximization. Migration has long been regarded as the company's lifeblood since it contributes to the maximization of profits. Organizations rely on technology far more these days and using this technology we could help people making their migration process smooth.

Digital is a prominent buzzword among individuals. The majority of them either directly or indirectly use technology in their daily lives. The migration strategy is evolving along with technology advancements. Both governmental and commercial institutions have taken significant endeavor to build and grow or decrease their business in order to stay up with them race. Information technology facilitates and demonstrates the transformation of stereotype marketing into a tech-driven approach. This is the reason we can work from Bangladesh but being on other country's team. These days, a growing number of people rely on technology, such as smartphones, the internet, Facebook, Instagram, YouTube, and so forth. They also get the information of other country and desire to migrate and study their for their betterment and a well built future.

I have been tasked with working alongside the company's regular employees during my internship. I had to help the team that moved. Due to the nature of my work, I assisted them with the paperwork involved in processing client's visa. The client used to give us phone calls and ask a number of questions about their quarries, requiring us to set up their file accordingly. The organization's advantages, disadvantages, opportunities, and threats have all been noted in this study.

By the time my internship ended, I had gained new insight into how to conduct a confident and astute phone conversation in English. I was participating in a number of the organization's events at the same time. This was an experience that I saw as a life skill. Because I have learned a lot of theoretical skills over my two years of master's study, but this internship has given me the opportunity to put my theoretical knowledge into practice. I also bring up several issues with the client and service provider, such as their work kind and level of contentment. Not to add, I've talked about how social media has helped businesses operate more profitably and more easily. Specially this industry, which is totally dependent on internet and social medias.

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Chapter-1

Student Information

1.1 Student Information

Name	Menuka Tasnim Nima
Student ID	22164006
Program	Masters of Business Administration
Major	Human Resource Management

1.2 Internship Information

1.2.1 Internship Information

Period	3 months (10 th July 2024 – 10 th October 2024)
Company name	PFEC Global
Department	Migration (Onshore)
Address	Zebun- Paradise 3rd Floor, House # 4, Road # 27 (Old), 16 (New), Dhanmondi, Dhaka – 1209

1.2.2 Internship Company Supervisor's Information

Name	Sharifa Sumaiya Mahmud
Designation	Team Leader, Migration Admin (Onshore)

1.2.3 Job Scope- Job Description/ Duties/ Responsibilities

My organization supervisor and the team gave me some tasks to complete during my three months of internship at PFEC Global, Dhanmondi Branch, which I completed quite well from the start. In addition to those responsibilities, I assisted my supervisor by coming up with fresh concepts or recommendations for improving organizational policies, such as those pertaining to motivation and control, which can raise employee job satisfaction and improve overall performance. My job was to support the Sydney, Australia team working from here. Below are the tasks I have been assigned:

- The first thing I had to do was to observe for 2 days what others are doing. In my perspective it helped me a lot to learn the process so well and soon. I had to observe all the tasks that they are completing and with the accuracy. In the field of visa processing there is no scope of doing any fault. I had to learn the overall migration process. It helped me to build up a good bond with the team and also, I could learn everything practically.
- I have to take the calls of the clients from Australia who went there to study or work from different countries of the world. Mostly my task was to sort their queries. It helped me to be fluent in English and know different perspectives.
- Doing the consultation for Student visa or temporary graduate visa process. As the PR process were high level tasks, it was not dedicated for me.
- Emailing the client as per the requirements from registration to visa grants. Each day I had to do at least 12-20 emails.
- Instructing other team to do the data entries and make the statement of purposes for the clients according to their cases.
- Making the draft of the visa applications with each of their information so that the client can review before submission.
- Calculating the overall costing of the process along with yearly expenses of study and living of the clients.
- Sorting and verifying the documents of each client starting from the identity documents, educational documents, financial documents and others. Sometimes they provide false documents so I also had to find that out.
- Help the client purchase the health insurances as this is mandatory for Australia.

- Collecting the fees and process it for invoices and disbursements by communicating with the accounts team.
- Preparing the overall file with all the documents and information that are required to submit.
- Discuss each case with the Agent so that she can get a clear picture about the case while lodging the visa.
- Following up the requests from immigration with the clients to complete it within the given time.
- Do the visa Audits weekly and inform the agent. So that if there is anything missing, we can find out.

1.3 Internship Outcomes

1.3.1 Student's Contribution

- Assisting the supervisor in day-to-day tasks including documentations.
- The proposals that have been given can be beneficial for the organization and employee motivation.
- Making the file in a proper manner and in organized manner can be beneficial while reviewing by the immigration case officer.
- All the file formats in same format and aligned which also makes the work easier.
- Helping out the Agent to make her work easier.

1.3.2 Benefits of the Students

In the short three months that I have been an intern, I have learned a great deal that has assisted me in understanding the industry in a variety of ways. Furthermore, among the other things I've learned are:

- **Time Management:** As the office starts at sharp 7 AM in the morning and we had to cope up with the Sydney team staying in Bangladesh, it was must for me to come at office on time every day. I also had to manage my classes. It helped me a lot to manage my time schedule and maintain it accordingly.
- **Communication Skill:** My communication skill both in Bangla and English have improved as I had to communicate with the team and clients every day. I have also learnt so many new words.
- **Visa Processing and Documentation:** Learnt a lot about the migration and visa processing of Australia. As there are clients from different countries (Like India,

Kenya, Bangladesh, Ireland, Turkey, Philippines etc.), it helped me to know about their countries legal documents and verify them.

- **Legal:** Learning about Australia's legal rules and regulations, reviewing the documents. Not only Australia, I learnt so many new rules of Bangladesh too while verifying and reviewing the client's legal documents.
- **Team Work:** I was very introvert and did not really communicate but being with an amazing team helped me to be a bit extrovert which helped me to communicate with others and learning about their perspectives.
- **Improved Confidence:** Earlier I was afraid about my anxiety while giving the presentations or presenting anything in front of people but now I am more confident about myself and the way I present things to others.
- **Enhancing Professionalism:** I gained the advantage in my next professional job because I learned the manners, other organizational behaviors, and soft skills needed to thrive in the professional work environment.
- **Work From Home Facility:** As it was onshore job, means have to work with Australian people it was totally online based. So, during any emergency anyone can work from their home if they have a stable internet connection.

1.3.3 Difficulties Faced During the Internship Period

- Working in a different time zone but catching up with the Sydney team. Difficult to communicate sometimes.
- Without proper internet connection it's hard to work as each and every single thing is aligned with it.
- As they have to work with the immigration and legal rules, there can be frequent changes. So have to be prepared to cope up with the changes and work attentively.
- Sometimes it's hard to make the other country's people understand my point.
- Best work environment, especially for women. People here are so supportive. I should really mention the operation head who really thinks about the people and their betterment which is rare at a workplace.
- The office supervisor did not initially provide the necessary instructions and direction.
- Considering the amount of work they do; interns receive little compensation.
- No transportation. Early morning during winter must be difficult.

1.3.4 Recommendations for the Future Internship

I would like to offer the company some recommendations for improving the interns' internship experience going forward.

- Appropriate and consistent communication with the interns is required from the supervisor and mentors. Due to their lack of experience and unclear instructions from the supervisor, interns run a significant risk of making mistakes on tasks they have never completed before. Additionally, fostering cordial communication with the interns will make their workplace more comfortable and enable them to work as efficiently as possible.
- Before the intern begins work, there should be a structured training session since they are new to the workplace and are not familiar with the internal policies and culture of the company. All of the internal policies, workplace culture, customer behavior, etc., need to be covered in that meeting. The interns will be able to adjust to the workplace more quickly as a result of this.
- Must provide a respectable stipend that is commensurate with the intern's workload. The interns' job satisfaction will increase as a result.
- To lower employee stress levels, a transportation system must be implemented. Eventually, productivity will increase and employee satisfaction will improve.
- If you cannot manage the time, it is not for you as the office starts early in the morning and during winter it will be even more difficult.

Chapter -2

Organization Overview

2.1 Introduction

An overview of PFEC Global, including its vision, mission, management practices, leadership style, hiring and selection procedures, compensation structure, initiatives for training and development, performance evaluation system, marketing strategies, financial results, accounting procedures, operations management, and information system procedures, is given in this chapter. Additionally, recommendations and an analysis of the industry and competitors have been given in light of the examination. The team at PFEC Global's unwavering determination to stay abreast of industry trends has effectively cleared the way for the discovery of new prospects and produced excellent outcomes for the students. Consequently, PFEC Global has demonstrated years of outstanding proficiency in providing expert migration advice in Bangladesh to students, enabling them to have bright futures.

Their mission was to provide international students with excellent service and a positive experience in their academic and professional endeavors. They began their adventure in 2006 with a single office in Melbourne, Australia. In a short period of time since our founding, we have grown to include Dhaka and Chattogram in Bangladesh and Sydney, Adelaide, and Melbourne in Australia, reaching new heights of success with strong work ethics and professionalism. With the intention of offering more students from the Indian subcontinent interactive counseling and a refined experience, we have also opened offices in Ahmedabad, India, and Sri Lanka.

Presently, more than 550 educational institutions in Australia, Canada, the USA, the UK, and Malaysia are represented by PFEC Global, the Bangladeshi student visa service that has won numerous awards.

2.2 Overview of the Company

Since its founding, PFEC Global has set the bar by offering top-notch consulting services for immigration and education. They assert that by offering students unmatched professional counseling and educational consulting, they help students realize their dreams.

2.2.1 Mission

In addition to being committed to serving society and achieving greater closure with the populace, PFEC Global's purpose is to guarantee transparency, accountability, and the greatest

clients services. In order to provide individuals with the greatest service available locally, they are also concentrating on growing their services into multiple nations by including fresh aspects into their operations. Going above and beyond to make sure that, with our help, each of our students' career goals has been realized. Together, we accomplish this.

2.2.2 Vision

Its goal is to establish itself as a premier educational and visa consulting business that uses cutting-edge technology, particularly for the benefit of its clients, to provide the greatest customer service and boost the country's economy. To continue being a pioneer in the field by providing the best possible client experience through moral counseling, enabling students to make wise judgments about their professional aspirations and develop into global citizens.

2.3 Management Practices

Management practices are the methods, concepts, and endeavors that managers use to improve the effectiveness and efficiency of the business processes. Managers need to grasp and be proficient in good management practices in order to continue having a successful management career.

2.3.1 Leadership Style

A leader's style encompasses the methods, characteristics, and demeanor they employ to direct, motivate, and oversee their group. Many factors, like a leader's personality, values, skills, and experiences, can have a significant impact on how well they lead. PFEC Global adopts a democratic approach to leadership. Democratic leadership refers to a situation in which group members freely express their thoughts and opinions during meetings or in general. It's the most productive approach in any kind of company. It is assisting them in accomplishing their aims and objectives. PFEC Global strives to provide both external and internal clients with first-rate service. To do this, staff members must possess in-depth information about each and every consumer. Democratic leadership facilitates communication between staff and clients, which opens the door to guaranteeing the highest level of client satisfaction. To achieve service excellence, PFEC Global will modernize its systems, protocols, and training all at the same time to keep a professional and unified staff. With democratic leadership, PFEC is able to continuously consider employee and customer proposals and comments to guarantee service excellence and the necessary system enhancements. The mission of PFEC is to foster a culture of teamwork and collaboration where each individual can reach their full potential. Democratic leadership encourages collaboration and group projects.

They want to impose laws that will support the company's economic expansion for all of its workers, which is impossible without democratic leadership.

2.3.2. Recruitment and Selection Process

Any organization that wants to succeed must first successfully complete the recruitment and selection process. If the wrong person is not chosen for the correct role, the organization will fail to meet its goals and objectives. In the recruitment process, people are actively sought after for a certain role or employment. This section will cover PFEC Global's recruitment and selection procedure, which is similar to that of other companies. The hiring and selection process is handled by PFEC Global's HR department, which uses both internal and external resources to accomplish this.

- **Internal Resources:** Promotion, Transfer, Job Positioning etc.
- **External Resources:** Job Portals, Website, and Social Media Advertisement or References

The recruitment process of PFEC Global is discussed below:

- **Recruitment Planning:** Planning for recruitment is the first step. It entails creating a draft of an extensive job specification for the open position, outlining the major and minor job duties, the qualifications, experience, and skills required for the role, as well as the starting date, the conditions for applicants, and whether the position will be temporary or permanent.
- **Strategy Development:** Create a plan for hiring individuals into the bank after determining the number of positions required and the qualities or abilities required. It entails choosing the sources of candidates, determining the kinds of methods to use for recruiting, taking the area into account, and carrying out a series of tasks to find candidates.
- **Searching:** They looked both internally and externally for prospects.
- **Screening:** Using a resume scan and a comparison of the job descriptions, they assess the applications to see if the candidate is qualified for the position based on their experience, education, and talents.
- **Assessment and Observation:** This is the final step, where the costs incurred throughout the hiring process are covered.

PFEC Global practices two types of recruitment:

- Annual hiring, which is carried out in accordance with the HR plan each year
- Hiring on the basis of need when a position opens up quickly or unexpectedly. In essence, they mostly adhere to this state.

After recruiting they start the selection process and there are six steps:

- **Completed Application:** They pick the finished application and forward it for more questions.
- **Test of Employment:** As there are different departments, according to the requirements there are tests. Like for SOP team they take the writing test which needs good skill in English writing.
- **Comprehensive Interview:** Following successful completion of the employment test, candidates are invited to an interview. Those who pass receive a conditional job offer; those who pass receive a permanent job offer.
- **Background Check:** If there are any applicants, the HR departments attempt to learn every detail of them; if not, the applicants will be turned down. The candidates are not aware of this problem. They distribute marks in the following manner:

A Score of Ten for Appearance and Personality	
Evaluation:	10 points
Common sense and general knowledge:	10 points
General knowledge:	10 points
Ability to express and present information:	10 points
Overall:	50 Points

Table-1: A Score of Ten for Appearance and Personality

- **Permanent Employment Offers:** Upon completion of all requirements, candidates will receive an offer to work as per the requirements of the position.

2.3.3. The Compensation System

- **Pay Structure:** Although salary information is confidential and is only shared between management and employees, it has been reported that experience, education, and rank are taken into account when determining pay. The CEO examines and approves the

salary parameters on a regular basis. Base pay, housing rent, medical benefits, and other specialized allowances make up an individual's total compensation.

- **Festival Bonus:** Eid-ul-Fitr and Eid-ul-Azha are the two main festival bonuses in a given year, however other religious groups may seek incentives at the time of their respective festivals. An employee will also be qualified for a bonus if they start working before the festival and their probation is up.
- **Employee Benefit Fund (EBF):** It was developed with the benefit of laborers and employees in mind. Employers are required to contribute a set proportion of the total. The provident fund is overseen by a board of trustees that is composed of both executives and board members. Each month a percentage outside their salary is stored from the company as EBF. An employee is eligible to withdraw this amount after the completion of 5 years of service.
- **Additional Employee Benefit Fund (AEBF):** This one is also same as EBF policy.
- **Salary Review:** Conducted by the CEO and the government once a year. It is given in accordance with an employee's cost of living allowances. The annual performance of an employee and the prevailing circumstances may lead to a 30% increase in the increment.

2.3.4. The Training and Development Initiatives

- **Foundation Training:** PFEC Global provides this instruction to newly hired staff members in an effort to instill the company's principles and culture in them. First training for any new comers for one or two days would be to observe the overall working process and their dedicated tasks with the help of the supervisor.
- **Security of Documents:** As PFEC works with different clients, all of their personal documents are there in their software. All the documents and information are confidential as the clients trust them and provides each and every information for the visa and education purpose. So, they provide training of how to handle unavoidable situations if any of the information is missing or anyone from outside wants to know anything.
- **Customer Relationship Management Training:** The main goal of CRM training is to teach staff members how to manage and sustain business contacts and connections with clients and potential customers as they are most important to PFEC.

- **Ensuring Flawless Documentation:** As this is a matter of Visa of other countries, so each and every document and step are crucial. So, everyone has to be careful while making the file flawless. And for that there are several trainings and each week they follow up through meetings.

2.3.5. Performance Appraisal System:

Similar to other organizations, PFEC conducts an annual performance review process. Employees are evaluated in this situation based on their output and their ability to pass the quantifiable performance rating elements. Employees are rated by PFEC based on a few rated items. These include a strong sense of duty and dedication to one's work, familiarity with tasks and the application of rules and policies, aptitude, the ability to accomplish tasks, initiative, enthusiasm, the quality and quantity of work produced, marketing and sales prowess, analytical thinking, presentation skills, personality, power decision-making, intelligence and mental alertness, interpersonal behavior, flexibility, time, ability to supervise and guide, and creativity and innovative ideas. Basically, all branch office managers and office administrators receive quantifiable performance ratings from head office, which they use to evaluate each employee's work and forward to the HR department. Subsequently, the board of directors and the HR department get together to assess employee performance. Subsequently, they determine which employees will receive incentives or rewards based on their evaluations, and they also arrange for underperforming employees to receive training in order to improve. They locate high-potential individuals and determine the needs of employees for growth in this way. There is also annual award or annual picnic day each year where all the employees get chances of getting awards and also refresh their mind.

2.4 Marketing Practices

- **Marketing Strategy:** We are aware that there are five key components to marketing: people, place, promotion, pricing, and product. The most practical and effective marketing method for these kinds of businesses is promotion. PFEC consistently advertises its educational and migration services on various social media networks and through electronic media, including TV, newspapers, and other sources of information. Additionally, PFEC manages partnership and sponsorship initiatives. It guarantees the maximum profit margin with minimal risk and effective asset management. PFEC considers its clients to be its most valuable asset.

- **Target Customers, Targeting, and Positioning Strategy:** PFEC have specific target customers which are mainly they students and the people who wants to migrate. They provide their services to all the customers across the country and even in other countries.
- **Marketing Channels:** Electronic Media like newspapers, television, and social media platforms such as Facebook, YouTube, Linkedin etc.
- **Product and Price Schemes:** PFEC Global mainly focuses on the educational and admission section and then the migration.
 - **Admission:** They focus on the students, listen to their requirements and suggest them the universities that are suitable for them and then applies on behalf of the student. Then after getting the admission, they help the students to get all the required documents from the universities.
 - **Health Insurance Purchasing:** To get the visa people will need to purchase the health insurances first for Australia. So, they help them to purchase it on behalf of them with the best prices possible.
 - **Migration:** All the documentation till applying for the visa is done by the migration team. They help the students and anyone outside to get the visa for them and let them know the overall costs of their living and other expenses that they will need to bear.
- **Branding Activities:** PFEC Global arranges conferences and events for the students who wants to study abroad in future. They also consult with the one to one to get all the queries they have and solve them out.
- **Advertising and Promotion Strategies:** PFEC uses a variety of social media platforms and electronic media as its main avenues for advertising and promotion, using them to carry out its operations. Through social media, they highlight their day-to-day operations, corporate social responsibility initiatives, and significant announcements in addition to their branding and social media presence.

2.5. Financial Performance and Accounting Practices

2.5.1. Financial Performance

As PFEC Global works in different countries like Bangladesh, Australia, India and Sri Lanka, the financial charts and information would be different from each other. All the countries have different financial performance as well as policies. So as an Intern of the company it's not possible to gather them. But what I get to know is, the pattern is changing as per the new updates and also their profit margin is increasing each year.

2.6 Operation Management and Information System Practices

2.6.1 Operations Management

PFEC Global is a flexible company that develops information technology for the corporate sector. It makes use of many offices software in order to run the operation effectively and properly. These programs are utilized in many different aspects of the business. Since this company is entirely service-oriented, the majority of its assets—its staff, knowledge of suppliers, and relationships with colleges and students—are intangible. These are the company's primary clientele. A service company's primary activities are limited to creating the service and offering it to its clients. However, the field has expanded due to the changing customer's behavior and the dynamic corporate world. PFEC Global employs a variety of ways to manage its clientele in an efficient manner. Services are specifically created based on the needs and qualifications of the client. Agency software is utilized, which stores customer data, to accomplish that. Information about various colleges is kept in DROPBOX and is verified against the qualifications and needs of the customers. ZOHO is another piece of software that is used to collect leads from social media campaigns and to provide follow-up information. The employees' KPI is updated and assignments are assigned to them using a Google Sheet. The corporation estimated the demand from July to June of the following year based on the data that was stored. Students' demands are primarily evident in the months of May through September, which follow their college graduation. During this time of year, the company organizes the majority of its campaigns and events. It typically takes a client 20 to 30 minutes from the point of lead generation to the actual service delivery. The executives aim to match the rigorous universities with the customer's requirements and qualifications throughout this period. Everything is done by hand, beginning with the processing of visas. Clients are typically contacted via social media messaging apps, although emails or in-person interactions are also used to communicate with leads once they become clients. Also, Google Sheets and Forms are

used to generate consumer feedback. Most of them are kept in storage in case they come in handy later. Despite being a large consulting firm, there isn't a specific operation management team assigned, although the building process is ongoing. The majority of operating duties are carried out collaboratively by teams consisting of representatives from sales, marketing, accounts, and IT.

2.7 Industry and Competitive Analysis

2.7.1 Porter's Five Forces Analysis

First, let's talk about Porter's Five Forces Analysis, which breaks down the problems a company faces into five categories: suppliers, buyers, competitors, the threat of new entrants, and the risk of substitution.

- **Threats of New Entrants:** The force of new competitors entering a market can also have an impact on a company's power. A company's position may be considerably undermined the faster and cheaper a competitor may enter the market and become a formidable rival. For businesses that would rather operate in an environment with fewer competitors, an industry with high entry barriers is appealing. However, there is relatively little entry barrier in this field. Institutions don't check before signing a deal. It is quite simple to start a business because there is no financial commitment needed, and the university pays them after each visa is obtained.
- **Competitive Rivalry:** The quantity and potency of rivals' threats to an organization determine the significance of this factor. A company's power decreases with the number of competitors it faces and the quantity of comparable goods and services they provide. If buyers and suppliers can't come to an agreement, they look for a company's rivals. A corporation can act more freely to increase sales and profits when there is less rivalry among competitors. IDP learning Bangladesh stands as PFEC Global's main rival. PFEC, however, has a distinct market approach. PFEC is more customer-focused and service-focused. They prioritize their customers at all times.
- **Danger of Substitute Goods:** A company's products or services could be threatened by replacements offered by competitors. A company's power may be diminished, for instance, if clients depend on it to offer a service or tool that may be replaced with another service or instrument, or by carrying out the work manually, and if this replacement is quite simple and inexpensive. There is little risk of PFEC global products being replaced. In addition to schooling, we also provide improved lifestyle

options. Individuals travel overseas not just for academic purposes but also to settle down and improve their lifestyle. However, because they are offering top-notch education, nearby universities like BRAC, EWU and NSU are becoming more and more dangerous.

- **Suppliers' High Bargaining Power:** This force deals with how quickly suppliers can raise the cost of goods and services. It is influenced by the quantity of vendors offering essential components of a product or service, the degree of distinctiveness of these components, and the expense incurred by a business in moving from one supplier to another. A supplier's power increases with the number of suppliers they have and the degree to which a business depends on them. The supplier to PFEC Global has significant bargaining power. As there are several agencies in the sector, suppliers (universities) can quickly change since they don't double check before signing a contract.
- **Customer Bargaining Power:** This relates specifically to the power that customers possess to influence price reductions. It is influenced by a company's number of buyers or customers, the value of each client, and the cost to a customer of switching to a different business or agency. A customer base's power increases with its size and strength. The client base of PFEC Global possesses significant bargaining power.

2.7.2 SWOT Analysis of PFEC

SWOT analysis is among the most important for any business. Its mechanism aids in the analysis of the business to identify its advantages, weaknesses, opportunities, and threats. Because this procedure aids in examining the organization and preparing for upcoming difficulties.

Strength:

- This company's profit merging is really remarkable each year.
- The company's operating expenses are relatively little specially in Bangladesh.
- The brand is highly regarded since it has numerous locations outside of Bangladesh, including five in Australia, India & Sri Lanka.
- In comparison to the two years prior, there is a significant increase in the number of clients both for admission and migration services.

- The office is situated in a highly convenient area for client connection. They can easily contact through call or emails. As there is dedicated team to contact them, clients get a quick response.

Weaknesses:

- There are just three branches in Bangladesh, 2 in Dhaka and 1 in Chittagong which puts a great deal of strain on both client and their employees.
- The staffing level is insufficient to meet client demand. Every employee has too much on their plate to do the job. Particularly, the service provider is under a great deal of job strain. Each employee required to handle so many clients each day.

Opportunities:

- The PFEC brand enjoys great popularity not only in Australia, India, and Malaysia, but also in Bangladesh.
- The majority of clients are being provided frequent services, and the response from clients is very positive.
- This business has an excellent advertising system. They employ social media, which is essential and lowers the cost of advertising.
- Excellent relationships with foreign universities.

Threats:

- Its fiercest rivals are Cambrian and VISA Worldwide.
- The COVID-19 epidemic poses significant challenges for its clientele.
- The Russian conflict and Ukraine might put the entire process in danger.
- The flow of students into the university is also decreased by the financial crisis.
- Additionally, Bangladesh's second Independence. Outside Bangladesh some countries are taking this as a negative side.

2.8 Summary and Conclusion

This chapter provides an overview of PFEC's history as well as details on its operational, financial, managerial, marketing, and information management circumstances. The readers will gain a clear understanding of PFEC Global's current situations.

2.9 Recommendation

- PFEC processes can experience bottlenecks, resulting in lengthy wait times for clients requesting specific services like processing visa applications and receiving offer letters, among other things. Restructuring its operating activities is necessary for PFEC to increase interest income. For them, it will result in increased customer happiness and productivity.
- PFEC ought to raise employee happiness in order to boost workers' output and effectiveness. In the long run, PFEC will earn more interest if staff productivity is increased. If they do encounter financial difficulties, it will eventually assist them in resolving them.
- In order to compare the expected and actual results, PFEC needs to keep an eye on and review the service plans that have been implemented at the same time. In the long run, it will enable PFEC to implement more effective corrective actions to enhance their financial circumstances.
- In order to increase customer satisfaction and keep its current clientele, PFEC needs to address server problems and the IT infrastructure. Furthermore, in the current digital era, they will not be able to survive in the Bangladeshi market if they do not concurrently improve online-related offerings.
- AI is becoming a crucial instrument for managing any company's operations in this age of rapid technological advancement. A company's internet presence in particular is crucial to preserving the value of its brand. Because of this, PFEC should use various AI tools for marketing analysis and management in order to improve its marketing and social media efforts. Effective AI adoption would also assist PFEC in reducing operational bottlenecks across its many processes.
- By providing more service-related incentives to its clients, PFEC should concentrate on increasing its interest income. PFEC won't be able to get better financial standing unless they increase their interest income.

Chapter-3

3.1. Introduction

3.1.1. Background

Internet and social media have been one of the most effective tools for worldwide business expansion and advertising throughout the past ten years. Simultaneously, in order to guarantee profit maximization, the fundamental marketing principle must be innovative in order to draw in the target audience (Bolotaeva & Cata, 2010, Rugova & Prenaj 2016). The modern approach to attracting customers in the shortest amount of time has changed due to the widespread use of social media and technology, which lowers overall costs, shortens visitor hours, and, most importantly, saves the business money. The government of Bangladesh and many business organizations have taken significant steps to build digital marketing in order to lower maintenance costs and guarantee profit in order to maintain peace in the face of global competition. But in the modern world, advertising and marketing are essential for corporate growth (Dehkordi et al 2012). Any organization cannot thrive without effective marketing and advertising for the operation. due to the erratic nature of the economy and the reliance of profitability on marketing. Marketing is typically done through print and electronic media, among other ad formats. Unfortunately, the advertisement created using this method is antiquated and highly costly. And for this reason, the migration process is also lower in our country than others. Moreover, This chapter will be the review of the selected topic which is “Navigating Global Talent: The Evolving Landscape of Migration in Human Resources of PFEC Global”.

3.1.2. Literature Review

The topic of migration is complex and affects several fields, such as marketing, sociology, and economics. Marketers that want to effectively reach and satisfy a varied range of consumer bases must have a thorough understanding of the migration process and its results. The main conclusions from the literature on the migration process, its results, and the ways in which these elements interact with consumer satisfaction in marketing strategies are summarized in this review.

Pre-migration, the migration journey, and post-migration are the three steps that usually make up the migration process. Academics such as Castles and Miller (2009) stress the significance of comprehending the reasons for migration, which vary from political instability to economic possibilities. The expectations and experiences of migrants are greatly influenced by these reasons. In his acculturation hypothesis, Berry (1997) noted that cultural adjustment and

resource constraints are two of the many difficulties that arise throughout the migratory journey itself. Following their departure, immigrants must integrate into new markets and communities, which brings with it both opportunities and difficulties. Their consumer behavior may be impacted by the integration process, which may then have an impact on how they view marketing strategies. According to the literature, effective integration raises economic involvement, which improves the migrant population's quality of life and economic contribution (Portes & Rumbaut, 2001). It is possible to examine the effects of migration from both an individual and a community standpoint. Successful integration frequently leads to better access to services, higher economic standing, and improved social capital at the individual level (Putnam, 2000).

Communities that welcome variety as a whole stand to gain from a more diverse cultural landscape, which can boost regional economies by attracting more tourists and entrepreneurs. However, unfavorable effects can also occur, such as economic inequality and social isolation, especially in areas that experience fast population shifts (Friedman, 2011). It is crucial for marketers to customize their strategies to match the unique requirements of these populations since the relative weight of these objectives can affect how migrants interact with marketing techniques.

Customer satisfaction is a crucial indicator of marketing success, especially when considering the many consumer segments brought about by migration. Studies show that increasing customer happiness among migrants requires a strong grasp of and sensitivity to cultural differences (Holt, 2016). Marketers are more likely to see success when they recognize and take into account the distinct cultural identities of migrant consumers.

Furthermore, modifying marketing tactics to suit the regional environment can greatly improve client happiness. This covers advertising that is appropriate for the target culture, language considerations, and community participation programs (Aaker, 2001). Research indicates that customized marketing strategies that consider the cultural backgrounds and life experiences of immigrants result in increased customer satisfaction (Keller, 2013).

Marketing to migratory populations is difficult, despite the possible rewards. It might be challenging for marketers to fully comprehend the wide range of demands and tastes that make up this group. Marketing strategies that are unsuccessful and fail to connect with migrant consumers may be the consequence of misconceptions or preconceptions (Zhou, 2014). In addition, problems like product and service accessibility can impede customer pleasure. For example, immigrant clients may get resentful due to linguistic problems or restricted distribution networks.

Customer satisfaction and marketing strategies are profoundly impacted by the migration process, which has a huge impact on consumer behavior. Marketers may develop more effective tactics that cater to a wide range of customer needs by having a thorough understanding of the intricacies of migration, including its motivations, consequences, and integration processes. Research on the relationship between migration and marketing will be essential moving forward for companies looking to build a devoted and happy clientele, as migration continues to change civilizations throughout the world. In order to effectively serve and resonate with migrant groups, future research should concentrate on creating frameworks that incorporate cultural sensitivity into marketing techniques.

3.1.3. Research Objectives

Finding and analyzing the areas that require improvement in PFEC Global's current controlling and motivation process is the main goal of the internship. The secondary goals listed below must be completed in order to achieve the main goals.

- To comprehend and evaluate the shortcomings of the PFEC's current incentive method.
- To increase staff engagement by incorporating a new motivational theory into PFEC's present motivational activities.
- To talk about how marketing helps international consulting firms grow their clientele.
- To examine PFEC's function as the supervising consulting agency for business expansion via social media marketing.
- To determine the main obstacles PFEC faces while trying to grow its marketing strategies in order to collect or gaining more clients to migrate.
- Understanding the employees quality dimensions and satisfaction.

3.1.4. Research Questions

There are three questions in the study.

- What part does social media marketing play in helping foreign consulting firms in the field of education and migration?
- How does PFEC use marketing to further its business as an international consulting firm?
- What obstacles does PFEC face in its efforts to grow its social media presence in order to catch the eyes of migrants?

3.1.5. Significance of the Issue

The organization will be able to have better performance evaluation procedures and monitoring plans by addressing the issue at hand. This will enable the business to take more appropriate performance appraisal measures. Additionally, by strengthening the organization's motivational strategies, workers will become more dependable and devoted to their work, which will ultimately raise output levels and efficiency. Additionally, employees' mental health will improve, which will benefit their welfare and ultimately increase employee happiness. To determine whether it would be possible for PFEC to incorporate the new motivational theory. Globally, it has been proven to be an important tool for business promotion of all kinds (Tsimonis & Dimitriadis, 2014). Student abroad consulting for education has gained popularity as a result of globalization in education (Mok et al., 2021). These days, students are very motivated to graduate from reputable international universities and stay there permanently. Networking can help those targeted students learn how to readily gain entrance to higher education abroad. Social media can play a unique role in ensuring and maximizing business and profit by cutting costs across the board and conserving valuable time. Furthermore, it can lessen the work required by humans in resource production. That's the reason I've chosen this subject.

3.2 Methodology

PFEC interns are not permitted to obtain data from any other branches outside their own place of employment. Furthermore, three months as an intern is insufficient to conduct a descriptive analysis of PFEC Global's entire motivating process. These elements were crucial in deciding whether to continue with the process. But to prepare the report I have used the qualitative research method and used both primary and secondary data. The secondary data are from the websites, research papers, journals etc and the primary data are from the questionnaires. I have collected all the data from face-to-face communications and made graphical representations including charts, tables etc.

3.2.1 Selecting Research Design

Research design aids in data collection and analysis for researchers in all fields. Both a qualitative and quantitative method are included in the research design (Williams, 2007). Mixed methods of qualitative and quantitative research are highlighted in this study. Researchers have been using mixed approaches extensively since the 1980s (Clark, 2008). The purpose of this research is to examine and evaluate the contribution of the migration process to

the business expansion of PFEC, an overseeing consulting firm, using marketing and other aspects. Therefore, in order to achieve the intended study outcome, both the qualitative and quantitative methodologies are needed. According to Axin and Pearce (2006), mixed-methods research also helps to produce better results in corporate activities and market research. There are two different ways to draw conclusions from the research study. To achieve its goals, the study examines both deductive and inductive thinking (Simon, 1996). Using inductive reasoning facilitates the extraction of population-level generalizations. Since the study focuses on social media's contribution to PFEC's growth as a global consulting business, it is critical to obtain data through a scientific method in order to generalize the findings to a larger audience. It also examines PFEC's function as the company's overseeing consultant for business growth via its marketing. Thus, in order to determine context-specific results and outcomes, some quantitative results will provide a specific result in this context. In that instance, the study also employs a deductive reasoning methodology. A qualitative research strategy is one that places a strong emphasis on multifaceted and multitasking aptitudes, skills, and capacities. Using a thorough description and a non-numerical explanation, researchers aim to explain specific events and phenomena (White, 2010). Therefore, in order to gather data on its contribution to international consulting firms' business expansion, the study will employ a qualitative methodology. As the overseeing consultant business, it is also critical to comprehend the many cultural facets and context of the PFEC. This research study aims to determine how the migration process helps student oversees consulting organizations like PFEC worldwide grow their business. The study employs a semi-structured questionnaire and interview technique in conjunction with the qualitative approach. The quantitative method emphasizes using a numerical value to describe statistical data in order to provide a clear understanding of the value in a particular study. By focusing on the specific study's findings within a specified time frame, it provides a defined meaning (Aven, 2012). This study used survey methodology, paying particular attention to closed-ended questions. The analysis of PFEC's function as the overseeing consultant firm for business expansion through social media marketing has been aided by the use of closed-ended questions. It takes less time to receive a prompt response when using closed-ended questions (Zhou et al. 2017). In addition, a scale is used to measure certain study data in order to accurately measure the data.

3.2.2. Sampling Technique

The process of methodically choosing multiple populations from the entire population of the area is known as sampling (Gentles et al., 2015). Both probability and non-probability sampling

strategies have been used in the study. Because all service recipients have equal rights and opportunities to participate in this research as a sample, random sampling was utilized for the study. However, as non-probability sampling allows for more rapid target audience response, it is also examined in this study. In light of PFEC's function as an overseeing consultant organization for business expansion via migration process, the study has selected multi-stage, simple random, and purposive sample techniques. In order to meet the study's standards, a total of around 100 respondents were included in the survey. The study has selected PFEC as an international consulting agency to grow the business through the marketing and migration process based on purposive sampling. Thus, a total of 100 respondents are gathered, of whom 90% are service users and the remaining 10% are from PFEC officials' interviews.

3.2.3 Data Collection Method

The study uses survey techniques, such as questionnaires and interviews. There are both closed-ended and open-ended questions on the survey. There will be 90 responders who have used PFEC's consulting services. Ten PFEC staff members will be surveyed in a semi-structured manner in order to gather their responses. Primary and secondary sources will both provide data for the collection. We'll use interviews and surveys to gather primary data. Secondary data will be gathered from books, journals, articles, and other pertinent materials. We'll use basic random sampling to collect responses from participants.

No.	Data Collection Methods	Instruments
1	Questionnaire Survey	Question paper, Questionnaire
2	Interview	Personal Interview, Using Recorder
3	Secondary Sources	Websites, Journals, Papers etc

Table-2: Sample Data Collection Instruments

3.2.4 Data Analysis

The study has analyzed the quantitative and qualitative data using a variety of methodologies. Thematic analysis is used in this study to examine the qualitative data that were gathered from primary and secondary sources. Respondent data was coded and gathered for the study using semi-structured interviews and questionnaire surveys. The Likert scale and closed-ended questions were also used in the study to gauge how important PFEC was in helping a foreign consulting company grow its clientele through social media marketing. Ultimately, many viewpoints are used to triangulate main and secondary data.

No.	Areas of Triangulations	Ways
1	By Methods	The Questionnaires and Interview
2	By Study	Relevant Articles and Statements
3	By Theory & Concepts	Analytical Frameworks
4	By Data Source	Primary and Secondary

Table-3: Ways of Areas of Triangulations

3.3 Findings & Analysis

Ninety respondents were randomly selected in order to get empirical data on the usage of social media for migration. Data was obtained through in-person interviews using semi-structured questions. It was inquired of the respondents if they were all on social media or not. Every respondent makes use of social media.

- **Does PFEC Global have enough resources and active responsiveness while talking to clients?**

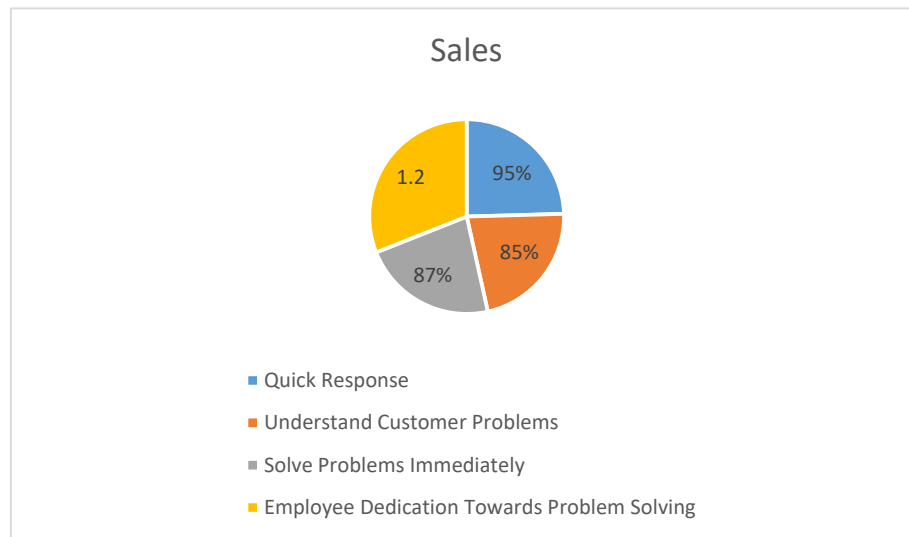


Figure 3.1: Resources and Responsiveness (Source: Author's Creation)

Each of the person has answered that they are well aware of all the information from the immigration which are related to the visas and they are well prepared to answer all the questions. Hence some of the information is obvious that they would not have which are confidential and cannot actually tell the clients about, they have the tactics of make the clients understand about the situations that they are facing. Employees are more dedicated towards solving the customer's issues and addressing their problems to the management for future references. Also, PFEC Global gets enough information from the immigration each time they get any query. Clients have always been loyal to PFEC because of its quick response and effective client service.

- **How is PFEC in terms of Migration Services?**

Most of the people have said that they have a clean work environment with well facilities, tools and equipment. As there is always a rush in the office, it is not always possible to provide immediate service but the wait time is not too long as there are several consultants. They welcome the client with a smiling face, take the client's question seriously. As they believe it is a matter of their life and PFEC will be dealing with their visas. The clients have rated the service 5 stars always and for the university providers it is also a 5-star performance.

- **Which social media sites are you most active on?**

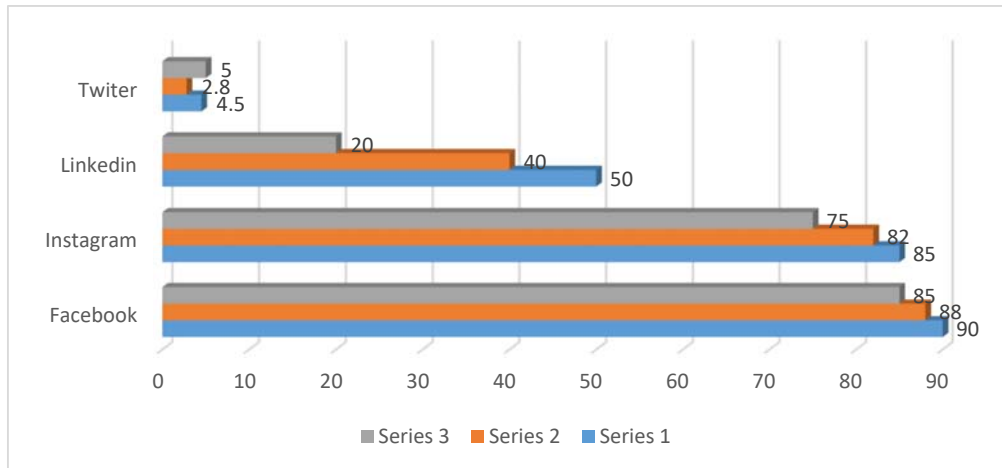


Figure 3.2: Most Active Social Media (Source: Author's Creation)

To determine who is receiving services and who is using social media. Which social media platforms do respondents typically utilize to travel overseas, particularly for higher education? Diverse forms of social media exist. Some, though, have extensive knowledge of Bangladesh. Twitter, Facebook, Instagram, and LinkedIn are the most widely used social media platforms. Of these, every respondent uses Instagram (85) and Facebook (90) to obtain various types of information for further research in other nations. Approximately five respondents reiterated using Twitter at the same moment. Conversely, fewer than half of the participants utilize LinkedIn. It's evident that Facebook and Instagram are incredibly beneficial and easy to utilize for anyone looking for higher education opportunities overseas.

- **Which nation would you like to visit for study or further stay?**

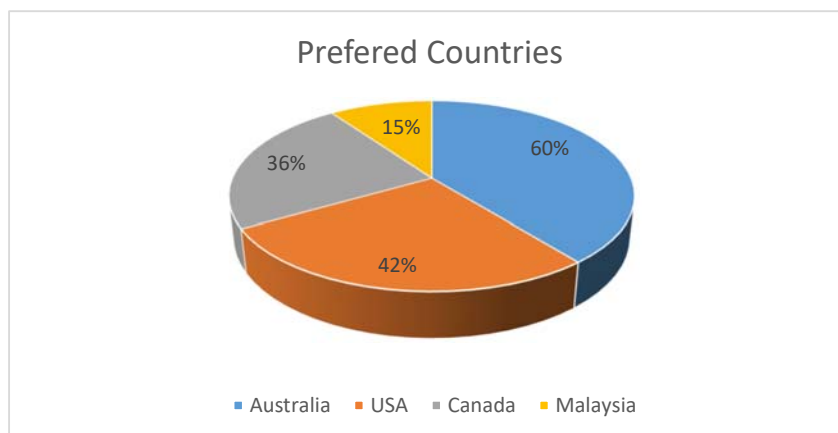


Figure 3.3: Preferred Countries to Migrate (Source: Author's Creation)

Regarding their preferred country, respondents were questioned about their willingness. Around 60% of respondents said they intended to travel to Australia, while 10% said they would prefer to travel to Malaysia. The United States of America and Canada are the second choice. It is evident that Australia is a highly sought-after destination for Bangladeshi students pursuing higher education.

- **Do you receive any incentives for your higher study in Abroad from foreign consulting firms? Certainly or no If so, how?**

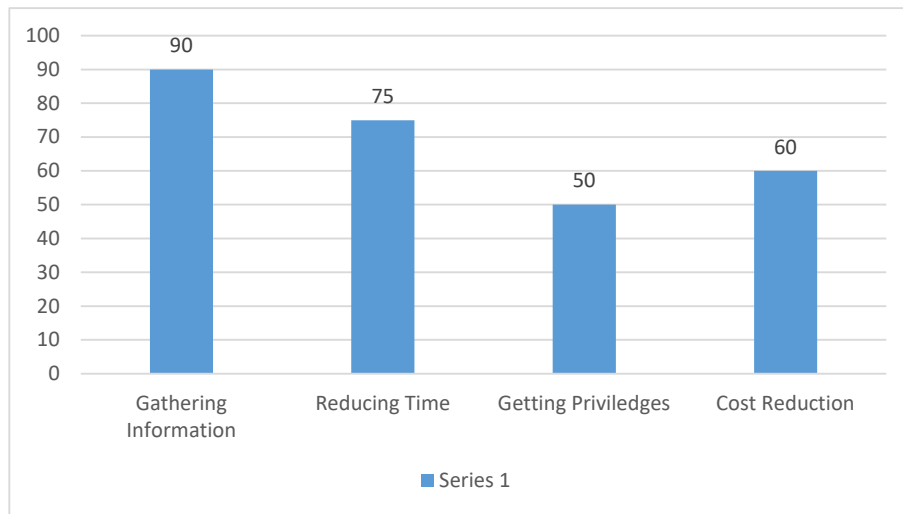


Figure 3.4: Incentives from Consultancies (Source: Author's Creation)

When asked if they have profited from foreign consulting firms for overseas higher education, the respondent said that they have. Every single reply (100%) reiterated how the consulting firm helped them in various ways.

- **In what ways does consultancy firms assist you in pursuing higher education overseas and to migrate? (Many answers are accepted)**

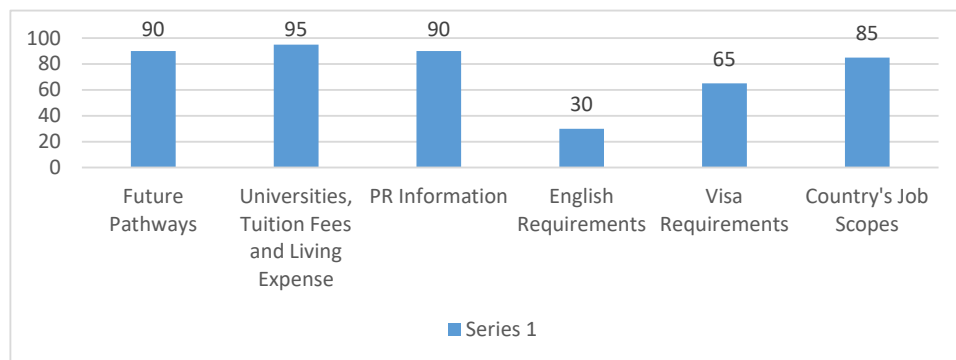


Figure 3.5: Ways of Information from Consultancies (Source: Author's Creation)

Since I was an intern at the same company and several responses were selected for this topic, it was not too difficult for me to see some of the service receivers before completing my question. A certain amount of information is highly favored by every respondent. such as details about financial aid. Simultaneously, 90 participants look for information on living expenditures, education costs, IELTS scores (30%), and visa requirements (more than 60%). Simultaneously, ninety respondents indicated that they look up information about public relations. Eighty-five percent said they look for employment scopes in the future.

- **Are you happy with PFEC's assistance as an international consulting firm?
Certainly or no**

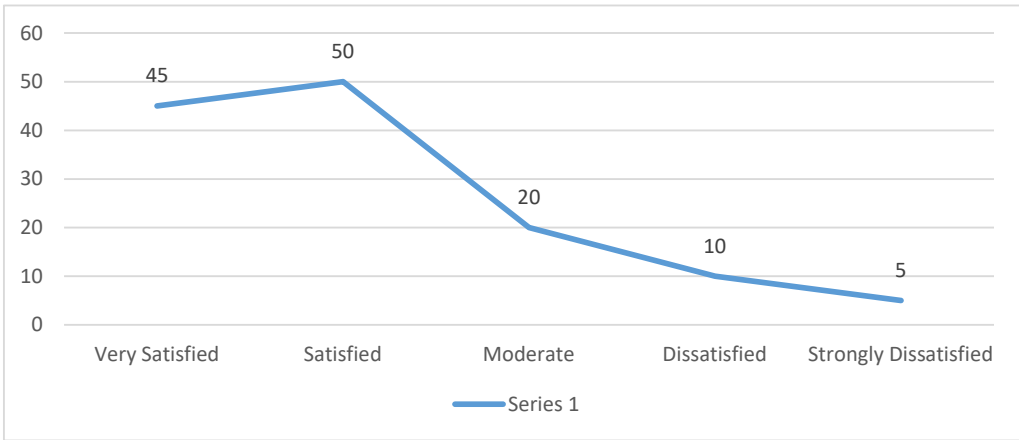


Figure 3.6: Satisfaction of Clients (Source: Author's Creation)

Respondents were questioned about their level of satisfaction with PFEC's support as an international consulting business. The majority of respondents reiterated that they are happy. They were also asked to rate their degree of satisfaction with PFEC's services as an international consulting business. While some respondents indicated they are extremely satisfied, the majority of respondents said they are satisfied with the PFEC's services. However, about ten respondents reiterated their dissatisfaction with the PFEC services, and over five percent of respondents indicated that they are extremely unsatisfied with the services.

- **Do you encounter any difficulties growing your business on social media?**

Questioners were asked about the difficulties posed by social media. The majority of students stated in their responses that they deal with various kinds of obstacles. The longest waiting period for phone calls from the PFEC office is one of the main problems. The application procedure takes far too long. These days, young students are highly familiar with digital tools. Each and every respondent uses social media extensively. Some respondents did, however, note that their social media is too busy to be opened. It took too long and occasionally resulted in a time out.

- **Do you have any suggestions for overcoming obstacles?**

The respondent was questioned about suggestions for enhancing and implementing the PFEC services in the future. A few respondents brought up the need for social media to move quickly enough. Following the application, there must be a very quick response time. However, the website falls short of expectations. They checked their website, but were unable to locate enough information there. Thus, their website needs to be improved. They also need to include additional crucial details pertaining to overseen schooling at the same time.

- **How many students can you assist each day with immigration and education abroad?**

The respondent stated that they used to work with 40–45 students who wanted to pursue further education overseas. But on a single day, they have only ever served up to 55 respondents. However, creating the files takes time for migration. They can only work on three to four files per day because of this.

- **Which data do you gather in the first phase?**

In Migration, all of them said that they have to know all the history of last 10 years of each client. Specially the visa history. If they have any refusal or if they have faced any difficulties in any part of their life, they need to know each and every detail as the immigration is so strict about everything.

- **In your opinion, how many more people are using your services now that social media is involved?**

Workers were asked if using social media had resulted in more people using your services. Every employee reiterated that social media makes our work extremely simple and that customers gain a great deal of confidence because they are already aware of various forms of preliminary information through social media, which is shared by PFEC employees on social media, particularly Facebook and Instagram

- **Are you happy with your job at PFEC?**

Respondents were questioned about whether or not they were happy about working for an organization. Every respondent stated that they are content and thrilled to be a member of the PFEC group. They were asked to rate their level of pleasure as well.

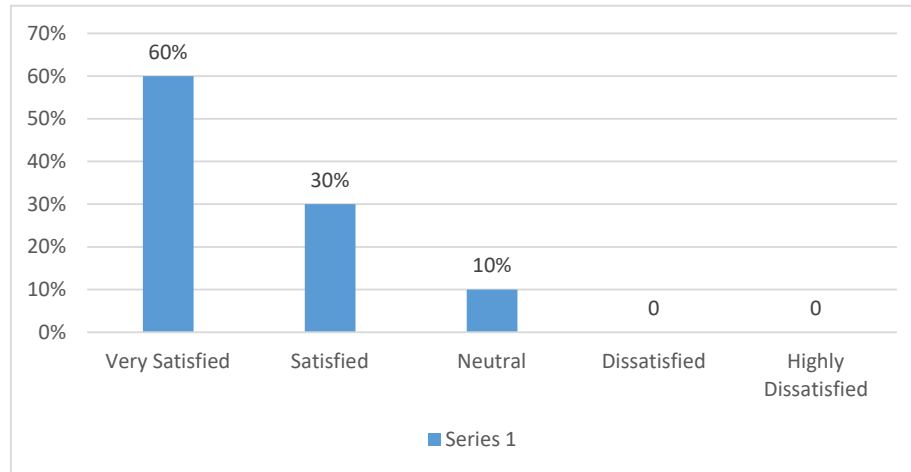


Figure 3.7: Employee Satisfaction (Source: Author's Creation)

The majority of respondents (60%) reiterated how happy they are to work for the institution and use its services and facilities; 30% reiterated how happy they are with their institution; and 10% indicated how moderately content they are. However, none of the respondents expressed that they were either extremely displeased or unsatisfied.

They were then questioned on why they were happy (accepting several responses). There are various categories of opinion. A few respondents stated that their pay scale is very high compared to other organizations of this type and that they receive competitive salaries. A few respondents stated that they receive performance-based incentives, which are reviewed every three months. They used to pay incentives based on performance at the same time every three months after that. They also receive festival bonuses at the same time, such as two Eid bonuses and one Bangla New Year bonus. Not to mention, a few female representatives stated that this is among the top institutions for women who work. They also have the facility to work from home in case of any emergency.

- **Did you face any challenge at PFEC during your tenure?**

The respondent was questioned about the difficulties they had encountered. The problems are separated into two categories: intuitive perspective and personal perspective. From an intuitive standpoint, we are occasionally unable to respond immediately due to the large number of forms that participants fill out on a daily basis. It generates a massive file log. Every form needs to be gathered and downloaded from the web server. We have to work based on that. As a result, preparing a file occasionally took two or three days. The client had begun calling us by this point, but we were unable to respond to them promptly because we were missing the necessary primary information.

In addition, our office lacks a bug-fixing mechanism, which hinders our online activities. While social media is used to share some of the first information, internet speed issues occasionally cause social media to lag. Consequently, we are able to download and upload forms and materials from websites and social media. Even occasionally, file logs lead some online forms to be lost.

- **What about the work environment?**

As mentioned earlier, women always feel safe here and this is the most convenient place for them to work. For example, an employee left the job from PFEC and started working somewhere else but she came back to this place as the one she shifted was not safe for her. This was her statement regarding her experience. Men here are so friendly and caring towards the women. The work place is also neat and clean. There is a peaceful environment to work.

- **Do you have any suggestions for overcoming obstacles?**

Respondents were asked for suggestions on how to get beyond the obstacles. A few respondents reiterated that, in order for us to download the material, the higher authority must first take action to expand the server's capacity. Simultaneously, our website has undergone modifications and adjustments to accommodate the majority of the content. Students now have to access multiple websites, such as Facebook. YouTube as well as the website. It will be simple for them to obtain all of the important information if they can locate it on a single platform. They must simultaneously arrange for transportation, health insurance, and labor in order to receive motivation from the company.

3.4 Summary & Conclusion

The trend of students moving abroad to pursue higher education is growing every day. There are several establishments located in Bangladesh. However, the institution as a whole is malfunctioning and has not been able to guarantee client pleasure. However, PFEC is performing well in terms of their service. because the majority of respondents are happy with their services, and some people are extremely happy. As a result, the number of service recipients is growing daily, as reported by the employee's response. These days, they must typically attend to 40–45 clients each day. This value can occasionally reach 50–55.

Social media, especially Facebook and YouTube, is incredibly important in today's process. The majority of students (participants) use Facebook to obtain their primary data via the websites, YouTube, and Facebook. About 90% of respondents said they obtain diverse information for further education abroad via Facebook and YouTube.

The same information was also mentioned at the same time by official participants. Every responder reiterated that they use social media for work-related purposes, such as corresponding with friends and keeping in touch with former acquaintances. They also stated how much easier their activities are made by social media. because social media is where the majority of primary information is gathered. A significant part of information dissemination among students is also played by the website. However, your students are also having some issues. Students must use primary data to complete an online form.

But sometimes the official is not getting or lost their primary information forms. As a result to some extent, they are not fully satisfied on PFEC. The official participants mention that they cannot replay in real time because everyday lot of forms have been filled in by the participants. It creates huge file log. All of the forms have to collect and download form the online server then make print copy. On the base of that they have to work. As result sometimes it took 2 to 3 days. By this time the service recipients started to call us but we do not get the required primary information and could not replay them on time.

The employee also has to deal with social media being sluggish as a result of internet speed. Consequently, we are able to download and upload forms and materials from websites and social media. Nonetheless, it's evident that social media is improving the organization's services and making the marketing strategy easier. In addition, it lowers operating expenses and facilitates PFEC activities.

Despite having multiple branches worldwide, including ones in Australia and Bangladesh, this institution has many branches. Both the quantity of their financial transactions and clientele are substantial. They do not, however, make their financial statement public. As a result, I did not gather accurate information about the institution throughout my internship.

3.5 Recommendation & Suggestion

In the present day, social media is essential to the growth of every organization (Wigmo & Wikström 2010). Simultaneously, it facilitates public outreach with more ease (Stephen, 2016). In order to remain globally responsive in the current day, all organizations, both public and private, use digital tools to efficiently run and grow their businesses. However, the institution as a whole is unable to keep up the same speed and cadence.

- They ought to investigate alternative social media platforms such as Snapchat, Ticktock, Viber, Whatsapp, Wechat, and so on.
- While social media marketing is important, they should concentrate more on conventional media to win over customers' trust because the marketing is unstable and full of fraud.
- They are doing PR, but they could put more of an emphasis on newspaper advertising. For them to handle their social media inquiries, a suitable AI chatbot is required.
- Employees must rely on outside sources, such as social media, in order to grow our company. It implies that they are dependent on this industry. They have therefore started the process of creating their own social media network.
- They start by making improvements to their website, which is one of the greatest places to share knowledge.
- To speed up the process, they must simultaneously post new videos to their website and social media accounts.
- It is imperative to guarantee that the concerned personnel promptly respond to the students' grievances.
- It is recommended that the government prioritize higher education and engage in constructive negotiations with other nations to provide Bangladeshi students with flexible access to higher education opportunities worldwide.
- Education consulting firms will receive more applications in this way for international study, which will guarantee a greater pool of qualified candidates.

- The company should arrange seminars and make work charts for its employees each month to let them know about all the updated and others.
- They should also engage to the Corporate Social Responsibilities (CSR) it will also enhance the reputation and also work as a marketing process.

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Appendix A.

Questionnaire for the Clients:

- Does PFEC Global have enough resources and active responsiveness while talking to clients?
- How is PFEC in terms of Migration Services?
- Which social media sites are you most active on? (Many Responses Welcomed)
- Which nation would you like to visit for study or further stay?
- Do you receive any incentives for your higher study in Abroad from foreign consulting firms? Certainly or no If so, how?
- In what ways does consultancy firms assist you in pursuing higher education overseas and to migrate? (Many answers are accepted.)
- Are you happy with PFEC's assistance as an international consulting firm? Certainly or no

Questionnaire for the Employees:

- Do you encounter any difficulties growing your business on social media?
- Do you have any suggestions for overcoming obstacles?
- How many students can you assist each day with immigration and education abroad?
- Which data do you gather in the first phase?
- In your opinion, how many more people are using your services now that social media is involved?
- Are you happy with your job at PFEC?
- Did you face any challenge at PFEC during your tenure?
- What about the work environment?
- Do you have any suggestions for overcoming obstacles?