

Internship on IDP education Bangladesh Private Ltd.

Submitted By

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ID: 20164071

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

BRAC Business School, BRAC University

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Declaration

It is hereby declared that,

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

Student's Full Name & Signature:

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Supervisor's Full Name & Signature:

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Associate Professor, BRAC Business School

Letter of Transmittal

Dr. Syed Mahbubur Rahman

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Subject: Submission of Internship Report

Dear Sir,

This is my pleasure to display my report internship on IDP Education Bangladesh Pvt Ltd. This project has been prepared by me as an important requirement of the BUS699 course. I have found the study to be quite interesting, beneficial, and insightful. I have tried my level best to prepare the full project as per my experience of my internship.

We thank you cordially for giving me this opportunity and achieving this new experience. I trust that the report will meet the desires.

Kind Regards,

Md Azizul Karim

ID: 20164071

BRAC Business School

BRAC University

15.10.2023

Executive Summary

This internship report delves into the operations of IDP Education Bangladesh Limited, offering a comprehensive insight into its role within the realm of international education services. The internship, conducted from 1 June 2023 to August 31, 2023, provided a firsthand perspective on the company's functions, with a focus on departments like marketing, student services, and partner relations.

IDP Education Bangladesh Limited emerges as a vital contributor to the international education pursuits of Bangladeshi students. The report highlights the company's efficacy in student counseling, IELTS test preparation, university placement, and visa assistance, underpinning its remarkable growth. The organization's commitment to fostering global education opportunities and employability for Bangladeshi youth is clearly evident.

The report also recognizes challenges faced by the company, including market competition and pandemic-related disruptions. Recommendations are provided to enhance services, broaden the company's reach, and tackle these challenges effectively.

In summary, IDP Education Bangladesh Limited stands as a key player in the Bangladeshi education landscape, empowering local students to pursue international education and forging a promising path for the future.

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Chapter 1: Overview of Internship

Student Information: Name, ID, Program, and Major/Specialization

Name: Md Azizul Karim

ID: 20164071

Major: Marketing

Internship Information

The MBA program consisted of this internship. In order to complete this course, I had applied to and became associated with a well-known private company in Dhaka, Bangladesh. There were many things that I had the opportunity to work on. Concepts that I had previously studied on took a practical shape while I worked there. In the company, I had been placed in the Student Placement Department. As part of this designation, the work assigned to me consisted of Counselling alongside Pipeline Delivery.

Period, Company Name, Department/Division, Address

The period of the internship:

From 1 June 2023 August 31st, 2023

Company Name: IDP Education Bangladesh Pvt. Ltd.

Department: Student Placement

Address: Level 8, Green Rowshanara Tower, 755 Satmasjid Road, Dhanmondi, Dhaka 1209

Internship Company Supervisor's Information: Name and Position

Supervisor information:

Nahida Islam

Designation:

Branch Manager-Dhanmondi

Job Scope – Job Description/Duties/Responsibilities

- Providing assistance to the existing and prospective students in selecting programs alongside universities that align with their vision through counseling services.
- Providing support to the students regarding the visa application procedure which consists of reviewing and preparing the visa applications, ensuring coordination with the officials concerning immigration process, and delivering valuable information in the context of visa regulations.
- Ensure accuracy of student information records as well as visa application status, keep track of all activities regarding relevant regulations and policies.
- Keeping track of the latest version of visa regulations along with related policies and processes, taking up counseling and application process as per the requirement.
- Prepare the entire application procedure to Partner Universities.

Internship Outcomes

Practical Experience

The internship opportunity placed me in the Student Placement department which benefitted me in a great number of ways. One of the highlights of it is the practical experience that I have gained regarding customer management, lead conversions as well as pipeline delivery. This internship provided me with the platform needed to apply theoretical knowledge to practical situations.

Customer Management

There were a great number of walk-in customers at the office. It allowed me to gain first-hand experience of customer management. At the same time, part of the job responsibility required that I conduct customer assessment, product accumulation while finding areas of customer need. This will all result in successful conversion. From this, I was able to assess customer needs in order to provide relevant recommendations.

Budgeting and Planning

Another valuable part of the internship was to receive exposure to pipeline planning. Through the internship, I learned how to create quarterly pipelines and manage them. In addition, I had to observe the client conversions and keep a record of variances.

Data Management

I had to equip myself with data management skills for the internship. There was a CRM software in use at the office. As such, I had to learn how to handle leads as well as customer data. It allowed me to learn how

to efficiently organize the customer's financial information. All of it is vital to maintain accuracy in terms of reporting and pipeline analysis.

Industry Insights

The Student Placement department allows employees to gain valuable insights regarding the study abroad industry. In addition, I was able to learn about the operations management of such organizations that take part in the aforementioned industry. There is also the matter of understanding the financial considerations in this industry. Trends in this industry can shift and it is key to understand them.

Networking Opportunities

During my tenure at the office, I was fortunate to connect with the colleagues along with my supervisor. Furthermore, I had the opportunity to work and connect with international marketing managers. This opportunity can also open the door on future collaborations and increases my chances of securing a job.

Professional Development

The internship's tenure was sufficient to allow me to develop a number of transferable skills. These skills are problem solving, critical thinking, punctuality, attention to detail. Skills such as the ones mentioned gained from working at IDP Education Bangladesh Pvt. Ltd. will assist me in future endeavors.

Student's contribution to the company

Upon being assigned to the Student Placement department, it was my target to make significant contributions to it. The key areas of work were Customer Management and Pipeline Delivery. On a regular basis, I assisted with client conversion process, identification of admission and visa compliance as well as preparing pipeline reports. The internship required me to conduct a thorough need analysis. As a result of the analysis, it became possible to highlight areas in which the company's operations could be optimized. The result of these changes is the improvement in customer satisfaction levels. At the same time, I was required to work closely with the team in order to develop a realistic pipeline. The effect of creating such a pipeline was to ensure proper allocation of human resources. Meanwhile, I had to implement proper data management techniques and keep customer data organized. The internship also required that I develop a keen eye for details while sharpening my analytical skills. As such, I had been able to deliver key insights alongside recommendations for the team. Not only did I learn to make informed-decision making but also helped the company in doing so. To summarize, it is my dedication and strong ethic that helped me to make

significant contributions to the department and the company as a whole.

Benefits to the student

Internship program is a chance to apply theoretical knowledge in practical environment. There are a number of benefits to working in the Student Placement department. The first aspect I have to point out is the exposure I received to international education consultancy. Experience gained from working in the respective department was instrumental in helping me to understand the admission and student visa process. I had to work quite regularly with visa application processing as well as student counseling. Both of these require patience and once these skills are acquired, they can be of great use in the industry. At the same time, I was able to hone my skills in client management as well as customer need analysis. These skills can be beneficial in my future career.

The tenure allowed me to gain insight into a company's financial processes. There is one distinct financial business model for every company and I was allowed to understand it. I had to collaborate with different professionals within the company. As a result, I got to expand my professional connections and also receive career advice from them. These professionals have been in the industry for a long duration and have many keen insights that I received during the internship by interacting with them.

A key benefit of doing the internship program was to develop teamwork and interpersonal communication skills. As I had to work in a team, it was key to have strong communication skills. The communication skills would serve me well for interacting with the providers as well as international admission offices. In addition, I was instructed to communicate with a number of stakeholders. There were some complex situations which developed along the way. As such, I also learned to deal with complex situations in a professional environment.

Lastly, this internship presented me with the opportunity to apply theoretical knowledge in the professional scenario. When it comes to marketing and customer management, it is at times possible to connect the two. There was scope to tackle tricky situations that tested my critical thinking ability. In addition, I needed to come up with unique solutions. As such, I was able to develop problem solving abilities and enhance them. The internship also helped with my adaptability skill as I had to adjust to the professional work environment in short notice.

Problems/Difficulties (faced during the internship period)

The internship duration was not without some challenges/problems. These problems allowed me to test my critical thinking ability and develop problem solving skills. Perhaps the most difficult problem of all was to handle complicated financial data as well as high amount of information regarding international admissions. The company has to routinely work with countless student visas and maintenance requires effort. Meanwhile, all data are not similar, the variations can add difficulty to the work itself. So, analyzing different data set can be time consuming. In order to deal with this situation, I had to seek the guidance of colleagues as well as my supervisor. With their help, I was able to break the data down into parts that were more manageable. Afterwards, I took the help of data analysis tools to complete the task.

The pipeline budgeting process is not an aspect of the job that one can master on the first day. During the early stages of the internship, it was an area of concern as I struggled to understand the overall process. There is diversity in the methodologies of every company and that applies to the CRM software too. So, it can take time at the start to understand the CRM software and the budgeting guidelines as well. The team I was assigned to had been extremely supportive throughout my tenure and helped me to understand the entire process. As such, I got to actively contribute to the pipeline budgeting process.

The work as an intern there was such that I had to find balance between multiple activities. There were a number of responsibilities to handle. It is vital to know which tasks to prioritize more in such cases. Deadlines would often conflict with each other and at times, the priority of certain tasks became less or more due to sudden changes. As is the case, these changes can make people feel overwhelmed. Even so, it was vital to learn how to manage the tasks with efficiency. So, I sought assistance when it became necessary and honed my communication skills accordingly. Ultimately, the communication skills came in handy to negotiate the deadlines of certain tasks.

When working in a team, it is inevitable to face challenges during coordinating and collaborating. Difference of opinions can occur at any time. In addition, there can be instances of communication errors. In order to overcome these challenges, it is imperative to listen to the colleagues and establish open communication. There has to be desire to compromise so that a common ground can be established through the goals can be accomplished. It is what I had to practice during my internship as well.

The challenges were plenty but rising to the occasion was also necessary. After all, challenges give the

opportunity to grow and learn. This internship experience allowed me to learn how to be resilient, adaptable and boosted my problem-solving skill. In addition, I had the chance to learn about budgeting.

Recommendations (to the company on future internships)

I want to take the opportunity to show my gratitude to IDP Education Bangladesh Ltd. The organization has given me the right platform as an intern to learn and grow in the field of international student placement. At IDP Education Bangladesh Ltd. it was possible to learn some new skills and sharpen existing skills.

The company is known to offer comprehensive internship programs. These programs can be quite helpful for students to learn to bridge the gap between textbook and real world scenarios. At the same time, the internship programs allow students to learn in detail about lead management as well as pipeline budgeting projects. There are quite a few responsibilities for interns to manage which can contribute to the department positively. It can be quite helpful in fostering professional growth.

IDP Education Bangladesh Ltd. is committed to mentoring and guiding new workers. The same can be said for their internship programs. There was no shortage of support from those who have worked in the company for so long. The open door policy at IDP also helps to develop strong employee relations. Meanwhile, there are activities that breed collaborations between employees. The colleagues I had in the company have always fostered mutual respect and a sense of camaraderie. It is their willingness to hold open conversations which helps to develop creatively.

Chapter 2: Organization Part

Introduction

When it comes to international educational services, there are companies on the level of IDP. It has a huge influence at the global level. The purpose of IDP is to connect international students with programs and universities in English-speaking countries. IDP excels at connecting these students with the right programs and institutions. At the very least, IDP tries to connect them with the closest match in terms of programs. For the last 5 decades, IDP has been managing its operations in many countries. As of now, IDP has been operating in 57 countries (IDP Education, 2024). Meanwhile, the company co-owns IELTS and runs 11 campuses in Southeast Asia. These campuses are known for helping students learn English as a second language (IDP Vietnam, 2015). The company is also involved with many professional development initiatives. Some of the notable initiatives are the Australian International Education Conference and CamTESOL. SEEK Ltd. is the owner of 50% of the company while the other half is owned as a group by Australian University shareholders (IDP, 2015).

History

The Australian Government played a key part in the origins of the company in 1969.

Corporate Success

Publicly listed company in Australia.

Key Brands

The leading global brands from student placement, English Language testing and online student engagement services.

Strategic Partners

Co-owner of IELTS from their origin in 1989 with British Council as well as Cambridge Assessment English.

Network

120+ student placement offices that are fully owned and in 57 countries. Contains 1100 student placement counselors. More than 1400 IELTS test locations inside 60 countries. 9 English language teaching schools

in different parts of Southeast Asia.

University Relationships

More than 700 university clients as a part of 6 main English-speaking destination countries.

IDP Education Bangladesh Pvt. Ltd.

IDP Education Bangladesh has its origins in Australia as a global leader regarding student placement services. The company is well-known within the country and elsewhere that IDP is one of the most sought out education consultants. At the same time, they are the co-owner of IELTS. The company on the other hand, is co-owned by 38 Australian universities. IDP has its place in the history of Bangladesh as being among the oldest Student Placement Service providers (IDP Bangladesh, 2017).

Services

- Admission and counseling for education providers from abroad
- Aiding with applying and scholarship attainment
- Aiding with visa and provides pre-departure briefing
- IELTS



Figure 1: IDP Education Services

Offices

IDP Dhaka: Gulshan, Dhanmondi

IDP Chattogram

Team

IDP Bangladesh is team that consists of 350 individuals working in 4 different locations across the country.

Marketing Practice

Leadership at IDP can take on a few different styles on the basis of the situation. The most common approach of leadership is democratic but also combines participative style. It is clear that the company is more than open to employees giving their input. There is distinct involvement from the employees in the decision making process which makes the workplace inclusive. The democratic approach to leadership encourages interaction between the leader and the employees. On that note, at IDP, the employees are encouraged to voice their opinions. The thought process behind it is to establish collective intelligence. As such, employees can brainstorm with each other to generate new ideas. It allows employees to collaborate frequently to provide solutions and offer different perspectives (Indeed Editorial Team, 2023).

Another leadership style in practice at IDP is the Participative Leadership which is built on teamwork. Employees of IDP have a certain level of involvement in the decision-making process. So, they have to sharpen their problem solving skill and be innovative in their approach to problems (Shonk, 2024). There is plenty of opportunity at IDP for the employees to engage in brainstorming sessions. Not only does it foster creativity but it also promotes cohesiveness.

Much of the success for IDP is contributed by the democratic leadership style such that it makes objectives easier to achieve. The company is able to get a hold of the collective knowledge through this leadership style. Employees feel valued for their input and continually develop their knowledge on various issues. There is a sense of empowerment among the employees due to an environment that promotes collaboration and open communication with the leaders. As such, there is no lack of motivation among employees to commit to the organization's objectives.

The benefit to combining both these leadership styles is that employees become active listeners. At the same time, they can develop a mindset that welcomes open dialogue. It results in the free flow of information within the office. There is no barrier to sharing ideas between different departments with the goal of maximizing productivity. The company encourages transparency at all levels which breeds trust among the employees towards the management. So, the overall effectiveness of the organization is boosted heavily.

Marketing Practice

Brand Audit- Marketing Mix of IDP

Product

Quality

- Ensure the high quality of products
- Adds value to all the stages of the services to ensure high quality
- Raw materials get procured at DIBP to ensure reliability and keep strong relationship
- Products are maintained in environment that promotes safety and security
- Enjoys clear competitive advantage due to its established top quality of service

Functionality

- Products and services of IDP are solely produced and receive maintenance by themselves to ensure ease of use for interface
- The company has its own customer service team for providing all kinds of support
- IDP's existing support staff ensures usability of their products and services

Portfolio broadness

- IDP's portfolio is broad as it offers products like IELTS, IDP connect, Student placement and Hotcourses
- IDP's portfolio enables it to impact its target audience in Bangladesh properly

Benefits of product consumption

- Consists of functional benefits from customer's perspective which is routinely delivered
- Provides emotional benefits for the customer and distinguishes itself in the industry
- Maintains confidentiality regarding customer's information ensuring trust and fulfilling the psychological needs of the customer by allowing the fulfillment of the need for belonging

Place

IDP Student Placement has a distinct position among global educational agencies for actively promoting authenticity and reliability. International students have been able to trust IDP for its experience. It is a position that company maintains for well over 5 decades (IDP Education, n.d.). The crop of students visiting

IDP's branches regularly include school-going students as well as those in the Doctorate level. It can be said that there is diversity among the students seeking IDP's services. At the same time, IDP IELTS has gained a strong following for its reliability in the Bangladesh market. So, it can be said that the students are ready to place their trust in IDP regarding study abroad matters.

Promotion

IDP conducts promotional activities mostly through digital marketing techniques. Some of their activities include preparing online ads, search ads along with social media marketing campaigns (IDP Hongkong, 2024). Additionally, the company has successfully arranged educational events in different parts of Bangladesh that promotes student engagement.

Pricing

The pricing of IDP IELTS can be termed as premium. Pricing is kept at level with the industry standard. Meanwhile, the Student Placement activities will not cost the customers any money at all. Such a move allows IDP to maintain distinct competitive advantage over other companies in the market.

People

The student counselors at IDP are among the most experienced in the country. Students get to connect with them and get proper guidance. There is a matter of extreme precision and in-depth knowledge which is necessary for student placement and visa processing. Students can rely on IDP's counselors for these important activities. IDP's staff have years of proven experience in these sectors and many more which helps build trust among students.

Process

IDP is known as the standard bearer for the student placement process alongside IELTS. It has done so with consistency for 50 years. Both of the aforementioned programs are carefully monitored by the IDP staff and designed in an efficient manner (IDP Bangladesh, 2024). IDP has a client interaction platform in the form of IDP Live. This platform specializes in student placement and allows customers easy navigation without any human interaction. Primary activity of this platform is admission related queries. There is an app as well as a website created and managed by IDP which digitizes the student placement process. In many ways, it is

game changing as it breaks away from the traditional approach.

Physical Evidence

The branches of IDP Bangladesh are 4 in 3 major cities: Dhaka, Chittagong and Sylhet. As Dhaka is the capital of Bangladesh and many services are highly centralized, there are 2 offices in Dhaka. Gulshan and Dhanmondi are the locations of these 2 offices. There is tangibility in the products and services they offer at these offices.

Points-of-Parity and Points-of-Difference Between Competitors

The main competition for IDP in Bangladesh is Global Reach. A company that provides similar services as IDP and has been functional for 32 years (Global Reach, n.d.). Both of these companies have similarities as well as differences to be noticed.

Points-of-Parity

The business model for both of these reputed companies make them share similarities. For instance, both of them provide student placement programs in the same country. As such, it is inevitable to find similarity in the student placement processes. Another similarity is that both of the companies employ customer service professionals to harbor deep connections with customers. Lastly, the pool of products when it comes to student placement is fairly similar.

Points-of-Difference

Even though both companies provide student placement services, IDP also provides IELTS service that Global Reach does not. On the other hand, IDP is listed as a public company in Australia while Global Reach is a private company. There are limitations for Global Reach for their products. IDP differentiates itself by providing all the products available regarding the education sector in Australia. Lastly, IDP has been operating in 57 countries while Global Reach only operates in 6 countries.

Customer-Based Brand Equity Model for IDP Education

The aforementioned model reflects the idea that success for brand is built on the attitude of customers towards it. As such, it is actually possible to develop this model in terms of IDP Education as a global brand. The pyramid of this model dictates that there will be six steps to build brands (Stukalina & Pavlyuk, 2021). These steps are as follows: salience, performance, imagery, judgments, feelings and resonance.

Brand Salience Elements

Brand salience is about the thought process of customers at the time of selecting products or services. The brand awareness for IDP can be identified through Brand Depth and Breadth.

Brand Depth

The brand depth of IDP Education in Bangladesh is represented by the ease with which people recognize the company. Since its formation in 1969, the educational agent has formed a close bond with the students by offering reliability. The dedication to delivering the best service possible has allowed IDP Education to become the market leader in student placement (The Daily Star, 2023). When the corona virus pandemic slowly dissipated to allow normalcy to take over Bangladesh, the company experienced a growth of 47% in every segment. Since its inception, IDP has served generations of customers in Bangladesh. Customers know that they can depend on IDP to provide transparency along with their services which builds loyalty. As such, many customers in Bangladesh relate the word reliable with IDP Education. In short, the company has noticeable brand depth.

Brand Breadth

Once the recall takes place, there is strong consideration for purchase such as, the British Council for IELTS, Student Placement, PFEC Global as well as Global Reach. A satisfied customer of IDP with their response can attract newer customers to IDP just like that.

Imagery Dimension Elements

With IDP, customers can experience reliability, efficiency as well as trustworthiness. Through its services, IDP can fulfill many of the psychological needs of the customer. IDP is known for being trustworthy as an educational agent in the country. On that note, IDP has created and maintained the imagery of reliable

organization and the one stop solution for study abroad issues.

History and heritage

As mentioned earlier, IDP has been operational for well over 50 years and in 57 countries. In all of these countries, there is a total of 100+ offices which house 700 counselors globally. Students in different decades have greatly benefitted from the services of IDP. It is quite possible to find parent and children equally taking the services of IDP in different decades. These services include visa processing and student placement among others.

Personality

The personality for IDP reflects the trustworthiness and efficiency of their entire process. Additionally, IDP has been vouched for by customers due to its authenticity. As they have been operating for 50 years and more, it is safe to say that they invoke brand loyalty.

Brand Performance

When it comes to Bangladesh, this following metric is a good indicator to measure the brand performance:

Snapshot of FY 23 & 24 Performance of IDP

	Unit	Growth			
		FY23	FY22	\$m	%
Total Revenue	A\$m	726.3	586.5	139.8	24%
EBIT	A\$m	290.6	206.7	83.9	41%
EBIT Margin	%	40%	35%		
% of Total Group Revenue	%	74%	74%		
% of Total Group Segment EBIT (Excl Corporate Overheads)	%	85%	85%		

Asia revenue grew by 24% due to the strong growth in student placement volumes, with India student placement revenue growing at more than 70% compared to FY22.

Figure 2: IDP's revenue for FY 23 in Asia

Revenue and EBIT by Geographic Segment*

Twelve Months to 30 June	Full Year Actuals		Growth	
	FY24	FY23	\$m	%
Revenue				
Asia	742.1	726.3	15.8	2%
Australasia	54.8	44.3	10.5	24%
Rest of World	240.4	211.3	29.0	14%
Total Revenue	1037.2	981.9	55.3	6%
EBIT				
Asia	287.1	290.6	-3.5	-1%
Australasia	9.0	4.4	4.6	104%
Rest of World	38.7	45.2	-6.6	-14%
Total EBIT pre corporate costs	334.7	340.2	-5.5	-2%
Corporate costs	-124.4	-119.5	-4.9	-4%
Total EBIT	210.3	220.7	-10.4	-5%

Figure 3: IDP's revenue of FY 24 reflecting Asia and other parts of the world

Awareness

In order to evaluate the awareness levels of customers regarding IDP, it is feasible to look at the amount of customers visiting their physical offices. The daily traffic of IDP Education at Bangladesh-based offices are:

- Gulshan: Daily walk-in students: 200 students on average
- Dhanmondi: Daily walk-in students: 100 students on average
- Chittagong: Daily walk-in students: 70 students on average

For IDP, it is suitable to manage the walk-in clients through customer care engagement alongside recommendations and unaided brand awareness. There is no direct competition to offer from other companies in terms of walk-in customers. It can well be a result of superior brand awareness.

Familiarity

IDP as a brand actively promotes transparency and reliability when it comes to Australian Student Placement programs. Customers know of their smoothness and the relative ease with which the company handles visa processing.

Consideration

When students in Bangladesh think about studying abroad, they contact IDP’s counselors. A key reason for that is the years of experience these counselors have. It automatically translates to reliability. This can also be reflected in student’s choice to select IDP IELTS over British Council’s IELTS.

Advocacy

The term denotes a person’s willingness to refer a product or service to someone they know. In this case, it means whether customers are willing to refer IDP’s services to others. As it is a good way to understand IDP’s brand loyalty, the company has been measuring the Net Promoter Score (NPS) for the last 3 years. IDP will conduct surveys at random to inspect about customer satisfaction. Through this activity, IDP has learned about the loss of NPS points (IDP Education, 2023). One of the major reasons for the loss in Bangladesh is the insufficient staffing due to the COVID-19 pandemic. As such, IDP has renewed its focus to increase customer satisfaction. Here is a close look at the NPS for FY23 for IDP Education globally:



Figure 4: NPS of IDP globally for FY23

Brand Judgment

Brand Quality

This is supposed to reflect the way in which IDP perceives quality achieved due to the customers. The company is a strong supporter of building lasting relationships with clients in order to provide authentic service. For IDP, the student placement program has garnered goodwill and trust from customers. It is reflected in their word-of-mouth marketing that results in more new customers arriving at IDP's offices.

Credibility

The defining factors that have made significant contributions to IDP's overall success are reliability, genuineness, efficiency and trustworthiness. Given the company's long history of providing quality service with consistency, these factors are bound to appear. IDP puts a lot of focus on creating value for the customer above anything else.

Superiority

Due to the diligence of the employees about student placement at IDP Education, it has achieved a superior position than rivals like PFEC Global and Global Reach. Additionally, the company is on par with British Council's IELTS if not considered to be better.

Feelings Dimensions

- Sense of security
- Provides warmth
- Satisfies customers
- Ensures confidence

Brand Resonance

Sense of community

Due to its online presence, IDP has gained significant following in social media platforms such as, Facebook. Meanwhile, the company's website is known to provide authentic updates regarding the Department of Immigration alongside the Border Protection of Australia. If customers feel the need, they may also use the website to obtain information about other immigration websites. IDP is responsible for

hosting some of Bangladesh's biggest education events. Additionally, the company hosts similar events in other countries as well. These events allow students to connect with different schools, colleges, and universities. Afterwards, customers get to feel a sense of belonging through and with IDP (IDP, 2024).

Sense of Authenticity

There have been countless cases of malpractice and dishonesty in the study abroad industry in the past. As such, customers feel a sense of authenticity after interacting with the representatives at IDP.

Brand Mantra

IDP is positioned as a one-stop solution for all matters related to higher education. It is also the go-to place for advice regarding visa issues. IDP has been successful in distinguishing itself as the source of reliability for student placement programs. Today, many people in Bangladesh refer to IDP as an expert in the study abroad sector due to its brand mantra.

Human Resource Planning Process

Recruitment and Selection Process

In order to succeed in any industry, a company needs a capable workforce. On that note, IDP Education Bangladesh works hard to attract and then select the right people in each sector. Since IDP values efficiency, the company also has a comprehensive recruitment process. After all, the company believes in creating the highest value for customers. In order to deliver on that, they need dedicated workforce. IDP's recruitment process consists of job analysis, job description, vacancy announcement, application screening. It is then followed by interviewing and checking references (Hayes, 2023). There are also some assessment tests which candidates have to go through if IDP feels the need to evaluate their skills.

Compensation System

Every company has a distinct compensation system in place to reward employees for their hard work. At IDP, it is the firm belief that a competitive compensation system can attract top talents within the industry. As such, the company ensures that their compensation package is on par with the industry standard. At the same time, IDP tries to duly reward employees for their contributions to its success (IDP Education, 2021). The company is well aware of the idea of employee motivation and incentives. As such, employees receive

sales commissions, benefits, performance-based incentives and also allowances.

Training and Development Initiatives

The business environment in which IDP Education Bangladesh Ltd operates is dynamic. There is little scope to keep the overall process same and hope for the same result. For that reason, IDP promotes continuous learning and development for all the employees. There are skill development programs to improve the skills and knowledge base of employees (Arulsamy et al., 2023). IDP recognizes the value in providing on-the-job training, seminars as well as mentorship programs to employees. As a company, IDP is eager to help employees grow professionally and contribute in a meaningful way.

Performance Appraisal System

Appraisal systems are used in IDP to measure the performance of employees. There are predetermined objectives against which the performances are measured. IDP is clear in their approach about the objectives to achieve so that employees can provide thorough feedback. Several aspects exist in the performance appraisal such as, self-assessments and manager evaluation (Indeed Editorial Team, 2022). The company takes the appraisal system seriously as it believes in finding areas of improvement. At the same time, it is imperative to reward employees duly for exceptional performances.

Financial Performance and Accounting Practices: Financial Performance

Liquidity Ratio

The concept of this ratio deals with any company's ability for paying off short-term debt obligations. There is a scale to measure the company's ability such that, if the ratio exceeds 1.0, the company is considered to be in a good position. According to IDP's official report for FY23, the liquidity ratio stands at 1.7. As such, the company is in a healthy position at the moment.

Profitability Ratio

By definition, this ratio deals with any company's ability to bring about earnings with regards to the revenue alongside operating cost as well as balance sheet assets. There is a distinct time period to consider in order to calculate the ratio. The profitability ratio is a way to understand the company's profit generation capacity. It will reveal to the shareholders whether it is good to invest further in the company. During the last three

years, IDP Education has been successful in generating a profitability ratio on the higher side. For the FY23, the company's Adjusted Earnings Before Interest and Tax (EBIT) had been \$228 million. It is a rise by 40 percent from the previous year i.e. FY22.

Accounting Practices

Generally Accepted Accounting Principles (GAAP)

As IDP Education operates in several countries across continents, it has to adhere to relevant accounting principles. For the most part, the company follows GAAP. This principal is responsible for generating a standard framework to record, report as well as present financial information.

Financial Statement

IDP like all other educational consultancy company has to prepare financial statements. This includes income statement, balance sheet alongside cash flow statements. These statements represent the company's financial performance to shareholders in an effective manner.

Accrual Accounting

Accrual accounting is responsible for recording revenues and expenses at the time of earning or when incurred. The method helps IDP Education to properly represent the financial activities over time.

Internal Controls

Internal controls are necessary for a company of IDP Education's stature for safeguarding assets. Additionally, it is needed to prevent fraud acts while maintaining the accuracy of financial information. It is a process comprising of regular audits and segregation of the duties. IDP also monitors their internal system in that context.

Cost Accounting

The cost accounting techniques are used by IDP in order to make a cost estimate for manufacturing their products alongside services. As such, IDP is able to get a better understanding of profitability and areas for cost control. At the same time, the company can make informed decisions about pricing.

Tax Compliance

IDP as any other company must comply with local tax laws and concerned regulatory bodies. In order to do so, the company calculates and report tax related liabilities to timely submit tax returns. It is imperative to maintain proper documentation of financial records.

Financial Reporting Standards

There are specific guidelines that come with International Financial Reporting Standards (IFRS). Companies are required to choose between IFRS and GAAP to follow a standard approach in each country (IAS, n.d.). IDP can vary in their approach as per the designated reporting standard of each country. The financial landscape for the company is complex given their international presence. It is well known that Deloitte is the auditor for IDP. As such, the company must follow international accounting standards to keep transparency. For these reasons, the company's accounting practices require it to be accurate in record keeping and for managing the trust of shareholders. The alliance with Deloitte for auditing reflects IDP's commitment to maintaining fairness and upholding ethics.

Information System Practices

Customer Relationship Management (CRM)

The customer interactions that occur at IDP's offices regularly need to be monitored and assessed. At the same time, it is vital to keep a track of the sales lead. Most importantly, the company has to ensure customer satisfaction. By maintaining a CRM system, IDP is able to effectively handle customer data and upgrade their customer service. The company is known to use SAP Sales Cloud alongside SAP Service Cloud to help with the aforementioned issues.

Data Analytics

IDP contains operational data that has to be analyzed. On that note, the company makes use of various tools and techniques. As a result, they can identify trends which leads to process optimization. More importantly, the company can make data driven decisions. The data analytics tool mostly being used by IDP is Microsoft Power BI.

Industry and Competitive Analysis Industry Overview

IDP Bangladesh SWOT Analysis

Strengths

- International brand with over 50 years of activities
- Functions in 57 countries with the use of 120 offices
- Publicly traded company being co-owned by a total of 38 Australian Universities
- Market leader in Bangladesh and the oldest in the study abroad sector
- Provides IELTS that is preferred in the same way as British Council IELTS

Weaknesses

- Lack of staff in Bangladesh
- Physical facility in Bangladesh does not adhere to international standard for IDP
- Employee retention is on the lower side
- Lack of regional offices in many parts of Bangladesh

Opportunities

- Opportunity to open many regional offices in Bangladesh
- Easily generates organic traffic which can be utilized more effectively
- Chance to introduce diverse range of products, for instance, vocational education overseas

Threats

- Border restriction issue resulting from pandemic
- Visa restriction placed as a result of policy shifts in higher education destinations overseas
- Newer and aggressive policy adoption of competition
- Unresolved customer dissatisfaction

Competition Analysis

There are direct as well as indirect competitors for IDP to contend with in the student placement market and they are: PFEC Global, Global Reach, Eduko Pathways to name a few. Meanwhile, the direct competition for IDP IELTS is British Council IELTS. On the other hand, the indirect competition for IDP IELTS comes in the form of PTE, TOEFL as well as Duolingo English Test.

Future Outlook

- There is a growing demand for study abroad services in Bangladesh. At the same time, it is a source of GDP.
- Since there is increase in GDP, there is also a shift in the overall thought process towards higher education. There seems to be a belief that it can bring about a better quality of life.
- There is good opportunity for IDP to leverage their strength in activities like student placement and visa processing to create more opportunities.

Conclusion

IDP as a company functioning the Higher Education industry has gained fame as a symbol of authenticity and reliability. There is a diverse portfolio of products and services for the customers. After all, the company is well aware of the dynamic needs of customers and recognize the need for being adaptable. IDP places a high level of emphasis on the quality of service they provide. Additionally, the company is actively trying to ensure superior quality of their product to position themselves as the market leader.

IDP's marketing tactics resulted in a high degree of brand awareness. Meanwhile, the company has taken steps to build lasting relationships with clients. There are a number of market segments that IDP has targeted to increase their visibility. The digital marketing channels have been used to the fullest to spread news about the existing products and services of IDP. IDP is fully aware of the growing demand for higher education related services. Hence, the company employs skilled counselors who can serve dynamic needs of existing and new customers. The company also emphasizes on generating new leads despite their ever growing digital presence. It can be said that all of these efforts are to ensure a sustained run at the top of the mountain for IDP.

The operations management as well as information system practice is well up to industry standards. It goes without saying that to operate in such a competitive market, IDP has to be on par with industry standards. This is true for IDP's actions taken for quality control as well as HRM planning. No matter which country they operate in, IDP has to plan many aspects of their activities. The company takes customer satisfaction quite seriously and creates plans to ensure the highest form of customer satisfaction. IDP understands the customer's need to improve the quality of life and provides services accordingly.

Recommendation

- **Fortifying customer relationship management:** The best way to ensure long lasting relationship with the customers is to deliver top notch customer service. On that note, being responsive to customers is always preferred. It is also possible to retain customers by providing personalized solutions. With this approach, IDP can create brand loyalty among its customers everywhere around the globe. Additionally, the customers can provide key insights which can be used to improve the overall approach.
- **Focusing on employee development and retention:** For any company that provides customer service, the employees are among the biggest assets there can possibly be. IDP can develop a system to attract top talent and retain them. It can be done by providing the employees with a nurturing and inclusive work environment. In addition, IDP can invest in training programs to help employees grow continuously. IDP can actively create an environment where employees feel encouraged to think creatively to provide customers with personalized solutions.
- **Strengthening market expansion:** There are many regions in Bangladesh that can provide IDP with the opportunity to expand their business. The company has expertise in the areas like student placement and visa processing. Given the recent shift in students' desire to study abroad, it is a lucrative opportunity to expand to other regions in the country. As such, it will diversify the company's revenue streams.
- **Increasing research and development effort:** There is always room for growth and improvement when it comes to customer service. Each customer can provide a fresh look at conventional customer service practices. By making IDP's standard services more efficient, the company can attract more customers. It will inevitably lead to their market position being strengthened.
- **Developing strategic partnerships:** In Bangladesh, IDP has the scope to collaborate with schools, colleges and universities to promote their services. When they collaborate with top educational institutions in the country, it can provide new insights into the market. In addition, it will help to build new products or services if needed.
- **Observing and adapting to market trends:** The hallmark of a great company is that it observes market trends and takes necessary steps to adapt accordingly. This can mean regulatory changes or technological advancements or even upgrading the entire process. By adapting to the changing customer needs and expectations, IDP can stay ahead of the curve.

Chapter 3: Report

Introduction

The department for Counseling and Pipeline Delivery is a key player for IDP in order to generate revenue. This department has to create and implement budgets. After implementing them, it is also vital to monitor the activities. Additionally, the department has to analyze cost data for providing insights as well as recommending any necessary changes. In short, this department needs to work to improve IDP's efficiency as well as ensuring profitability. During my tenure as an intern, it was possible for me to actively learn about management decision making. At the same time, I could observe the impact of aforementioned decisions on the entire company.

There was scope for me to watch experienced professionals handle complex tasks with relative ease. So, I was able to absorb the knowledge of direct sales alongside budgeting procedures. In addition, the company gave me the opportunity to learn about pipeline delivery techniques as well as financial reporting. While I worked at IDP, I had the privilege of developing analytical skills. Often times, I had to pay attention to detail, especially when I worked with financial data.

As an intern of the Student Placement department, I was instructed to help in preparing and analyzing pipeline. Furthermore, I had to identify revenue generation opportunities. In order to do so, I learned about variance analysis. I was also responsible for helping to report financial forecasts. As I participated in cross-functional meetings, I got the chance to understand the value of financial insights and work on it.

The internship was instrumental for my future career. It was ideal for me since I received firsthand experience on customer management. Moreover, it helps me to understand the customer's mindset which can be beneficial for building a career in sales and marketing.

Literature Review

Gaining Practical Experience

The department I worked for is responsible for helping me to develop analytical skills. During my tenure, I had to work a huge volume of customer data. I had been instructed to analyze the data so that I can identify

trends and develop problem-solving approaches. This gave me the perfect opportunity to refine my abilities when it comes to obtaining insights from interacting with customers. The use of analytical skills is crucial in helping me grow as an intern and learn about informed decision making.

Learning Customer Management Practices

This internship has helped me to gain valuable experience about customer management. There was scope for me in the Student Placement department to learn about existing sales techniques along with pipeline as well as forecasting measures. On that note, it may have been a bit challenging to learn and use variance analysis at first. However, the colleagues of my department were helpful in the matter. Through it all, I was able to get a strong understanding of the working mechanism behind sales and management decisions. At the same time, I was fortunate to see the impact of aforementioned decisions on the company's profitability.

Building Professional Networks

The platform I received through the internship program allowed me to create professional networks. I had the opportunity of connecting with several industry experts, experienced colleagues and many more. It was also exciting to connect with fellow interns and get their perspective on the internship experience. The connections I made were generous to guide me regarding future career options. Professional networks are always beneficial as they can provide industry insights. On that note, I received valuable insights and knowledge on budgeting which can help me to navigate my future career.

Objectives

Part of doing the internship was to achieve the following objectives:

- Comprehending customer management and the role it plays in driving sales up.
- Helping the Student Placement department with activities like customer interactions, applications as well as visa processing.
- Gaining exposure to techniques like sales forecasting alongside variance analysis.
- Making contributions towards cross-functional collaborations and communicating.
- Comprehending the sales and pipeline decision-making procedure in a professional environment

Significance

Company's Position in the Industry

It is clear that IDP is heralded as the market leader in the realm of study abroad sector. There are several reasons behind this. Firstly, the company has a diverse product and service range. Secondly, the market presence they have is quite strong. Lastly, they have been committed to delivering quality service for decades. The opportunity to work as an intern in the Student Placement department is vital to the growth for interns. This is due to the fact that interns get to learn firsthand about the best practices of customer management. Additionally, the department can help interns to learn about different sales techniques.

Financial Goals and Challenges

There are financial goals set by management for every company and IDP is no different. Some of the goals may consist of cost optimization strategy and others may include financial stability maintenance. The hallmark of a great company is that it ensures sustainable growth. While I worked in the Student Placement department, I had to contribute in a direct manner to these issues.

Contribution to Sales and Marketing

The department I was assigned to, had to focus on identifying sales opportunities. Interns had to make meaningful contributions for generating customers alongside conversion measure. In addition, interns were instructed to help in the company's sales process and find out areas of inefficiency. At times, I had to propose strategies to quickly convert potential leads. The goal here to contribute to the sales performance.

Long-Term Profitability

One of the primary objectives of IDP Education Bangladesh Ltd is to ensure long-term profitability. Interns assigned to the Student Placement department had to contribute with ideas regarding long-term profitability. Activities such as, pipeline budgeting along with sales analysis can be beneficial for identifying options for revenue growth. In addition, there is constant need to improve upon methods of customer generation. What matters most here is an intern's ability to make lasting contribution to a company's performance.

Methodology

Methodology for this internship report aims to highlight the operational activities of IDP and its profound impact in Bangladesh. Here are some of the steps taken to do so:

Desk Research

There were attempts made to conduct secondary research thoroughly regarding information on IDP Education Bangladesh Limited. It is pivotal to know more about the company's impact on Bangladesh's education sector. For this reason, it was necessary to review their official documents alongside publicly available data.

Primary Data Collection

The primary data had to be collected by means of on-site observations as well as interacting with the employees. In light of conducting on-site observations, it is vital to shadow the employees of various departments. Additionally, one needs to attend meetings alongside conducting interviews with important personnel. Due to these interactions, it became possible to collect valuable insights regarding the daily operations at IDP.

Departmental Analysis

There are specific departments selected for this internship report to be focused on. The list of departments in focus are marketing, student services and finally partner relations. It is no simple task to do departmental analysis of these aforementioned departments. The process required me to conduct a thorough analysis of several organizational functions alongside procedures and related challenges. We used direct participation along with discussions held with department head to collect information.

Data Synthesis

Data had been collected from both primary and secondary sources in an attempt to recognize pivotal trends as well as the company's strengths, weaknesses, opportunities and threats. For that, it is imperative to categorize the information before reaching any conclusion.

SWOT Analysis

The use of SWOT (strengths, weaknesses, opportunities, threats) analysis came in handy for analyzing internal factors that impact the company's performance. At the same time, the analysis helps to shed light on external factors contributing to the performance as well. As such, it was possible to get a structural framework that proved vital to evaluate the company.

Challenges and Recommendations

The data analysis played a key part to identify areas of opportunities as well as challenges. In order to tackle the challenges, it is imperative to provide recommendations and thus improve on the company's performance.

Report Compilation

The internship report has been processed with the aid of findings and insights through research. It is hoped that the insights were beneficial to provide a detailed overview of the company. In order to make the report systematic, there is an executive summary, introduction as well as conclusion. With these points, it is possible to frame the information properly.

Moreover, the methodology adopted to prepare this report provides the opportunity to deeply explore operational activities of IDP Education Bangladesh Limited. As such, it can also help in making recommendations for the company's growth and sustainability in the future.

Findings and Analysis

Role in International Education

The company is in many ways a pioneer in creating international education opportunities in Bangladesh. There are diverse services comprising of student counseling, visa processing, IELTS test preparation as well as university placements. Due to having such a diverse portfolio, there is a lot of value given to IDP.

Global Collaboration

There are a high number of international institutions that collaborate with IDP. As a result of these collaborations, the local students in Bangladesh can get higher educational opportunities in a range of programs.

Impact of COVID-19

The pandemic had posed a great challenge to many international organizations worldwide. It was no different for IDP in Bangladesh. Even so, the company was up to the challenge. They resorted to online services for the students. It is this commitment to delivering services that endeared the company to students.

Market Competition

There is considerable challenge that comes with the competitive landscape. More new players are emerging in the market which necessitates IDP's approach to constantly innovate and improve existing services.

Student-Centric Approach

Given that IDP takes a student-centric approach, it gives IDP considerable advantage over competitors. All of the employees are working hard to ensure personalized guidance for students. As such, the company stands tall and distinguishes itself from competition.

Strategic Marketing

So far, the strategies adopted by the company from a marketing perspective have been effective to reach its target audience. IDP has employed both online and offline campaigns to achieve varying degrees of success regarding lead generation.

SWOT Analysis

According to the analysis, IDP's strengths rest in their partnerships as well as the connection with the students. Weaknesses are made up of potential challengers in the market. There are opportunities to grow the existing customer base with offices in different regions. Lastly, the threats consist of uncertainties surrounding global events like the coronavirus pandemic.

Summary and Conclusion

To put things into perspective, IDP Education Bangladesh Limited has been dynamic and tries to create impact at all times in the education sector of Bangladesh. After conducting thorough analysis, the findings suggest that IDP fosters global educational opportunities. Over the years, the company has continually proved their dedication to helping students in their endeavors. It goes without saying that challenges will persist, the constant ability of IDP to adapt to a dynamic environment highlights its tenacity. Additionally, it highlights the company's influence on the industry as a whole. Due to this internship experience, it has been possible to gain noteworthy insights that help to form future strategies.

Recommendation

Diversify Service Portfolio

In order to conduct business in Bangladesh, it is necessary to understand the customer's needs. IDP dedicates its resources and efforts into that and has developed a range of services. With that said, the customers' preferences and needs keep changing. So, to keep up with it, IDP needs to diversify their service portfolio. In the near future, IDP can include GRE or GMAT test preparation services.

Digital Transformation

If the coronavirus pandemic gave out any lesson it's that emergencies can arise out of nowhere. As such, IDP needs to invest heavily in further developing a digital infrastructure. During the pandemic, the company proceeded to provide online services to students. Improvements such as online test preparation alongside counseling through online medium is a necessity.

Strategic Marketing

There is high value in refining the marketing strategies to keep targeting newer audience. With the overall digital transformation, it is important for companies to invest in digital marketing, social media campaigns as well as online influencers to reach more students.

Continued Training

As the market is dynamic, the company needs to stay updated on recent changes. The best way to do so is by ensuring the up-skilling of employees. As a result, they will be ready to give the best service possible to customers.

Monitoring and Feedback

Utilizing NPS to monitor customer satisfaction level is a must in today's landscape. The feedback from customers have to be recorded for analyzing later. Feedbacks are going to contribute to the continuous development of the company's services.

Risk Mitigation

Risk mitigation is needed to tackle unforeseen emergencies. Given how the coronavirus pandemic took the world by storm, it is important for IDP to develop contingency plans for the near future.

Sustainability and Reliability

Any good company will try to maintain sustainable practices that promotes responsible practices among the customers. IDP has the market presence to promote eco-friendly campuses worldwide.

Research and Analysis

Continuous market research and analyzing the results can help IDP to stay updated on student's choices alongside global trends in education.

Community Engagement

In the long term, having partnerships with local educational institutions will drive the community engagement. As a matter of fact, it can create a strong relationship with the students, while enhancing the company's image. It gives the company the scope to actively contribute to the student's ecosystem.

Data Security and Privacy

When it comes to matters of students' data in the context of higher education, it is sensitive. There has to be a lot of high-end security measures in place that safeguards valuable information. It will help to build the foundation of trust in students regarding the company.

It is firmly believed that the aforementioned recommendations will assist IDP in solidifying its position as the industry leader. Moreover, it will help the company in improving their services and continue their success story with students in Bangladesh.

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