

Report On
**Analysis of Digital Media Outreach for the 'Let's Breathe Well'
Campaign**

Submitted By

A. M. Mohiuddin
ID: 20304029

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

Bachelor of Business Administration
Brac University
October, 2024

© 2024. Brac University
All rights reserved.

Declaration

Hereby, it is proclaimed that:

1. The internship report I turned in is my own, original work from when I was a BRAC University student.
2. The report doesn't include any content that has already been published or authored by a third party, unless it is properly referenced with complete and accurate details.
3. Nothing in the report has been submitted or accepted for credit toward any other degree or certificate from a university or other organization.
4. I have given credit to all major sources of assistance.

Student's Full Name & Signature:

Mohiuddin

A. M. Mohiuddin

20304029

Supervisor's Full Name & Signature:

Shihab Kabir Shuvo

Senior Lecturer

BRAC Business School

BRAC University

Letter of Transmittal

Shihab Kabir Shuvo

Senior Lecturer

BRAC University

Kha 224 Bir Uttam Rafiqul Islam Avenue Merul Badda Dhaka 1212.

Subject: Submission of internship Report on “**Analysis of Digital Media Outreach for the 'Let's Breathe Well' Campaign**”

Dear Sir,

It is my pleasure to present this internship report consistent with all the standards of the Bachelor of Business Administration program offered by BRAC Business School in BRAC University. I also wanted to take this opportunity to thank you for providing me the chance to do an internship for 3 months in Catch Bangladesh LTD in the business development department. This internship has provided valuable information and insights to help me in my future career and business endeavors.

I have sought to fill this report with the data required as well as the proposed solution succinctly. I'm hoping that the report will fulfil the expectations. Thank you for taking the time to assess my report, and I eagerly await your comments and suggestions.

Sincerely yours,

Mohiuddin

A. M. Mohiuddin

20304029

BRAC Business School

BRAC University

Date: September 29, 2024

Non-Disclosure Agreement

This agreement is made to testify that this report does not contain any confidential or sensitive information from the organization and entered into an agreement between Catch Bangladesh Limited and the undersigned student at BRAC University, Mr. A. M. Mohiuddin

A. M. Mohiuddin

ID: 20304029

BRAC Business School

BRAC University

Mohammad Shafiul Haque Nahid

Manager, SEO & Operation

Catch BAngladesh Limited

Acknowledgement

First I would like to thank all the people and organizations that have been so supportive in helping guide the development of this paper. I wish to express my deepest gratitude towards Sir Shihab Kabir Shuvo for his constant encouragement, invaluable feedback during our internal defense that helped me a lot in presenting this internship report. He was very much helpful in providing support and guidance that has helped building my basic understanding towards Marketing Management, Operation management. Another word of gratitude goes to Mr. Shafiul Haque Nahid, my on-site supervisor at Catch Bangladesh for providing the opportunity to intern under his guidance in the Operational Management department. He was instrumental in guiding me and inspiring me during my internship which helped me grow as a professional. A big thank you to Mustakim Hasan, The CEO of Catch Bangladesh for his extraordinary leadership and vision that enlightened my view on the industry as well. I would like to thank all my colleagues and team mates of Catch Bangladesh, especially the hard working members of the Operational Management Team who voluntarily helped me during this project. This made my internship experience very enriching and encouraging to learn new things with them. Lastly I would like to thank my family, friends and well wishers who continuously made sure that I never lost hope in these trying but the most rewarding times. Everyone that has supported me along the way, and continued to support me through everything. I am thankful they have always believed in what I can do every moment of my life.

Executive Summary

By the grace of The Almighty, this is my long overdue internship report at Catch Bangladesh which shall elaborate on all key aspects. This report would mainly concentrate on operational management and the marketing strategies, as well as streamline processes to take care of information systems within the organisation. The goal is to learn on the field of how Catch Bangladesh operates, widen my knowledge about marketing and see how technology helps in processing workflow at Catch Bangladesh to make life easier for me as well as deliver better service right away. While working at Catch Bangladesh, I handled multiple projects and worked closely with project management, creative services and client relations departments as well. I got to witness firsthand how their participative leadership style influences a collaborative workspace encouraging innovation and accountability from all team players. The research also discusses its marketing strategies, including target customer segments, branding and advertising activities especially in the digital channels. The report studies competition in the industry using Porter's Five Forces and SWOT analysis to identify Catch Bangladesh strengths, weaknesses, opportunities and threats. The results indicate that Catch Bangladesh has a sound footing within this competition, owing to the company's long-standing client relationships and dedication to providing exceptional service.

The aim of this report is to focus on key benefits I have learnt from my internship and thus add value for the further understanding in best practices with operational management & marketing, within the communication services industry.

Keywords: Operational Management, Marketing Strategies, Information Systems and Internship Experience.

Table of Contents

Declaration	2
Letter of Transmittal	3
Non-Disclosure Agreement	4
Acknowledgement	5
Executive Summary	6
List of Acronyms	8
List of Glossary	9
Chapter 1: Overview of Internship	9
1.1 Student Information	9
1.2 Internship Information	10
1.2.1 Period, Company Name, Department/Division, Address	10
1.2.2 Internship Company Supervisor's Information	10
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	11
1.3.3 Problems/Difficulties Faced During the Internship Period	11
1.3.4 Recommendations to the Company on Future Internships	12
Chapter 2: Organization Part	13
2.1 Introduction	13
2.2 Overview of Catch Bangladesh Limited	13
2.2.1 Company Background	13
2.2.2 Organizational Structure	14
2.3 Management Practices	14
2.3.1 Leadership Style	14
2.3.2 Human Resource Planning	16

2.3.2.1 Recruitment and Selection Process	16
2.3.2.2 Compensation System	16
2.3.2.3 Training and Development Initiatives	17
2.4 Marketing Practices	18
2.4.1 Marketing Strategy	18
2.4.2 Target Customers and Positioning Strategy	18
2.4.3 Marketing Channels	18
2.4.4 Product Development and Competitive Practices	19
2.4.5 Branding Activities	20
2.4.6 Advertising and Promotion Strategies	20
2.4.7 Critical Marketing Issues and Gaps	21
2.5 Financial Performance and Accounting Practices	22
2.5.1 Financial Performance	22
1. Liquidity Ratio	22
2. Profitability Ratio	23
3. Solvency Ratio	25
4. Efficiency Ratio	26
5. DuPont Analysis (ROE)	27
2.5.2. Accounting Standards of Catch Bangladesh	28
2.5.2.1. Commentary on the Accounting Standards	28
2.6 Operations Management and Information System Practices	29
2.6.1 Use of Information Systems	29
2.6.2 Database and Office Management Software	29
2.6.3 Operations Management and Quality Control	30
2.7 Industry and Competitive Analysis	30
2.7.1 Porter's Five Forces Analysis	30
2.7.2 SWOT Analysis	32
2.8 Summary and Conclusions	34
2.9 Recommendations/Implications	35

Chapter 3: Project Part	36
3.1 Introduction	36
3.1.1 Background	37
3.1.2 Objectives	38
3.1.3 Research Question	39
3.1.4 Significance	39
3.2 Methodology	40
3.3 Findings and Analysis	41
3.3.1 Content Caption Analysis	41
3.3.2 Monetary Breakdown of Social Media Outreach	42
3.3.3 Challenges of Social Media	45
3.4 Summary and Conclusion	46
3.5 Recommendations	47
References	52
Appendix	54

List of Acronyms

WHO	World Health Organization
UNDP	United Nations Development Programme
STC	Save The Children
AAB	ActionAid Bangladesh
CBL	Catch Bangladesh Limited

List of Glossary

Digital Media Outreach	Being Strategic with Social media, Email and other online platforms will enable you to connect your audience better. It can help drive engagement, brand visibility through reaching out to more people.
Campaign	The act of planning and executing a set of actions to promote a product, service or cause over some period with the goal that these tactics help to achieve specific targets within defined time frames.
Meta Analysis	A statistical technique used to pool data from multiple studies in order to discover overarching trends, patterns or effects and gain a more complete picture of the results.

Chapter 1: Overview of Internship

1.1 Student Information

Name: A. M. Mohiuddin

ID: 20304029

Program and Major/Specialization: Bachelor of Business Administration (BBA), Major in

1.2 Internship Information

1.2.1 Period, Company Name, Department/Division, Address

Period: 20 May to 19 Aug 2024

Company Name: Catch Bangladesh Limited

Department/Division: Operational Management

Address: House- 74, Road- 21, Block- B, Dhaka- 1213

1.2.2 Internship Company Supervisor's Information

Supervisor Name: Mohammad Shafiul Haque Nahid

Position: Manager

1.2.3 Job Scope – Job Description/Duties/Responsibilities

At Catch Bangladesh, I was working as an Operations Management intern.

Project Management (multiple projects - start to finish delivery). Managing Teams, Scheduling and Tasking & Deadlines

Communication with the clients: This included constantly interacting with them, to get a clear picture and requirements from their end; address any problem they had in mind (way of course if there were) but most importantly update them about how well the project was going till now. Quality Control: To ensure deliverables are of high quality by conducting internal and external quality checks on client submissions.

1.3 Internship Outcomes

1.3.1 Student's Contribution to the Company

My key contributions as an intern in the company were;

- Project Management: Managed different sizes of projects among them; some canola like Berger Paints Bangladesh Limited and Action for Better Climate (ABC). This included developing project timelines, timely execution and maintaining a high standard of output.
- Client interactions: I managed a great client experience, stayed in constant communication and provided timely updates leading to around-the-clock satisfaction with the services delivered.
- Quality Assurance: Due to my hard work of never skipping a requirement and not compromising on quality standards, more such projects were completed with positive feedback from clients including but not limited to the UNDP & WHO (World Health Organization).

1.3.2 Benefits to the Student

The major advantages which I got during these internships were:

- Practical Application of Theoretical Knowledge: I was able to take what my first academic year taught me and apply it at real work, in project management, client communication or making a process operation effective.
- Client Communication: I was in constant interaction with clients which not only improved my communication but also exposed me to the importance of customer relationship management using your client plays a major role when it comes to business.
- Technical Skills: In several team-exercises, I managed to improve my existing skills in the use of tools like Microsoft Excel and PowerPoint as well Smicee (office management), which helped us work out more efficient workflows within different projects.

1.3.3 Problems/Difficulties Faced During the Internship Period

While the internship was highly beneficial, I did face some challenges:

- **Tight Deadlines:** The bane of managing a number of simultaneous projects and strict deadlines. This took a lot of careful time management and prioritization.
- **Coordination Issues:** For example, to coordinate between different departments: HR, Finance and Creative -were especially hard because of their varying communication language styles, urgency levels.
- **Technical Hurdles:** For some technical challenges like managing the 'Smicee App' or validation of data accuracy in financial records, we put even a little bit more effort to work together with the IT and finance department.

1.3.4 Recommendations to the Company on Future Internships

So, taking that in mind I would suggest some changes which can be made to improve it for future internships:

- **Enhanced Interdepartmental Communication:** To deal with coordination problems, I recommend the establishment of more formal communication pathways between departments in order to reduce cooperation obstacles and associated reduction in project efficiency.
- **Extended Training:** Longer training sessions during the first weeks of an internship can speed up coming into spending less time in learning mode, help interns understand how your particular company runs and get them using any required tools quicker.
- **Mentorship Program:** Creating more structured mentorship program (either formal or informal) can be a potential solution to provide interns with customized guidance that would enable them handle the challenges and derive optimal learning from their internship.

Chapter 2: Organization Part

2.1 Introduction

AboutCatch, is a premier communication agency that offers top line branding and marketing solutions for different industries in Bangladesh. Formed in 2009 to create and deliver powerful, inventive communication solutions both at home as well as on a global scale the agency has worked with over 15 multinational corporations, more than eighty SMEs and thirty plus MNC's providing top-notch data-driven content. Harnessing the power of creativity and technical expertise, Catch Bangladesh has all your communication needs ready to be met with an ideal blend of digital content generation for every event along with social media strategy. Having served clients like Plan International Bangladesh, Save the Children and UNDP to their trustiest regard due to excellence of work quality coupled with versatility.

2.2 Overview of Catch Bangladesh Limited

2.2.1 Company Background

Catch Bangladesh, an established communication agency known for providing premium branding and marketing services to a versatile clientele of different industries. The company was created to offer inventive and influential communication solutions worldwide also on domestic grounds. Over the years, working with more than 15 international organisations, 80 small and medium-sized enterprises (SMEs), over 35 corporations and leading development organizations have placed Catch Bangladesh in a leadership position among its peers.

The company offers a variety of services, ranging from digital content creation to event management and encompassing social media strategy development and promotion plans. Catch Bangladesh focuses more on the amalgamation of creativity as well as technical expertise to provide a 360-degree solution; catering all communication needs. The company has also been associated with reputed clients like Plan International Bangladesh, Save the Children & UNDP providing their quality of work and ability to undertake big enterprises as well as a variety of projects.

2.2.2 Organizational Structure

Catch Bangladesh is hierarchical in structure, but also flexible which allows for cross-departmental collaborations. The CEO is the leader of the company, sets strategic vision for all employees and ensures that companies stick to their roadmap. The Chief Administrative Officer (CAO) who reports to the CEO is responsible for managing and supervising all day-to-day tasks related to operations, finance office administration, Hr functions within an organization. The CAO is also responsible for seeing to it that operational practices are improved and processes done swiftly.

Its organizational structure consists of Project Management, Vendor Management, Human Resources and Business Development departments in addition to the Creative Department. Managers who report to the CAO or CEO run each department. Because of its nature, such a structure is hierarchical; however it also ensures different levels are connected properly so the communication lines can be maintained which provides ends to end services and extended levels for full company look. Specialists from each sector, project executives, visual artists and managers as well junior account officers pass on their talents towards the wide-ranging wants of the clients.

2.3 Management Practices

2.3.1 Leadership Style

In 'Catch Bangladesh', the leadership style of top management is participative/ democratic but in some creative departments, there exists a fractional touch of an individualism. What is participative leadership style states that it happens when a director or group directed this aides as wells influences of an account but from some of their staff prior to making significant choices and many administration issues impact on the subordination productivity working methodologies. This process is at the core of Catch Bangladesh's organizational culture, which promotes ideas from all levels and feedbacks.

For example, while working in my internship I realised how often the project managers conducted team meetings where they discussed what was going well, asked for any ideas on improvement and also solved questions by each one of us. Apart from that, the open and

inviting culture ensures employees are able to take ownership as they feel their opinion matters hence can influence how events of their projects will turn out. In addition, such a style of leadership promotes innovation as employees are more inclined to introduce thoughtful ideas when they realize their opinion is valued.

This is partly why in creative departments (eg: content creation, and design) an individualism leadership style often exists. In these cases, the employees get enough leeway to experiment with their ideas and the way they work. This kind of autonomy is very important in fields like design, where you need to be experimental otherwise everything starts looking same and it kills creativity. While Catch Bangladesh lets employees run with their projects, they see to it that the project is completed in a way that reflects standards of the company as well without curbing creativity.

Catch Bangladesh has a participative leadership style, which fits its organizational goals quite well and goes further in cultivating culture of ideation via collaboration. Engaging employees in decisions provide a sense of ownership and responsibility while also establishing higher employee engagement, morale, and job satisfaction. It is also consistent with the way in which Conexus emphasizes quality client services employees that are engaged in their work, according to Kehr, might be even more likely to go beyond what is expected of them by clients.

On the other hand, because participative is a consensus approach to making decisions can also become problematic during emergency cases that demand quick action. The process of getting feedback from various team members can be time-consuming, especially in fast paced projects where there are tight deadlines. A collaborative approach such as this helps foster a healthy working environment, however there are instances when an autocratic leadership style which allows fast decision making may be more ideal.

2.3.2 Human Resource Planning

2.3.2.1 Recruitment and Selection Process

The recruitment and selection process is one of the three components that are used to attract applicants in Catch Bangladesh. We have a multi hours long recruitment process where we ask some standard questions, rounds of interviews and test the skills. They are focusing on candidates that cannot only code, but also perform in a team and client service oriented colors.

When chosen, new hires are onboarded to the company through an enlightening program that explains culture by which business is conducted. Through this onboarding process, we enable our new folks to hit the ground running and deliver value for Opendoor from day one.

Catch Bangladesh practices a detailed and organized recruitment method to ensure that only the best are picked for their roles. The tough standards ensure that the organisation continues to have a strong reputation as one of outstanding achievement. Unfortunately, the multi-step selection process can be time-consuming at times which might lead to a delay before critical positions are filled. One way the company can do this is to find ways and means of selecting candidates in a faster manner without compromising on hiring quality. For example, a more streamlined initial screening process could help identify better candidates faster.

2.3.2.2 Compensation System

At Catch Bangladesh, our compensation is highly competitive and built to reward people who contribute towards the success of the company. A blend of guaranteed fixed salaries and incentives on performance targets provision is made by the company that helps in keeping investigators motivated. A bonus structure that is directly correlated to personal performance which could include project completion rates or client satisfaction will incentivize the team members.

Catch Bangladesh also offers other compensation and perks alongside monetary benefits, including professional development opportunities. Staff members are also encouraged to attend industry workshops and seminars, which helps them increase their knowledge but is

equally as important for the business itself a workforce that remains informed on current trends in its field will benefit any organisation.

Catch Bangladesh operates with a pay for performance approach to compensation. The effectiveness of this approach is it helps employees to take control from their own and drive them towards high performance in their project.

While the performance-based bonus system is a good motivation, there are also other non-monetary perks offered by different companies such as flexible work hours or health and wellness programs. These may reinforce employee contentment and stop staff seeking alternatives from competitors, especially those who seek work life balance or are concerned about their general health.

2.3.2.3 Training and Development Initiatives

Catch Bangladesh has an HR strategy that largely incorporates training and development. Employee learning process is very critical so regular in-house training are arranged around better project management, client communications and different expertise. We encourage our employees to attend workshops, webinars and conferences related to the industry updates and best practices.

Besides formal training programs, Catch Bangladesh has a culture of knowledge sharing wherein senior employees are mentored by newer hires to build & nurture their skills. This loose, goes-on-beyond-work structure has been particularly helpful in creative departments, where more senior employees can help junior staff pick up content creating and design various tools.

The training and development programs at Catch Bangladesh are organized, planned ensuring the company's ultimate goal to utilize the highly skilled workforce they recruited. Ensuring its work force remains competitive and capable of delivering the company made investments in professional development.

2.4 Marketing Practices

2.4.1 Marketing Strategy

Catch Bangladesh prefers an extensive marketing approach that can provide unmatched result using well-structured, high-quality communication ideas tailor made for its ever-increasing diverse needs of the clients. It focuses on customer-first philosophy and makes sure that services are derived as per the expectations of their clients and market trends. With a focus on pulling in new customers thanks to its stellar reputation and track record as well as nurturing ongoing client relationships.

Their marketing strategy is a mix of traditional and digital campaigns, leveraging the unique strengths of each medium for truly integrated brand message. Combining online and offline, Catch Bangladesh is able to more effectively reach the populace at large with its services. The team never loses sight of the industry and client feedback so it can adapt its strategies in a fast moving market.

2.4.2 Target Customers and Positioning Strategy

Catch Bangladesh serves clients ranging from NGOs to MNCs and local SMEs. It bills itself as a high-end craft communication and digital services organization whose mission is to cater to clients that seek quality craftsmanship in branding & marketing. Catch Bangladesh creates tailor-made solutions for its clients, utilizing the brilliance of creativity and innovation which it pours into these market segments.

Its targeting strategy involves market segmentation by industry, project scope and client requirements. This way, the business performs product and marketing personalization seamlessly. Catch Bangladesh, on the other hand differentiates itself as more than just a service offering but a solution to real problems catering its expertise in understanding various industry-specific challenges.

2.4.3 Marketing Channels

Catch Bangladesh uses a mix of marketing channels to promote their service and reach out to customers. These channels include:

1. Digital Marketing: The company uses SEO, PPC and social media marketing. Catch Bangladesh makes sure people looking for communication solutions are not going to have a hard time finding their services online.
2. Social Media: Facebook, LinkedIn and Instagram are the most crucial platforms of all for marketing at Catch Bangladesh. Content written includes an emphasis on the company's experience, customer stories highlighting successes and engagement with followers via interactive posts. Such a strong social media presence does everything from increasing visibility of the brand, to engaging with community and customers alike.
3. Networking Events: Catch Bangladesh attending industry conferences, trade shows and networking events. These in-person interactions allow us to meet prospective clients and partners, show off our capabilities as a company, and learn from industry trends.
4. Email Marketing: It also uses focused email marketing tactics to engage current customers as well as cultivate prospects. Catch Bangladesh keeps them engaged by adding value through content and service updates to remind customers of the business for future consumption.

2.4.4 Product Development and Competitive Practices

Catch Bangladesh is a full time for business to serve its client with the best services can be offer as it focus on continuous improvement and every day adds new innovation. In addition, the business continually conducts more product development projects with a view to enhancing its existing services as well as rolling out new solutions. This means retuning content creation, project management processes and exploring new technologies to serve clients even better.

Catch Bangladesh Competitive Practices are as they provide tailored solutions for the clients needs. Targeting the market, conducting research then with feedback from its clients out more about gaps in such a way that it offers what is between you and them. The proactive way of thinking keeps Catch Bangladesh one step ahead from the competitors who has enabled itself in forging a stellar identity among communication service providers of the region.

2.4.5 Branding Activities

Catch Bangladesh has a head of branding and the team who have been put together for this process should be all excelling rapidly in their innovation excellence. Its branding activities include building strong graphics, delivering consistent messages and creating a good environment based on client perceptions.

Catch Bangladesh wants to cash up on quality, creativity and reliability of brands. The company maintains its dedication to provide excellent customer service through universal messaging across all marketing channels. The organization also enthusiastically hunts for client testimonials and case studies to put the spotlight on their accomplishments, thus enhancing its brand value.

2.4.6 Advertising and Promotion Strategies

Catch Bangladesh aims at reaching their target audience with an effective advertising and promotion strategy that is multi-faceted. With traditional and digital advertising channels serving their variety of clients, the organization can appeal to a wider customer base.

1. Digital Advertising: Catch Bangladesh invests in Google Ads and social media advertising outreach programs. These are intended to improve the brand visibility, increase traffic into their website and leads. It uses targeted ads to target a group of people by their interests and behavior.
2. Content Marketing: The company utilizes content marketing with blog posts, whitepapers and case studies that show off their industry knowledge. Besides being informative for prospective clients, the content helps to establish Catch Bangladesh as a credible voice of communication and digital services.
3. Promotional Events: The organization also participates in and hosts promotional events, workshops, and webinars. These events provide valuable insights to clients while showcasing the company's capabilities. By offering free resources and knowledge-sharing opportunities, Catch Bangladesh enhances its brand visibility and credibility.
4. Social Media Campaigns: Additionally, the organization is a part of and hosts marketing events such as workshops and webinars. These are great events for prospective clients and

allow us to demonstrate our work in the field. Catch Bangladesh increases their visibility and authority by providing free resources and sharing knowledge.

2.4.7 Critical Marketing Issues and Gaps

Strengths has its own weaknesses and Catch Bangladesh could be the perfect example with page long Marketing issues in each category:

1. Market Saturation: The competition among the providers in the communication services industry is being stiffer due to oversaturation. This high level of saturation can ultimately drive a price war and reduce profit margins. For Catch Bangladesh, it is a battle to differentiate and innovate.

2. Client Retention: Although the company has developed a great profile with some significant clients, maintaining these relationships to keep them on board is an ongoing struggle. Therefore, Catch Bangladesh should be working on providing exceptional services and communicating with clients to preserve their loyalty over time.

3. Measuring Marketing Effectiveness: The ROI of marketing might be challenging for the company to accurately measure. Since they possess weak analytics and tracking system, it is hard for Catch Bangladesh to understand which techniques are creating leads plus conversion.

4. Expanding Digital Presence: Though Catch Bangladesh is very active on certain social media platforms, there are a lot of things that could be improved in its digital marketing perspective. This would be a great time to expand into additional platforms, explore influencer marketing, or increase SEO efforts — bringing in new customers that might not receive SMS.

5. Adaptation to Trends: As digital marketing evolves so fast, it is essential for Catch Bangladesh to remain agile and be proactive about new trends in this domain. If you do not adapt, you are going to lose out on opportunity and have a diminishing competitive position.

Tackling these problems will help Catch Bangladesh to improve its marketing strategies, reinstate a stronger brand presence and survive in the competitive market of communication services.

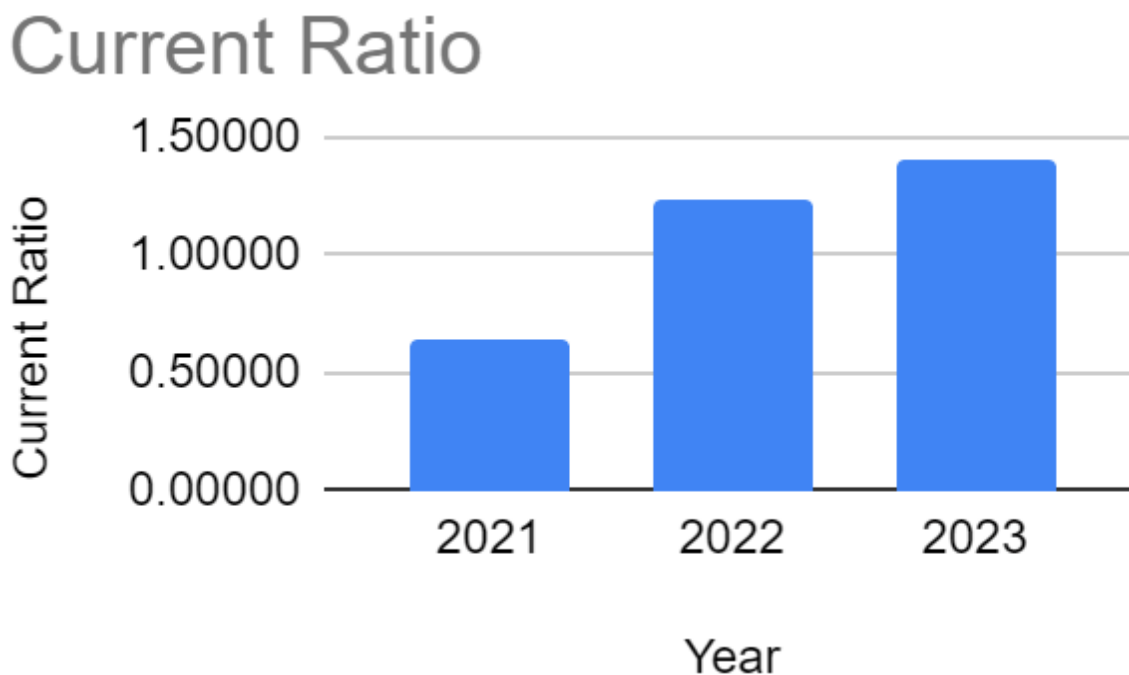
2.5 Financial Performance and Accounting Practices

2.5.1 Financial Performance

I have Reviewed Catch Bangladesh's 2021, 22 and 23 annual reports and crafted financial performance information from the said. I have calculated the liquidity ratio, profitability ratio, solvency ratio and efficiency for four years as well DuPont analysis over past 3 year to evaluate financial performance of firm in recent three-year.

What should be noted here is that in terms of total equity, the terminology I found in the annual report was total capital. Furthermore, for current liability and total liability we investigated the same figures as per annual reports presenting.

1. Liquidity Ratio



The above graph shows the current ratio and in each year, it can be observed that Catch Bangladesh had a higher value greater than 1 of its current asset to deal with liabilities. But 2021, 2022 and going into next couple years which is based on repeatable terms as its current ratio crashing since greatly mingling with more liabilities than it never had to make there

current assets converting explicitly. Given that the current ratio is still at a healthy 2.9, this trend does not signal any immediate liquidity concerns but management of short-term liabilities should be closely monitored to prevent adverse impacts on cash flow in subsequent periods.

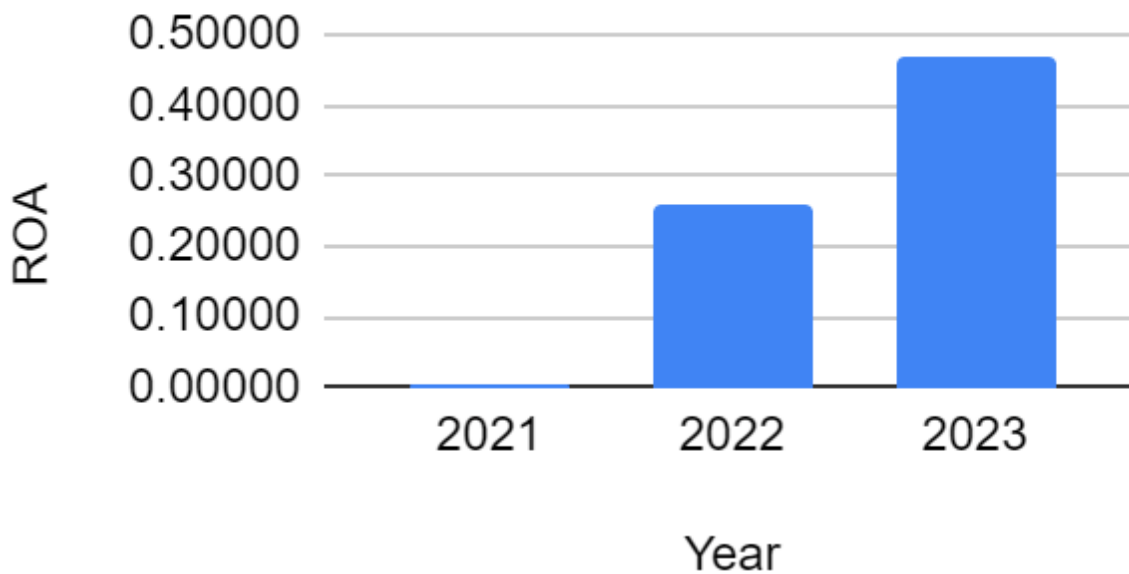
2. Profitability Ratio

I computed Net Profit Margin and Return on Assets (ROA) in order to check the profitability of this company over 3 years.



As per the graph, in 2021 it is a simple straight line such that there was loss hence net profit margin for those years were too low. But, a notable gain in the net profit margin occurred by 2022 and it kept on improving through 2023. In 2023 the net margin was at 91.70%. And this rising movement shows that the corporation has improved its profitability off worse results from a year ago and also how much money it makes in generating profit on sales.

ROA



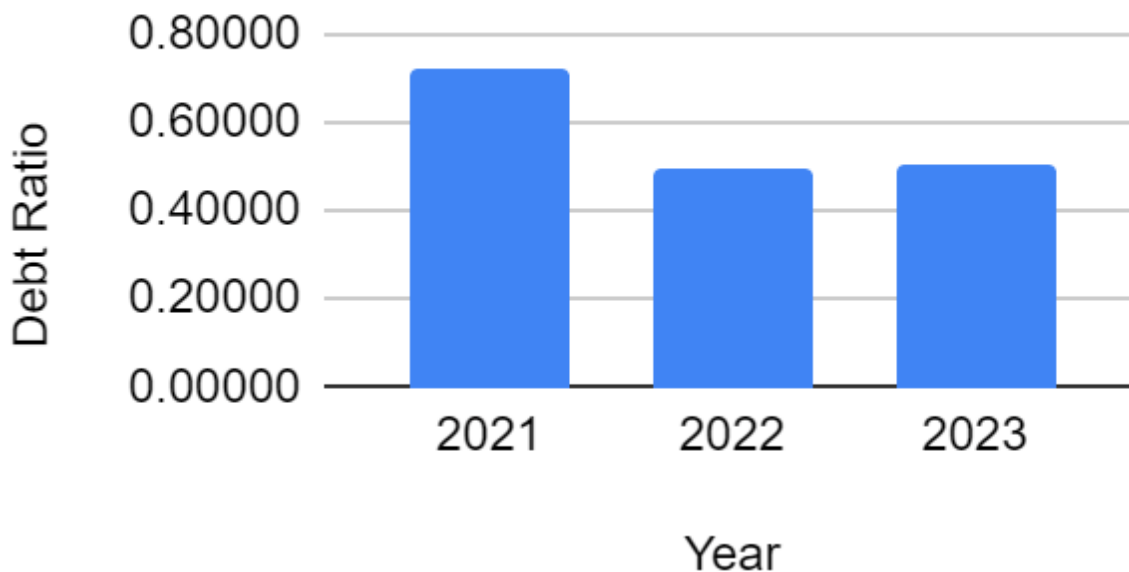
At the same time, we note a favorable dynamic in ROA for 2021-23. As a result of the net loss, for 2021 there was almost no ROA. But in 2022 year, when a net profit was announced on the board of Yazykova increased significantly and amounted to 26.08%. Which rose to 47.13% in 2023. It means the company is efficiently using its assets to make profits, showing a good return on its resources.

In summary, Catch Bangladesh turned the tables in last two years and comes into profitability with good margin of net profit as well ROA. Nevertheless, there are still ways in which the company can improve to see profit become a regular feature of its results.

3. Solvency Ratio

For the solvency valuation of Catch Bangladesh, I measured their debt ratio over last three years.

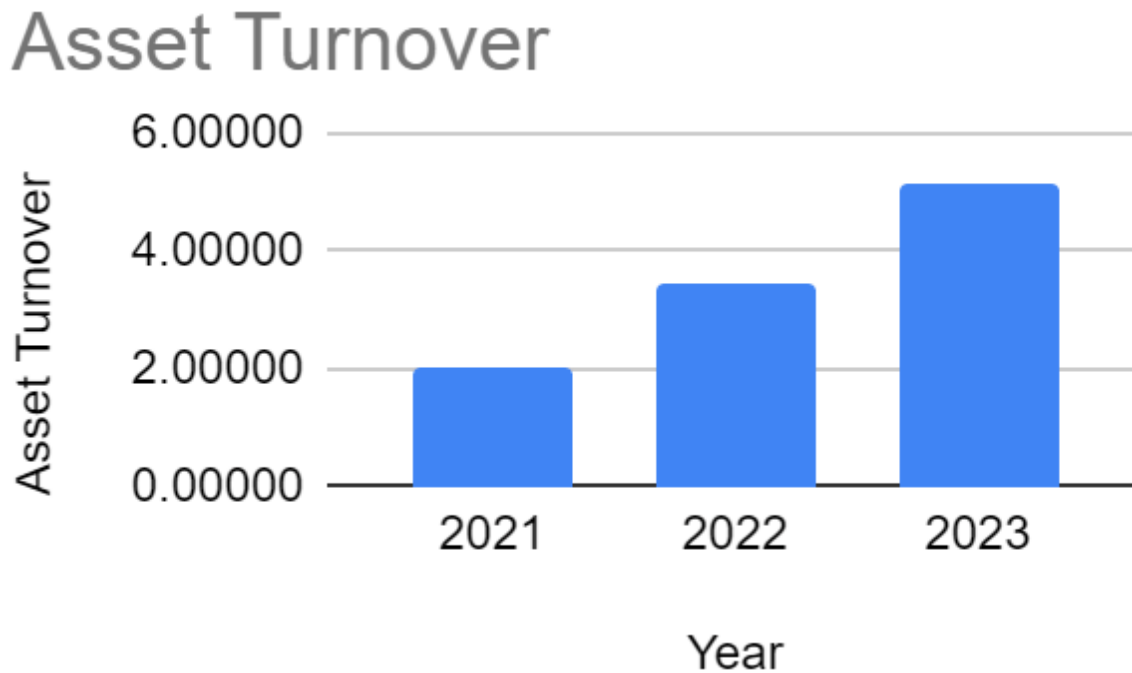
Debt Ratio



By going through the analysis it was clear that the amount of debt ratio always varies across these three years. As of 2021, the company had very high debt ratio at 72.45%, which means that most assets were financed by debts. In 2022, the debt ratio was much lower in this situation – only two percent or rather one out of every fifty United those! The ratio of debt is 50.20% in the year 2023, which slightly increased from previous to this one. Although the firm is still in a better off position than it was in 2021, which would show up as an improved Debt ratio from last year to this of course suggests that they are starting employ more debt financed capital again, something depending on how well managed could pose some risks.

4. Efficiency Ratio

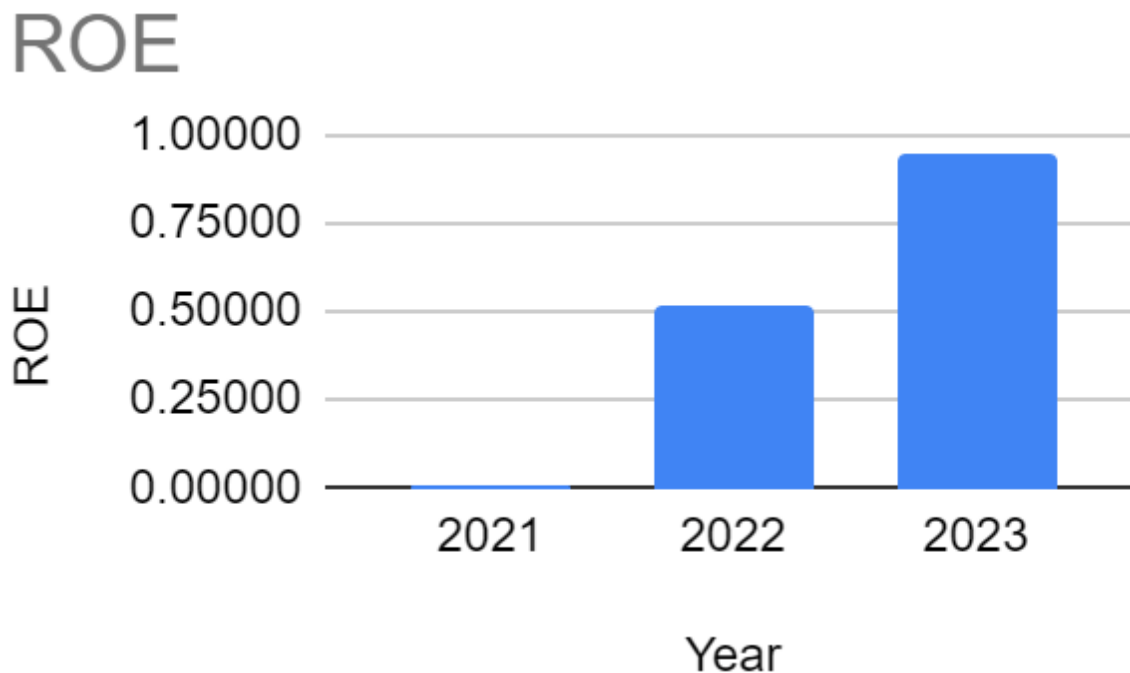
I have calculated the asset turnover ratio of past three years to assess how well Catch Bangladesh is performing regarding efficiency.



If we look at the graph, then Catch Bangladesh asset turnover ratio shows an upward trend in three years. It yields a new 20.10% in the current year started, which increases to 34.30% next year and then again for an extreme level of inflation that results into overpriced on multiple fronts. A sign that the company is becoming better at monetizing its assets. Higher the asset turnover ratio, it signifies that Catch Bangladesh is performing well in leveraging its assets better to generate strong sales and hence indicates a healthy sign of operational efficiency.

5. DuPont Analysis (ROE)

In order to do the DuPont analysis for Catch Bangladesh, I had to find out Return on Equity (ROE) of past 3 years.



As per the DuPont analysis, because of a net loss in 2021 has led to a negative ROE for that year and hence their low value as well standing at just 0.84%. But then, the company made a huge comeback in 2022 and 2023 with an ROE of respectively 51.77% and 94.64%. That means the company is producing an enormous profit over shareholder equity. An improving ROE is a good sign for Catch Bangladesh as it shows the company is becoming more efficient with each taka of equity it deploys, which bodes well for prominent financial performance and potential profit growth.

Conclusion

When all these things are considered, I think overall Catch Bangladesh has shown a very good financial performance which is the indicator of its success. The solvency analysis is mixed: although the debt ratio has been lowered, it will still be necessary to keep an eye on financial leverage. Progressing further, as the efficiency ratios mainly Asset Turnover ratio indicate that Catch Bangladesh is improving in turning assets into revenue. Finally, the Dupont analysis highlights how important it is.

2.5.2. Accounting Standards of Catch Bangladesh

However, Catch Bangladesh Complies to the International Financial Reporting Standards (IFRSs) in compiling its financial statements. IFRSs are developed and published by the International Accounting Standards Board (IASB) to give a uniform frame of reference for financial reporting which is internationally accepted, transparent and comparable. The standards relate to all aspects of financial reporting on assets, liabilities, equity items income and expenses.

2.5.2.1. Commentary on the Accounting Standards

Therefore, capturing what Catch Bangladesh's compliant with IFRSs is a very important part of their financial reporting. These internationally accepted standards are adopted by the company to make its financial statements transparent, comparable and showing a true fair view of the financial health & performance. This not only harmonizes the Company with world-class standard but also helps in enhancing confidence amongst investors, regulators or creditors.

Catch Bangladesh complies with IFRSs, meaning that it is now possible for all companies to present information in the same manner and thus easier to compare financial statement between entities running under these standards. It is also beneficial for investors which use transparent and valid financial data to find investment opportunities.

IFRSs bring benefits but also complexities in financial reporting, particularly regarding the judgements or estimates that are required to be made by management whilst more generally applying to asset impairment, revenue recognition and fair value measurement. Catch Bangladesh finance team will need to be properly trained and resourced in order for them to fully understand what these standards are, how they are being adopted accurately. These could include material misstatements in the financial statements, thereby impacting on its reliability hence credibility of the company.

To sum up, application of IFRSs by Catch Bangladesh is beneficial as it allows all its stakeholders to experience reliable financial position. But because the standards are complex, they need to be reinforced with strong internal controls and professional judgment along from continuous learning in order to retain adherence.

2.6 Operations Management and Information System Practices

2.6.1 Use of Information Systems

Information Systems is a part of each and every business operation at Catch Bangladesh through data collection, processing, storage to sharing. Subject developed in the departments and used to communicate with stakeholders and customers. The company is using Microsoft Excel for keeping track and maintaining the progress of the project.

The functionalities of Excel such as formulas, data analysis tools or graphs are used to optimize project management. Excel includes project timeline, task assignment and progress tracking tools to create current status reports. Excel enables smarter decision-making through the capability to easily analyze data and respond quickly to changes in project scope, timeline etc.

Outside of Excel, Microsoft PowerPoint is primarily used to put together presentations for client pitches and internal project reviews. The flexibility of PowerPoint and the multimedia-friendly functionality it offers help Catch creating captivating visual presentations that facilitate a clearer understanding to clients as well team concerning project ideas.

Moreover, Catch Bangladesh had built an Office Management Platform itself named as Smicee. In short, it is a service to help automate the daily administrative tasks of that company so easily manage their business such as managing task, allocating resource and communicate with another team. By simplifying secular tasks together smicee has an easy to use interface for easier handling of your workload. This has increased the efficiency of tracking work assignments and consequently, improved communication in between departments.

2.6.2 Database and Office Management Software

Abstraction for different administrative tasks like resource management and workflow scheduling is provided by the realization of Smicee. A single point of access where project managers can assign work, monitor task completion and due dates. The tool is also linked to the company's internal database which means it can store things such as when certain projects need completed, details of clients and whether employees are passing (or failing) benchmarks.

Bangladesh's dependence on Microsoft Excel catch as another data management tool revealing the initiative of Catch Bangladesh to support accuracy and timeliness in terms of project execution. It captures and tracks a wealth of data from financials to statistics used in monitoring project progress and making evidence-based decisions. Excel and Smicee both work to help company data breathe easier, helping organize your information without the added pressure of having it immediately accessible.

2.6.3 Operations Management and Quality Control

Catch Bangladesh is built on Quality management and it holds a core of operations happening in-and-around. They have very high quality standards, and all the outputs that we get are per our expectations. Catch Bangladesh uses data analytics with Excel and Smicee to help the implementation teams track project quality through real-time insights on task completion and resource consumption. Using this real-time tracking, managers can identify on-the-go any quality issues that crop up during project execution.

In resource scheduling and allocation — Catch Bangladesh uses structured practices for the resource that they are assigned on specific time or project in order to accomplish projects on-time. Most teams use tools like excel sheets to plan timelines, assign tasks and track progress. Thanks to a structured resourcing program, the business ensures that every project has the required people and resources for satisfying clients needs while delivering high-quality service.

2.7 Industry and Competitive Analysis

It's a high demand and competitive industry for digital communication service, branding or technical solutions; therefore Catch Bangladesh has to fight its way out in this journey. Porter's Five Forces Analysis and SWOT Analysis are employed in order to evaluate the company's position vis-a-vis this industry.

2.7.1 Porter's Five Forces Analysis

Porter's Five Forces model analyses the competitive forces shaping the life-cycle helps Catch Bangladesh to identify what are our strategic advantages and challenges.

1. Threat of New Entrants:

The Communication and Digital Services industry has a moderate threat from the new entrants to this sector. However, the cost of investing in technology and hiring is substantial when it comes to entering the market by new companies providing similar service at lesser price points. But, Catch Bangladesh does this by having a good reputation and spreading its work to multiple sectors which creates trust of the clients. The company has a competitive advantage because of its relationships with established clients like UNDP and Berger Paints Bangladesh Limited, making it harder for new entrants to steal market share.

2. Bargaining Power of Suppliers:

The bargaining power of suppliers (in this case to the technology solution providers and content creation tools) are moderate. Bangladesh's use of software like Microsoft Excel, PowerPoint and proprietary tools such as Smicee basically means that the company has to rely on third part suppliers for incremental technological improvements and tech support. Nonetheless, Catch Bangladesh has good relationship with its technology providers that supports it in locking up negotiating terms and remain free hand on adopting to newer technologies.

3. Bargaining Power of Buyers:

In this industry, buyers have considerable bargaining power because there are many service providers who offer similar communication and branding solutions. Many clients expect to the services they receive curing should be of higher quality, at lower cost and if their demand is not fulfilled by one provider some may simply switch on to another without any apparitions. This is where Catch Bangladesh sets itself apart, by stressing upon tailor-made solutions. Efficient and quality deliverables as well with team has develop a very friendly relationship with client. Thus, the probability of client turnover is much lower leading to better customer loyalty.

4. Threat of Substitutes:

In the digital service industry substitute is high because clients can easily switch to other solutions like in-house, freelancers or automated tools for branding and communication services. The combination of creative and technical skills from Catch Bangladesh leaves it

hard for alternatives to compete with the diversity and quality self competitor work provided by this company.

5. Industry Rivalry:

The digital communication industry is highly competitive, there are a multitude of players in the game targeting the same clients. Price will be a field in which their rivals can compete, and they are more likely to contest over service quality or innovation. However, they have the advantage for this over others due to Catch Bangladesh's strong name, experience with double-layered projects and an already established client base. Since it has evolved their service portfolio over time and manages to be away from industry trends, the company is still in a leading position.

2.7.2 SWOT Analysis

SWOT Analysis will expose the Strength, Weaknesses, Opportunities and Threat of Catch Bangladesh to gain a clear knowledge about their competitor positioning. Below the analysis is given.

Strengths:

- **Experienced Team:** Catch Bangladesh has a skilled and experienced team in brand communication, branding & digital solutions. Client needs vary, from multimedia content creation through to event management and this depth of experience helps service clients better.
- **Strong Client Relationships:** Some of our awesome clients such as Plan International, Save the Children and UNDP have strong relationships with us. Both elements credibility and repeat business are what long-standing partnerships offer the company.
- **Innovative Technology Integration:** The use of tools like Smicee and the execution capabilities broad based over Excel & Powerpoint clearly supplements this towards focus on operational effectiveness with standardized outputs. Catch Bangladesh having a good upper hand over other competitors in the sector as it gives this technical advantage.

Weaknesses:

- Dependency on External Software:

Although the use of Excel and Smicee has been implemented to increase efficiency, a reliance on technology providers could leave them open to risks in case any service failure or upgrade issues take place.

- Limited Market Presence:

However, Catch Bangladesh has not been as big a brand outside Bangladesh which illustrates that growth in the greater (global) market may be challenging.

Opportunities:

- Expansion into New Markets: Given the rising demand for digital communication solutions in emerging markets, Catch Bangladesh could become international as well. Leveraging its strong customer base and technological knowledge, the company can avail these new opportunities.

- Adoption of Emerging Technologies: The service industry has got revolutionised with the arrival of Data analytics, Artificial intelligence & automation. With the integration of these new technologies, Catch Bangladesh will be able to improve its service deliverability and operational efficiency.

Threats:

- **Intense Competition:** The craft of digital communication is that it scales incredibly well, such that dozens, if not hundreds of companies offer essentially the same service at price points almost down to wholesale. This might push Catch Bangladesh to strive for innovation and cost minimization time overdue its competitive state.

Economic Instability: Changes in the global economy such as inflation and devaluation of currencies can affect profitability including higher costs, new client listings.

2.8 Summary and Conclusions

Over the years, in a challenging and competitive environment Catch Bangladesh has successfully played its role as one of the most dynamic & resourceful organizations focusing on digital communication, media services, branding, image building solutions & technical consultancy. Its success heavily hinges on a well-organized operation, information systems in place and participative leadership traits that encourage synergy problem-solving creativity. Tools including Microsoft Excel, PowerPoint and its own proprietary software Smicee ensure operations run smoothly that there is quality control and appropriate resource planning. This not only streamlines internal communication, project deadlines and deliverables for client relationships but secures top excellence of work as well.

The Porter 5 forces reveal that the firm is in a situation of moderate-to-intensive competitive rivalry and high threats from substitutes and new entrants since customers could choose its competitors. But the competition forces still have a long barrier to penetrate through thanks in part, Catch Bangladesh's strong brand value as well as its client relationship which has grown over decades.

In these businesses, the personalized service is of exceptional quality which helps in retaining customers in a fairly crowded market. According to the SWOT analysis Catch Bangladesh experienced team Strong Client base Innovative use of technology But they come with weaknesses too, like reliance on software that isn't theirs and a very underwhelming market presence outside of the Bangladeshi countries. To take maximum benefit of those open doors mainly to penetrate new markets abroad and innovation adoption, Catch Bangladesh has some ground work within itself.

Catch Bangladesh has in many ways been able to adapt and overcome with the best of them, though it will need a more sustainable plan forward if they hope to maintain their growth for years to come. Its market growth and process automation can keep it competitive in the changing industry with more of its new tech such as artificial intelligence. The dynamic industry scenario and the upcoming trends would require research papers on digital service innovation, as also global market strategies.

2.9 Recommendations/Implications

Processes and market strategies to make Catch Bangladesh more competitive and capitalize on potential opportunities. Then the next step for a company is to see what it has in terms of opportunities at its disposal out there which could give them global market expansion opportunity. Though the existing client portfolio includes some big names like Plan International and UNDP, these are mostly in Bangladesh. Exiting this market, at low margins in the face of high competition, will allow them to remain nimble and seek higher margin opportunities elsewhere as they arise internally, or through new business avenues. Expanding into international markets where there is significant growth potential for digital communication services would enable the company to offset its current local-market domination. They can also do this by forming strategic partnerships with global companies or opening regional hubs in core markets. Market entry strategy lessons or Global expansion scenarios.

Chapter 3: Project Part

3.1 Introduction

The term ‘campaign’ is widely referred to as a coordinated set of actions or activities intended to accomplish a certain goal, usually requiring extensive public engagement and communication (Kotler and Keller, 2016). Public health campaigns are an organized attempt to improve community awareness, motivate changes in behaviour, and increase awareness of a particular health issue. Koh et. al. (2021) demonstrated that health promotion, according to the World Health Organization, involves enabling people to have more control over their health, the determinants of health and enhancing the well-being of people.

The engagement of digital technologies within health promotion initiatives has been an increasing feature of the developing information. In the present digital age, public health campaigns have increasingly utilized digital media channels for effective communication of required health knowledge and promotion of healthy behaviour. Digital platforms, including social media, blogs, and video-sharing websites, thus represent a wide, yet affordable, channel for reaching diverse audiences-a pivotal requirement for countries like Bangladesh, whose geography and infrastructure often impede the process of conventional health promotion strategies (Shesheir, 2023). Digital programs are likely to diminish these disparities, Smith et. al. (2020) suggested that it can be done by connecting the urban and rural populations through interactive and easily understood content.

The “Let’s Breathe Well” which has been jointly implemented by the UNDP Bangladesh and its partners is an example of a Public Health Campaign directed at enhancing the people’s knowledge about respiratory health and proper breathing. This campaign sought to bring change in people’s lifestyles and make them aware of breathing exercises through social media platforms through understanding the need for a Green Economy and the realization that air pollution and its impacts are increasing day by day in Bangladesh, Youth and the general population were targeted over the use of the compound media including Facebook, Instagram, and YouTube through the dissemination of educative videos and infographics, as well as the use of interactive content.

3.1.1 Background

Bangladesh is experiencing a serious situation related to air quality. Bangladesh urgently needs to strike a balance between growth, sustainability, and energy access to improve the well-being of its people (Webster, Sinha and Meadows, 2024). The UN Environment Program stated that on average around 49,000 people in Bangladesh are dying due to air pollution occurring inside the house (UNDP, 2023). Everybody should be very concerned with their health, particularly in crowded cities like Dhaka, which also has been reported as one of the most polluting cities in the world. Issues of air pollution are not something that can be solved in a day; its solution has to be methodical and holistic, covering socioeconomic dynamics, transportation, and climate (UNDP, 2024).

Thus, it became very important that public health campaigns would counter the experiences faced and raise awareness of respiratory health. Community public health programs in Bangladesh were traditionally based on direct outreach, print media, and local radio. However, with recent digital technological advancement and improvements in access to the internet, even developing countries like Bangladesh take up digital media as an effective channel to reach a large, diverse audience with affordable, targeted campaigns. Despite the negative effects brought about by social media, Bangladeshis have begun taking charge of their use of social media to create a balance in the use of technology. Social networking sites like Facebook, Instagram, and YouTube provide opportunities to reach millions of users, and health campaigns can deliver messages quickly and interactively (Ahmed, 2024).

A well-structured campaign can increase control of health concerns due to air pollution. UNDP Bangladesh with its partner organised a workshop called “Let’s Breathe Well: Clean Air Campaign Design” (UNDP, 2024) to highlight the need for an all-encompassing strategy to address the intricate problem of air pollution. Several news agencies and newspapers such as The Daily Star, Daily Sun, The Business Standard, The Financial Express etc featured the workshop on social media. This digital media-based campaign was designed to create a focus on healthy breathing and proper respiratory care and spread knowledge on breathing exercises, clean air practices, and minimizing pollutants. The campaign was a design competition conducted in collaboration with the Dhaka University Debating Club on air pollution awareness and reduction. The initiatives of the campaign aimed at the collaboration of youth activities as it involved students from university club teams being challenged to come up with initiatives to raise awareness about air pollution as part of the workshop.

Furthermore, coordinating a national campaign about air pollution with university students was also one of the primary goals.

The campaign design competition was divided into two phases. The first phase involved registration of the teams from the list of 100 university clubs from all over Dhaka City, and the selection of 3-4 judges to form a Jury Board in the campaign. The first round contained a case where teams had to design ideation to reduce air pollution and make air better to breathe well. The ideation of the designed campaign required to meet criteria such as concept, target group, motive, duration and budget.

The second phase included workshops, mentorship and allocation of budget.

- Workshop: A day-long workshop on detailed campaign design was held for 10 teams at the United Nations Office, Dhaka with the 10 winning teams of the first round.
- Mentorship: A mentor was assigned by organizers for each team for guidance. It was a 7-day long mentorship program available only at the pre-implementation part.
- Budget Allocation: A budget of Tk.10,000 was allocated for each team to achieve the KPI of their campaign. The allocation of this budget includes expenditure on logistics and media buying.

This study analyses the effectiveness of the "Let's Breathe Well" campaign through some laid-down digital media outreach strategies. In this report, the reach of the campaigns and public awareness have been measured to see how a digital campaign can promote public health initiatives-very much essential for a country like Bangladesh, where access to major resources in regards to health education may be challenging.

3.1.2 Objectives

The key objective of this report is to estimate the impact of the design of the digital media outreach of the “Let's Breathe Well” campaign. The specific objectives are:

- To assess the reach and engagement of the digital media platform in targeting the intended participants of the campaign
- To explore the cost analysis of different social media platforms

- To identify the challenges that occurred during the campaign

3.1.3 Research Question

What effect did the design of the "Let's Breathe Well" campaign have on digital media outreach in raising awareness of respiratory health issues and promoting good breathing habits in Bangladesh?

3.1.4 Significance

The advantages of digital marketing in healthcare campaigns are numerous; it targets the audience with a central message through the organization's websites and digital media apps. It can help healthcare organizations and providers stay ahead of the competition and engage, educate, and influence consumers (Craig, 2023).

This is a very important study because it informs necessary knowledge regarding the impact of digital media in influencing the public to promote health campaigns in developing countries like Bangladesh. The rates of respiratory diseases are increasing continuously due to air pollution and other environmental factors; thus, the "Let's Breathe Well" initiative is key to improving awareness and changing behaviours towards betterment. The present study analyses the effectiveness of various digital outreach strategies and therefore brings practical knowledge into focus on how social media and other digital tools could be effective in engaging diverse audiences in resource-constrained settings.

Moreover, the study also highlights the cost analysis, some of the challenges and opportunities related to conducting health campaigns in a digital space, along with recommendations that might help shape future public health campaign efforts. These dynamics are important to understand for entities like the UNDP and other relevant stakeholders striving to improve public health through innovative, accessible, and economically effective strategies. The findings of the current study could also add to the emerging body of literature on digital health promotion by providing the basic framework for the effectiveness of digital media for improving design and execution in similar settings.

3.2 Methodology

Type of Study

This study applies a mixed-method type of study that is a combination of qualitative and quantitative analyses to evaluate the digital media outreach of the "Let's Breathe Well" campaign. The focus lies in explaining how the digital tools, content, and strategies were implemented in this campaign to engage the target audience in healthy breathing habits.

Data Collection Method

In order to capture the effectiveness of the design and implementation of the Digital Media outreach of the Let's Breathe Well campaign, this study uses both primary and secondary data sources.

Primary Data Sources: Primary data for the second round of the research study were collected directly from the campaign as Meta Data. It ranged from data on social media platforms like Facebook, Instagram, LinkedIn and Twitter, the reach, impressions, engagement rates, and views on videos would be gauged as representative of the overall performance in the digital environment.

Secondary Data Sources: This information was collected from existing records, social media posts, newspapers and digital analytics of the campaign. Further data were collected from the performance reports of the campaign and any other similar public health campaigns. Secondary sources supported the triangulation of findings and recommendations for the campaign's digital outreach.

Analytical Approach

· Quantitative Data Analysis

Descriptive statistics were applied to the collected social media metrics to establish measures of the reach and engagement, and monetary breakdown of the budget. Such collected metrics are visualized through trends, comparison performance, and audience interaction using Microsoft Excel.

The paid advertising campaign performance was evaluated based on conversion metrics analysis and demographic metrics for understanding how well the campaign reached its target audience.

- Qualitative Data Analysis

Content Analysis was used to analyse the qualitative data from all the posts, videos, infographics, and newspaper articles that were posted by the campaign. The content was reviewed for relevance, clarity, aesthetics, and meeting the purpose of the campaign.

3.3 Findings and Analysis

This section of the study shows the outcomes of data collected during the evaluation of digital media outreach for the "Let's Breathe Well" campaign. It follows a series of social media performance metrics, content caption analysis and challenges to understand the effectiveness of the digital media outreach associated with the campaign design.

3.3.1 Content Caption Analysis

The campaign uses 12 content captions with 48 posts through Static(photo and infographic) and Video mediums to spread knowledge and information to create awareness among the people on Facebook, Instagram, LinkedIn and Twitter.

- Type of Content

The messages from the campaign design allowed the collaboration between UNDP and the local youth influencers themselves. This mere fact was responsible for growing the visibility and credibility of the campaign. Most videos were regarding educational content featuring unknowing pollution from vehicles, black smoke, impact stories, associated diseases with air pollution and awareness speeches from celebrities. The static platform mostly contained statistics about the Air Quality Index, IQ Air, Constitution of Air, Life Expectancy, and the number of deaths due to air pollution to raise awareness and educate people. It was also important that data-driven content was used to make sure the posts were timely, targeted in cases of audience activity patterns, and contributed to higher engagement rates.

· Reach

The BW Dhaka Campaign reached around 3.6 million people through social media platforms. Facebook has been the most effective tool for reach as it accounted for almost 99% of the reach with only 1% from other platforms like Instagram, LinkedIn and Twitter. LinkedIn was used to target healthcare professionals, policy leaders, and business stakeholders, despite its typical use as a professional networking platform. LinkedIn stood at the second position with 32,657 reaches out of 3,662,408. One of the videos titled “I am Dhaka” a metaphorical letter from Dhaka city highlighted the air pollution and the city being in darkness, hoping for a better had the highest-1.2 million reaches on Facebook. However, a photo with life expectancy statistics earned the highest reach on LinkedIn and Twitter. Video contents have a reach of over 400,000 thousand on Facebook on average. The static content portrayed photos and facts whereas short videos with stories engaged more people creating a higher reach on Facebook and LinkedIn.

· Engagement

Facebook dominates with the reaction of the caption contents with a total of 6,665 reactions whereas LinkedIn stood at 1,088 reactions. Instagram and Twitter only accounted for 7% of the total reactions to the caption content. The figure shows the reactions on different social media platforms.

Figure 1Caption Content Reaction of BW Dhaka Campaign

Source: Campaign Data

Likewise in reach, the Facebook post about the letter from Dhaka City had the highest reactions of 3,700 however for LinkedIn and Twitter, an informative fact about the reduction of Life Expectancy of Bangladeshis by 6.8 years counted for the highest reactions (UNDP, 2023).

3.3.2 Monetary Breakdown of Social Media Outreach

The crucial aspect of any digital campaign is how much money has been spent on social media advertising and promotions that were done to increase the views and reach for their content. In the case of the "Let's Breathe Well" campaign, a major chunk of the budget was allocated to promoting posts across all platforms: Facebook, Instagram, LinkedIn, and

Twitter. Each one of these platforms has been selected for its capability of reaching target audience demographics and fostering engagement of the messages about respiratory health and air pollution.

· Facebook-Instagram

Since Facebook is the most popular social media platform in Bangladesh, most of the advertising budget was used to promote posts. This is made possible by ad tools that Facebook provides, which enable them to offer highly targeted ads to users based on age, location, interests, and engagement with health-related content. Instagram, on the other hand, offered content that targeted a younger, visually-oriented audience. Photo and video posts were very common on this channel. Instagram video creates substantial reach with great traffic driven mainly through its features. The data collected from the campaign used Metadata combining Facebook and Instagram. The total cost of the Facebook Instagram ad was US\$ 314.32 in accumulation of 50 digital posts.

According to the data, a video post on Facebook costs almost thrice as much as compared to a Static post. However, the yield is also higher creating a more affordable choice for awareness in the long run. Video posts on the Facebook-Instagram earned almost 60% more reactions compared to Static posts, moreover, out of 260k engagements on different posts, video posts got 202k engagements and photos got about 48k. The rest were YouTube link posts, which had the least engagement and reach among all other Meta posts.

There were around 23.5 million reaches on the posts. Based on the cost breakdown, the cost per thousand reach (CPTR) was \$0.013 and the cost per thousand engagement (CPTE) was \$1.25. suggesting an appealing engagement mostly to the young audiences of the Facebook-Instagram platform. The cost per thousand views is \$0.05 which is less than the industrial average of \$8.96 (Dogtiev, 2024).

· Twitter

Twitter was primarily used to engage influencers and the general public through hashtags and campaign-specific trends. Since tweets have a very short life and the pace at which the platform is moving, the Twitter ad budget focused on promoted tweets and hashtag campaigns. The total cost for the Twitter ads was US\$ 83.4 for 12 posts.

The data showed that a video post on Twitter costs \$9.40 on average compared to that of \$4.38 on average for static posts. The higher expenditure on video posts had greater results, it has a reach of 35.5k compared to 19k of static posts. People on Twitter had higher engagements-reacting, commenting and sharing more on video posts than on photos.

The posts on Twitter accounted for almost 59000 reaches and 2157 engagements. The CPTR was \$1.42 and the CPTe was \$38.9 reflecting a higher cost for creating engagements through Twitter during the campaign.

Table 1 Comparison of Costs between FB-Instagram ads and Twitter Ads

	No. of Posts	Total Cost	Max Cost	Min Cost	Mean Cost (per post)
Facebook & Instagram	50	314.32	47.44	5	6.29
Twitter	12	83.4	10	0.85	6.95

Source: Author's Own Calculation

The table above illustrates a summary of the comparison between the two most used social platforms: Facebook-Instagram and Twitter. The cost range of Facebook is between \$5-\$47.44, and that of Twitter is from \$0.85-\$10. The range of cost for ads is higher for Facebook showing the presence of fluctuation in the cost criteria. An FB costing \$10 earned higher reach and engagements compared to that in Twitter with the same cost. Both the minimum cost and the maximum cost were higher for FB ads than Twitter ads, but the mean cost per post is lower for Facebook by \$0.66.

· BW Dhaka Campaign

The BW Dhaka Campaign had 48 posts on caption content of 12 each for Facebook, Instagram, LinkedIn and Twitter featuring the same caption. The total cost was \$273.28, and the average cost per post was \$5.69. The cost per thousand reach was \$0.07 and CPTe was \$32.72, both the cost per thousand reach and engagement involve all the social media platform-Facebook, Instagram, LinkedIn and Twitter as a whole.

Overall, it is seen that a higher budget was split on Meta than on Twitter to ensure the proper utilization of cost-effectiveness and reach the target audience. Both Facebook and Instagram can provide the best balance between cost and audience engagement for a country like Bangladesh. In all, the budget tried to balance cost and impact across multiple platforms. Each platform has made the most of outreach within financial means by focusing on high-engagement content, especially videos, leveraging the strengths of each platform. While some platforms like Twitter and LinkedIn were a bit more expensive, they added value to reaching specialized audiences on professional grounds and therefore to the overall success of the campaign.

3.3.3 Challenges of Social Media

The 'Let's Breathe Well' campaign has some challenges that can create a barrier to the overall implementation and outcome of the process. These aspects of the campaign require proper recognition and need to be addressed so that future campaign designs can help bring more awareness among public concerns and generate higher participation and effectiveness of outreach. The identified major challenges are:

I. Limited Audience Engagement

The campaign resorted to different types of content, including videos, photos, and infographics. However, the latter did not yield the expected results in terms of user engagement on every platform. In general, videos achieved the highest ratings, while posts with only static images and text yielded lower levels of interaction.

ii. Dissimilar Platform Performance

Even though the same caption content was used across different platforms, performance differed across social media sites, with Facebook and Instagram showing higher levels of interaction and Twitter and LinkedIn trailing far behind. This unbalanced performance showed that the platform-specific strategies were still not fully utilized to benefit from each platform's unique features and user demographics. For example, Twitter is a very fast-moving medium; posting could have been done more to create real-time engagement. Similarly, LinkedIn content might have been directed more toward professionals and health organizations.

iii. Lack of opportunity for collaboration

While this campaign design competition is meant to bring awareness to respiratory health, it has missed its window of opportunity to push the message further as it was a competition of ideation and also due to paucity of time with the collaboration of external stakeholders and digitally high well-known followers. The messages were fully dependent upon the innovation of the teams to design awareness for the public.

iv. Miscommunication and false information

The misinterpretation of people's perspectives and inability to monitor communications, unfavourable comments and messages pose an additional challenge for health media management on social media. When compared to conventional media, the participation aspect of social media and the transparency of information sharing lead to a rise in the spread of false information on these platforms (Ghalavand, Panahi and Sedhi, 2020).

3.4 Summary and Conclusion

The "Let's Breathe Well" is a UNDP Bangladesh project campaign which launched a design competition for creating ideation aimed at promoting healthy breathing habits. This paper has analysed the digital media outreach strategy of the "Let's Breathe Well" campaign. Through the use of different social media sites like Facebook, Instagram, LinkedIn and Twitter, the varied audiences are targeted in one go, making it highly relevant for creating awareness about respiratory health amidst rising air pollution and associated health problems in the country. The findings indicate that the campaign reached more than 3.6 million people and that Facebook is the most effective platform based on reach and engagement. Instagram and Twitter only contributed 7% of the total reach of the caption content and static posts on the Facebook-Instagram earned almost 60% fewer reactions compared to video posts

12 content captions and in total 48 posts were used on the Static, Video, You Tube mediums to raise awareness through "Let's Breathe Well" campaigns on social media platforms, namely, Facebook, Instagram, LinkedIn, and Twitter. These included educational videos on pollution, impact stories, and awareness speeches taken from celebrities. On the Static platform, there was a lot of information of data regarding the Air Quality Index, IQ Air, Constitution of Air, Life Expectancy, and deaths caused by air pollution. The

highest-performing content included interactive visuals: videos and infographics, particularly on alarming stories, causes of air pollution and health hazards.

The allocation of the budget showed that the mean cost of FB Instagram Ads was lower than that of Twitter. However, the range of fluctuation of cost for posts is higher for FB Ads. BW Dhaka Campaign had a total cost of \$273.28. The costs per thousand reactions and engagements are \$0.07 and \$32.7 respectively. These costs include all the social media platforms. The data from the campaign reveals that it is wise to spend more on video posts where that feature any influencers or well-known persons, impact storytelling and environment-free pollution practices to boost reach and engagement. Static posts containing statistics have a higher reach but lower engagement as people who are unaware of the indicators may not feel any influence from it.

Conversely, the campaign faced some challenges, including limited audience engagement, dissimilar platform performance, lack of opportunity for collaboration, and miscommunication and false information. Although simplified and Bengali contents were created, future campaigns could push further and address these issues to bring more awareness among public concerns and generate higher participation and effectiveness of outreach.

Conclusion

In conclusion, the "Let's Breathe Well" campaign demonstrated that digital media outreach may indeed be a force to reckon with in public health promotion, especially with the leveraging of data-driven strategies and engaging audiences through interactivities and visuals. The ways to ensure improving such a campaign include addressing digital divides and making health messages even simpler to reach more people. The findings from this study will be extremely important, bringing forth very valuable insights to inform the design and implementation of similar health campaigns in Bangladesh and other developing nations.

3.5 Recommendations

The success of the digital media outreach of the 'Let's Breathe Well' campaign was highly linked with its strategic use of social media platforms in the education and engagement of the public on respiratory health issues. However, from findings and analysis, there are some areas in which the effectiveness of the campaign could further be optimized in pursuit of even

greater impact and outreach. The various recommendations include optimization content strategy, improvement of budget allocation, increasing collaboration and enhancing monitoring and evaluation mechanisms.

i. Optimizing Content Strategy

Some of the most important factors in any digital media campaign are good content and relevance. Strategies could be employed to make the content more impactful and engaging. The strategies can follow diversification, platform specific engagement, targeting and personalization, localization and UGC marketing of the content.

- Diversification of the content format: While the video posts were very engaging, the campaign should increase the variety in the content formats to meet the various audience preferences. The diversification of content format and can also improve audience retention, and create better outreach and engagement with the content.
- Platform-Specific Engagement Strategies: Each social media platform used in the campaign has its target audience, and knowing such differences may be used to optimize the content on each of the platforms. It will be more strategic to use different caption contents on different social media platforms rather than using the same for utilizing the strength of each media. Facebook is a very wide platform in Bangladesh; therefore, it should be a core part of the campaign. Adding to the usage of Facebook, Facebook Groups can be made regarding respiratory health, which would give each of their members a chance to share experiences, take part in the discussion along with offering special content. Instagram reels can be used for short catchy content, Facebook and LinkedIn can utilize longer success stories, education content and health blogs, whereas Twitter can use hashtag campaigns (Amsber Creative, 2023). Additionally, tweet chats with healthcare professionals or policymakers may be of interest to a better-informed audience, offering an opportunity to delve deeper into discussions about the effects associated with air pollution and respiratory health.
- Localization of Content: Bangladesh is a country with a diverse population linguistically and culturally, and there should be content made that resonates with the different regions and communities. The campaign messages can increase manifold access to them if developed into local versions both in Bengali and regional dialects. Region-specific stories and content creation, such as respiratory health problems in urban versus rural

areas, high pollution in urban cities, and traditional cooking methods in rural areas can make the outreach of media far more relatable and relevant to the local population.

- Targeting and Personalization: The addition of targeting and focusing on personalized content by segmenting the audience can bring more effectiveness to the campaign's digital media. Segmentation will apply to different demographic segments. The campaign should apply Audience Segmentation so that it can remarkably and effectively increase the relevance of its communications to the needs and preferences of every individual group. An example might be, that while university students will prefer fast, visually oriented content on platforms like Instagram, in-depth information on platforms like Facebook and LinkedIn can be efficient for older audiences.

- UGC marketing: User-generated content (UGC) can inspire people to share experiences or their views about breathing exercises (Beveridge, 2024). It will activate more users' contributions; one can forward with some contests or challenges like "Best Breathing Technique Video" or "Share Your Clean Air Tips" and make a continuous outreach on social platforms.

ii. Improved budget allocation and cost management

The efficiency of the budget spending across platforms relates strongly to the success of the campaign. Based on this analysis of reach and engagement, therefore, the following recommendations will be made:

- Invest More in High-Engagement Content: Videos performed better in engagement compared to photos during the campaign period. As such, more budget should be allocated toward content creation and paid promotion of video content, especially on platforms like Facebook and Instagram. Boosting the video posts on Facebook and Instagram will further help increase the engagement rate, especially tutorial or interactive ones. Moreover, the budget shall consider video production costs to ensure that the videos are highly qualitative and attractive to the targeted audience.

- Dynamic Budgeting: The campaign needs to be based on a dynamic budget allocation model whereby resources would be moved to platforms or types of content performing the best over time. For instance, if a certain platform or type of post returned more,

money could be channelled to that avenue. This approach lets the budget be used most effectively.

- Organic Growth: The campaign will not scale well if it is dependent on too many paid ads, within a constrained budget. It can then utilize other methods to help sustain high levels of engagement organically, such as through social media challenges, partnerships with influencers, or user-generated content. Create viral content that encourages users to share the message with their networks the reach will be maximized without additional costs.

iii. Partnership and Collaboration

A partnership indeed is a multiplier of the credibility and reach of the campaign. There can be more strategic partnerships made from the campaign with the organizations and individuals involved. Integration with local or international health organizations such as the Bangladesh Lung Foundation, and WHO, and with local hospitals may further strengthen the credibility of the campaign and widen its reach. These associations may help disseminate the message through their networks, and they will also provide authoritative voices for the campaign content in videos, webinars, etc., with renowned doctors.

In addition to that, the campaign should also enlist the services of local influencers and brand ambassadors or health experts with a huge online presence, which would serve to raise the level of engagement with the campaign a notch higher. The data results also provided evidence that the presence of influencers or celebrities with higher digital following increases the public engagement of such media posts. The presence of a well-known person assures the authenticity of the message and can interact with the audience better boosting the visibility of the campaign across digital channels.

iv. Enhanced Monitoring and Evaluation

In its simplest form, the campaign needs to be measured so that changes can be made in the middle and long term if necessary. The following steps are recommended to improve the campaign's monitoring and evaluation process: The following steps are recommended to improve the campaign's monitoring and evaluation process:

- Real-Time Analytics: As the campaign is being implemented, the investment in the tools for real-time analytics could be beneficial to the campaign team as it has access to the level of engagement, demographic data as well as the performance of the campaign on various platforms. They would help make fast decisions, for example, modifying the target audience, switching to other kinds of materials with better results, getting feedback, generating new keywords and hashtags and identifying advocates (Varsha, 2023).
- Post-Campaign Surveys: Post-campaign questionnaires could be administered to the target audience to determine the real effects of the campaign on the awareness and behaviours of the people. These surveys could collect information on the extent to which changes in people's behaviour and information on respiratory health were impacted by the campaign.
- Long-Term Impact Evaluation: It is possible to define the direct success of the digital campaign in terms of engagement metrics, however, a more accurate evaluation of the efficiency of this campaign can only be determined by analysing its long-term contribution to the improvement of the public's health. Perhaps, more data can be gathered by cooperating with health organizations regarding changes in the statistical data referring to respiratory health, advances in air quality or even visits made to hospitals due to breathing issues in the course of the past few years.

The campaign designs must correspond with the phases of the health behaviour change as the sustainability of health awareness promotion through social media is a complicated process (Ghahramani, Courten and Prokefieva, 2022). The implication of the recommendations can help the 'Let's Breathe Well' campaign create sustainable improvement in respiratory health awareness in Bangladesh and enable the campaign to increase views, meaningful engagement, and long-term behaviour change.

References

- Ahmed, I. (2024). *Bangladesh's digital footprint in the age of social media saturation*. The Daily Star; The Daily Star.
<https://www.thedailystar.net/opinion/views/news/bangladeshs-digital-footprint-the-age-social-media-saturation-3585071>
- Amber Creative. (2023). *Optimise Content Strategy for Facebook and Instagram*. Amber Creative.
<https://ambercreative.sg/blog/facebook-instagram-optimize-content-strategy>
- Beveridge, C. (2024, March 26). *What is User-Generated Content? And Why is it Important?* Hootsuite; Hootsuite.
<https://blog.hootsuite.com/user-generated-content-ugc/>
- Craig, S. (2023). Leveraging the power of digital marketing in health care. *Medical Economics*, 100(11).
<https://www.medicaleconomics.com/view/leveraging-the-power-of-digital-marketing-in-health-care>
- Dogtiev, A. (2024). *Facebook Ads Cost*. Business of Apps.
<https://www.businessofapps.com/marketplace/facebook-marketing/research/facebook-ads-cost/>
- Ghahramani, A., Courten, M. de, & Prokofieva, M. (2022). The potential of social media in health promotion beyond creating awareness: An integrative review. *BMC Public Health*, 22(1). <https://doi.org/10.1186/s12889-022-14885-0>
- Ghalavand, H., Panahi, S., & Sedghi, S. (2020). Opportunities and challenges of social media for health knowledge management: A narrative review. *Journal of Education and Health Promotion*, 9(144).
- Koh, A., Swanepoel, D., Ling, A., Ho, B. L., Tan, S. Y., & Lim, J. (2021). Digital health promotion: promise and peril. *Health Promotion International*, 36(1), 70–80.
<https://doi.org/10.1093/heapro/daab134>

Kotler, P., & Keller, K. L. (2016). *Marketing Management* (15th ed.). Pearson.

Shesheir, M. H. (2023). *Challenges for our digital health platforms - -*

observerbd.com. The Daily Observer .

<https://www.observerbd.com/news.php?id=445198>

Smith, J. A., Watkins, D. C., & Griffith, D. M. (2020). Reducing health inequities

facing boys and young men of colour in the United States. *Health Promotion*

International, 36(5), 1508–1515. <https://doi.org/10.1093/heapro/daaa148>

UNDP. (2023). Facebook.com; Facebook.

<https://www.facebook.com/photo/?fbid=318865750708484&set=a.261348116460248>

UNDP. (2024). *Youth unite for a clean air campaign to combat pollution and promote healthier environments*. UNDP; UNDP Bangladesh.

<https://www.undp.org/bangladesh/press-releases/youth-unite-clean-air-campaign-combat-pollution-and-promote-healthier-environments>

Venkatesh, V. (2023). *The importance of social media monitoring*. Zoho Social.

<https://www.zoho.com/social/journal/the-importance-of-social-media-monitoring.html>

Webster, J., Sinha, N., & Meadows, S. (2024). *Bangladesh's air quality is among the world's worst. What can be done?* Atlantic Council; Atlantic Council.

<https://www.atlanticcouncil.org/blogs/energysource/bangladeshs-air-quality-is-among-the-worlds-worst-what-can-be-done/>

Appendix

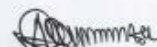
**Catch Bangladesh
Statement of Financial Position
As at 30 June 2022**

	Notes	30 June 2022 Amounts in BDT	30 June 2021 Amounts in BDT
Assets			
Non-current assets			
Property, plant and equipment	1.00	804,138	998,750
Total non-current assets		804,138	998,750
Current assets			
Accounts Receivable	2	663,358	-
Advances, deposits and prepayments	3	119,815	-
Cash and cash equivalents	4	514,451	854,857
Total current assets		1,297,624	854,857
Total assets		2,101,761	1,853,607
Capital and liabilities			
Capital			
Partners Capital	5	510,725	506,412
Net Profit		548,154	4,313
Less: Drawings		-	-
Total Capital		1,058,879	510,725
Current liabilities			
Provision for income tax	6	19,815	-
Liability for expenses	7	1,023,067	1,342,882
Total current liabilities		1,042,882	1,342,882
Total Capital and liabilities		2,101,761	1,853,607

for M/S. Catch Bangladesh

See annexed report of the date

Dhaka, Bangladesh
Dated,


M. Zakaria & Co.
 Chartered Accountants



Catch Bangladesh
Statement of Profit or Loss and Other Comprehensive Income
For the year ended 30 June 2022

	Note	30 June 2022	30 June 2021
		Amounts in BDT	Amounts in BDT
Service Revenue	8	7,457,360	3,959,578
Operating Expenses	9	242,553	236,865
Gross Profit		7,214,808	3,722,713
Less: Administrative Expenses			
Salary & Allowances		4,521,512	2,760,000
Utility expenses		23,525	3,000
Office Rent		120,000	86,400
Transportation expenses		475,484	450,000
Registration and licence fee		17,500	16,000
Printing & Stationery Expenses		14,587	-
Miscellaneous		178,540	152,000
Internet Bill		96,000	70,000
Wages bill		1,017,582	45,000
Repair and maintenance expenses		97,584	78,000
Entertainment		74,847	56,000
Audit fees		10,000	2,000
		6,647,161	3,718,400
Operating Profit/(Loss) (A-B)		567,647	4,313
Other Income		322	-
Profit/(Loss) before taxation		567,969	4,313
Income tax expenses		19,815	-
Profit/(Loss) after taxation		548,154	4,313

for M/S. Catch Bangladesh

See annexed report of the date

Dhaka, Bangladesh
Dated,



S. M. Zakaria
S. M. Zakaria & Co.
Chartered Accountants

Catch Bangladesh
Statement of Financial Position
As at 30 June 2023

	Notes	30 June 2023 Amounts in BDT	30 June 2022 Amounts in BDT
Assets			
Non-current assets			
Property, plant and equipment	1.00	651,942	804,138
Total non-current assets		651,942	804,138
Current assets			
Accounts Receivable	2	1,255,833	663,358
Advances, deposits and prepayments	3	250,738	119,815
Cash and cash equivalents	4	48,176	514,451
Total current assets		1,554,747	1,297,624
Total assets		2,206,689	2,101,761
Capital and liabilities			
Capital			
Partners Capital	5	1,058,879	510,725
Net Profit		1,040,066	548,154
Less: Drawings		(1,000,000)	-
Total Capital		1,098,945	1,058,879
Current liabilities			
Provision for income tax	6	150,738	19,815
Liability for expenses	7	957,006	1,023,067
Total current liabilities		1,107,744	1,042,882
Total Capital and liabilities		2,206,689	2,101,761

for M/S. Catch Bangladesh

See annexed report of the date

Dhaka, Bangladesh
Dated,



S.M Zakaria & Co.
Chartered Accountants

Catch Bangladesh
Statement of Profit or Loss and Other Comprehensive Income
For the year ended 30 June 2023

	Note	30 June 2023	30 June 2022
		Amounts in BDT	Amounts in BDT
Service Revenue	8	11,547,674	7,457,360
Operating Expenses	9	206,083	242,553
Gross Profit		11,341,591	7,214,808
Less: Administrative Expenses			
Salary & Allowances		6,360,000	4,521,512
Utility expenses		27,854	23,525
Office Rent		120,000	120,000
Transportation expenses		545,841	475,484
Registration and licence fee		18,500	17,500
Printing & Stationery Expenses		27,548	14,587
Miscellaneous		187,548	176,540
Internet Bill		96,000	96,000
Wages bill		2,545,210	1,017,582
Repair and maintenance expenses		125,451	97,584
Entertainment		87,548	74,847
Audit fees		10,000	10,000
		10,151,500	6,647,161
Operating Profit/(Loss) (A-B)		1,190,091	567,647
Other Income		713	322
Profit/(Loss) before taxation		1,190,804	567,969
Income tax expenses		150,738	19,815
Profit/(Loss) after taxation		1,040,066	548,154

for M/S. Catch Bangladesh

Dhaka, Bangladesh
Dated,

See annexed report of the date



[Signature]
S.M Zakaria Co
Chartered Accountants

Liquidity Ratio				
Current Ratio = Current Asset / Current Liabilities				
Year	Current Asset	Current Liability	Calculation	Current Ratio
2021	854857	1342882	854857/1342882	0.63658
2022	1297624	1042882	1297624/1042882	1.24427
2023	1554747	1107744	1554747/1107744	1.40353
Profitability Ratio				
Return On Assets = Net Income / Total Assets				
Year	Net Income	Total Assets	Calculation	ROA
2021	4313	1853607	4313/1853607	0.00233
2022	548154	2101761	548154/2101761	0.26081
2023	1040066	2206689	1040066/2206689	0.47132
Net Profit Margin = Net Income / Sales				
Year	Net Income	Sales	Calculation	Net Profit Margin
2021	4313	3722713	4313/3722713	0.00116
2022	548154	7214808	548154/7214808	0.07598
2023	1040066	11341591	1040066/11341591	0.09170

Solvency Ratio				
Debt Ratio = Total Liabilities /Total Assets				
Year	Total Liabilities	Total Assets	Calculation	Debt Ratio
2021	1342882	1853607	1342882/1853607	0.72447
2022	1042882	2101761	1042882/2101761	0.49619
2023	1107744	2206689	1107744/2206689	0.50199
Efficiency ratio				
Asset Turnover Ratio = Sales / Total Assets				
Year	Sales	Total Assets	Calculation	Asset Turnover
2021	3722713	1853607	3722713/1853607	2.00836
2022	7214808	2101761	7214808/2101761	3.43274
2023	11341591	2206689	11341591/2206689	5.13964
Dupont Analysis				
Return On Equity = Net Income / Total Equity				
Year	Net Income	Total Equity	Calculation	ROE
2021	4313	510725	4313/510725	0.00844
2022	548154	1058879	548154/1058879	0.51767
2023	1040066	1098945	1040066/1098945	0.94642