

Report On
Digital and Traditional Marketing Approaches by BRAC EPL Stock Brokerage Ltd.

By
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14204016

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

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 referencing.
3. The report does not contain material which has been accepted, or submitted, for any other degree or diploma at a university or other institution.
4. I have acknowledged all main sources of help.

Student's Full Name & Signature:

Maisha Rafa Khan

14204016

Supervisor's Full Name & Signature:

Md Shamim Ahmed

Lecturer, BRAC Business School
BRAC University

Letter of Transmittal

Md Shamim Ahmed

Lecturer,

BRAC Business School

BRAC University

66 Mohakhali, Dhaka-1212

Subject: Internship Report submission on Digital and Traditional marketing approaches taken by BRAC EPL Stock Brokerage Ltd.

Dear Sir,

It is indeed a great pleasure to be able to hand over the internship report prepared as a part of the requirement for my Bachelors program under BRAC Business School of BRAC University. I have worked in Institutional Business Unit at BRAC EPL Stock Brokerage Ltd to complete my internship and it was a great learning experience for me.

I have tried my best to well articulate the responsibilities and learning from this 3 months period while also work on a topic that will help the team I worked with gain some perspective on their current branding techniques. I chose this topic with accordance of your advice and I hope I could reflect my learning well.

I would like to take this opportunity to thank you for all the supports and guidelines that you have provided, which I hope to continue getting in the future.

Sincerely yours,

Maisha Rafa Khan

14204016

BRAC Business School

BRAC University

Date: January 06, 2020

Non-Disclosure Agreement

This agreement is made and entered into by and between BRAC EPL Stock Brokerage Ltd. and the undersigned student at BRAC University

Acknowledgement:

First and Foremost, I express my deepest gratitude to Almighty Allah for giving me the opportunity, determination and strength to complete my report.

I would like to thank my internship supervisor Md. Shamim Ahmed for all his guidance, support and advice throughout the internship period. I chose my topic according to his advice and everything fell in place after that.

Now, I would like to show my heartfelt gratitude to all the people in IBU Department, at BESL who have supported and helped me throughout my internship period. It has been an amazing experience to be able to work for BESL and it has been possible because of their continuous encouragement, support and assessment. I would like to thank Mr. Kazi Aminul Islam, Unit Head, IBU for giving me the opportunity to work here as an intern, support me with all the necessities I required during my internship period and guide me like a teacher whenever in need.

The team I worked with was really helpful and everyone was very eager to help me to learn different functions and operations of the department and I sincerely believe without their help and guidance I would not be able to complete my internship program in BRAC EPL Stock Brokerage Ltd.

Executive Summary

The job of stock representatives has developed in a major manner throughout the most recent couple of years. Nowadays, brokerage houses are not only here to purchase or sell stocks for the benefit of their customers but also plays a greater role in helping a speculator with the entire venture process; giving them research based overview, advice on stocks to helping client to invest in assets and finally do the trading on behalf of them. Being an intern in IBU at BESL the main report I have written is based on a partial picture of the different marketing approaches taken by BRAC EPL Stock Brokerage Ltd. Additionally I have also discussed about BRAC EPL Stock Brokerage Limited and its subsidiaries and my 3-months experience as an intern at IBU. Moreover, I have tried to portray a comparison between BESL's marketing approach with other financial portals.

List of Acronyms

BESL	BRAC EPL STOCK BROKERAGE LTD
BEIL	BRAC EPL INVESTMENTS LIMITED
DSE	DHAKA STOCK EXCHANGE
CSE	CHITTAGONG STOCK EXCHANGE
ITS	INTERNATIONAL TRADE AND SALES
IBU	INSTITUTIONAL BUSINESS UNIT

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Chapter 1:

Origin of the report:

Every BBA graduate from BRAC University has the opportunity to take in practical knowledge as well as theoretical knowledge during their graduation. We get our theoretical knowledge from the courses designed under our graduation degree and our practical knowledge is attained mostly through our assignments and the three month long internship program. After completion of the internship, we are required to write a full report on the tasks and responsibilities we had to undergo during this period. I have successfully completed my internship at BRAC EPL Stock Brokerage Ltd and writing this report to fulfill the requirement. I worked in Institutional Business unit where my roles were collecting and analyzing Daily news, briefing the news and tracking the market updates such as DSE market index, DSE Index points, sectoral turnover etc accordingly, sending out Board Meeting, Spot, AGM/EGM, Record Date updates and their technical charts daily to existing and prospective clients, Creating stock pitches, calculating dividends and preparing weekly reports and presentations for the team, updating daily turnover, Asset under Management and other performance metrics of the team. Additionally, I also had the opportunity to work on lead generation for the sales team and attend corporate meetings with prospective or existing clients.

Objective:

The objective of this report is to understand the impact of traditional and digital marketing in a brokerage firm. This report will also analyze the marketing approaches taken by close competitors of BRAC EPL Stock Brokerage and how it's affective them.

Methodology:

The sources of data in this report were both primary and secondary. The primary information utilized in this report are gathered though asking information from employees from different departments and the secondary data were collected from company's and competitor company's websites.

Limitations:

One of the major limitations of this report was the inability of sharing certain information in this report as BRAC EPL has strict restriction on sharing information with third parties. Additionally, it was difficult to learn and understand the topic in depth within the three months period while also doing operational work that was not completely relevant with my topic. I tried to choose a topic that will help my team understand, reflect and will finally add value in their operations as it was advised by my internship advisor.

Chapter2:

BRAC EPL Stock Brokerage at a glance:

2.1 Background of the organization

BRAC EPL Stock brokerage Ltd is one of the leading stock brokerages in Bangladesh offering services to High net worth individuals, corporate, international and local clients. They possess the best equity research team and are the leader in foreign portfolio investments.

Initially named as Equity Partner Securities Limited, started their operations in year 2000 with license from Bangladesh Security and exchange commission. It was then acquired by BRAC Bank on August 2009 with 51% equity and was named as BRAC EPL Stock Brokerage LTD.

With membership at both at the country's stock exchanges, Dhaka Stock Exchange (DSE) and Chittagong Stock Exchanges (CSE) they are operating with eight branches with all over the country.

BRAC EPL Stock brokerage has recently won two prestigious awards from International Finance Publications as the Best Research House 2019 and Best Brokerage House 2019.

2.2 Subsidiaries of BRAC EPL:

BRAC EPL has two subsidiaries; BRAC EPL Stock Brokerage Ltd and BRAC EPL Investments Ltd.

BEIL offers an entire range of investment banking services and it has just proven itself as one of the leading investment solution with topnotch portfolio managing services, serving around 4600 customers nationwide.

I completed my internship from BRAC EPL Stock Brokerage services in their Institutional Business Unit, the sales team that handles corporate and high net worth individuals. BESL is comprised of multiple departments which as a whole makes it a strong entity and the other departments were, ITS (International Trade and Sales), Research, Retail, HR, Compliances and Settlement.

ITS deals with the foreign portfolio investments and possess the largest group of foreign clients in the country. They operate with multiple trading computers and one Bloomberg terminal where they have access to real time news and data and trading tools making sure to provide cutting edge innovation to its users.

Research Team is comprised of industry's top notch professionals with diverse knowledge and experience from different sectors. They prepare monthly, weekly and yearly reports on how the sectors, stocks and certain mutual funds are performing and give daily business news updates to clients.

Retail Team handles the local clients in our country on how to construct their portfolios and do the trading for them. The retail team is known for having the highest trade amongst all the other departments.

HR looks over the employee relationships, maintains the company culture and facilitates the benefits and payrolls in the office.

Compliances team watches over legal and compliance issues of a brokerage firm and looks over the necessary documents and contracts for the firm.

Settlement team looks over the account opening process and records all the information in the software aligned with DSE.

Chapter 3:

Internship experience:

The journey of my bachelor's degree was quite bittersweet but I believe my Internship experience was wonderful. During our bachelor's we mostly had to learn through the theoretical approaches but the internship was a real Life experience to the corporate culture. My job responsibilities included collecting and analyzing Daily news, briefing the news and tracking the market updates such as DSE market index, DSE Index points, sectoral turnover etc accordingly, Sending out Board Meeting, Spot, AGM/EGM, Record Date updates and their technical charts daily to existing and prospective clients .I occasionally had to create stock pitches, calculating dividends and preparing weekly reports and presentations for the team. My daily responsibilities also included updating daily turnover, Asset under Management and other performance metrics

of the team. I actively worked lead generation for the sales team and attend corporate meetings with prospective or existing clients.

Chapter 4:

Digital and Traditional marketing approaches taken by BRAC EPL Stock Brokerage Ltd.

4.1 Marketing approaches by BESL:

BRAC EPL Stock Brokerage has a very niche Target market and prefers to do their digital marketing mostly through traditional means such as email marketing, banner ads and they choose to not do heavy branding on their social media handles.

Email Marketing:

For Email Marketing, BRAC EPL Stock Brokerage has a very niche target market, their existing and prospective clients list created by lead generation team and then sending our contents designed by the team of Institutional Business. The Daily DSE news would reach the clients by 10.20 in the morning, the Record date, Spot date, AGM/EGM Updates, Board meetings and their technical charts would reach the clients by 5.30 pm so that it could help the client take buying decisions for the next day.

The reason why this approach works well for BESL is that their clients are getting access to content through a very safe intermediary and the organization gets to further build and nurture their relationships in a more personal manner.

Today's DSE News

News Title: PARAMOUNT: Credit Rating Result

News: Emerging Credit Rating Limited (ECRL) has assigned the surveillance rating of the Company as "A+" in the long term and "ST-2" in the short term along with a stable outlook based on audited financial statements of the Company up to December 31, 2018 and other relevant quantitative as well as qualitative information up to the date of rating.

Thank you and best regards,

BRAC EPL Stock Brokerage Limited
Institutional Business

Figure: DSE News

Record Date:

Stock Name	Record Date	Record date Price	Stock Div	Cash Div	Div Adj Price
PHARMAID	02-Nov-19	467.00	0%	50%	462.00
SAMORITA	02-Nov-19	71.60	5%	10%	67.19
BPML	02-Nov-19	48.10	0%	15%	46.60
LRGLOBMF1	02-Nov-19	6.60	0%	4%	6.20
MEGHNACEM	02-Nov-19	75.80	5%	10%	71.19

Board Meeting:

Stock Name	Board Meeting	Event	EPS 2018	EPS 2019	Last Year's Dividend
PROGRESLIF	01-Dec-19	Annual	-	-	-

AGM Meeting:

There are no AGM/EGM scheduled for the following trading day.

Figure: Record date, Board Meeting and AGM Updates.

SPOT:

Stock Name	From	To	Event
ALHAJTEX	12-Nov-19	Undeclared	As Per BSEC
MONNOCERA	20-Nov-19	Undeclared	As Per BSEC
KAY&QUE	20-Nov-19	Undeclared	As Per BSEC
AZIZPIPES	20-Nov-19	Undeclared	As Per BSEC
GBBPOWER	20-Nov-19	2-Dec-19	Record date
SAFKOSPINN	28-Nov-19	10-Dec-19	Record date
BPML	28-Nov-19	1-Dec-19	Record date
MEGHNACEM	28-Nov-19	1-Dec-19	Record date
SAMORITA	28-Nov-19	1-Dec-19	Record date
PHARMAID	28-Nov-19	1-Dec-19	Record date
ACI	1-Dec-19	2-Dec-19	Record date
SPCL	1-Dec-19	2-Dec-19	Record date
ACIFORMULA	1-Dec-19	2-Dec-19	Record date
BDSERVICE	1-Dec-19	11-Dec-19	Record date
LEGACYFOOT	2-Dec-19	3-Dec-19	Record date
NURANI	4-Dec-19	5-Dec-19	Record date

With Regards

Maisha Rafa Khan

Intern
Institutional Business

Figure: Spot Updates



Figure: Technical Charts.

One of the drawbacks from this kind of marketing can be that there were no particular ways to measure the results of this campaign.

Facebook Marketing:

BESL's Facebook marketing is for mass people and their contents are designed that way as well.

BRAC EPL
STOCK BROKERAGE LTD
INSTITUTIONAL BUSINESS UNIT

BESL offers prime rates for clients to strengthen the relationship as it is a win-win game for both partners.

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BRAC EPL Stock Brokerage Limited (BESL) have been providing capital market investment services for about 20-years of proven track-record. We offer brokerage services to international institutions, domestic institutions, high net worth investors (HNIs), retail clients & non-resident Bangladeshis (NRBs). BESL is also the pioneer and leader in facilitating foreign portfolio investments in Bangladesh (~50.0% market share) and boasts to have one of the best equity research teams of the country.

STOCK EXCHANGE
DEMAND CAPITALIZATION SECURITIES
SUPPLY TRADER STOCK BROKER BOND GLOBAL SERVICES MARKET
TRADE STOCKS PRIMARY TRANSACTIONS SHARES
CAPITAL MARKET BUSINESS

Award-Winning Research team of analysts including CFA Charter holder and CFA candidates who frequently receive research payments from clients in local & international arena

- Specific Industry Analysis
- Company Valuation
- Stock Recommendation
- Stock / Sector base impact analysis of PSI
- Macro-Economic Reports

Our experienced & talented Relationship Managers of Institutional Business Unit (IBU) are dedicated to provide all kinds of dynamics of the market and economic updates on timely basis to keep you ahead of crowds.

The Trading Desk consists of highly experienced & dedicated traders who are efficient in trades, liquidity, management (bulk share trade) & network chain for flows and deals.

Figure: Prime rates for clients

This particular content was designed in a way to attract more customers with their exclusive rates and the colors in the post is very much aligned with the logo of BESL.



Market Update (Tuesday, October 29, 2019)

Market closed in red today. The benchmark index DSEX (-0.61%) lost 28.48 points and closed at 4,670.75 points. Both the blue chip index DS30 (-0.82%) and the Shariah based index DSES (-0.66%) closed in red.

The large cap sectors showed negative performance today except NBFIs (+1.04%) and Power (+0.17%). Engineering experienced the highest loss of 1.12% followed by Food & Allied (-0.79%), Pharmaceuticals (-0.58%), Banks (-0.29%), and Telecommunication (-0.22%).

Turnover stood at BDT 3.6 billion (USD 43.1 million). National Tubes (-10.0%) was the most traded share with a turnover of BDT 189.9 million.

#BRACEPLStockBrokerageLtd



Market Daily Update: Thursday, October 24, 2019

Market closed in green today. The benchmark index DSEX (+0.96%) gained 45.38 points and closed at 4,772.00 points.

Both the blue chip index DS30 (+0.95%) and the Shariah based index DSES (+1.07%) closed in green.

All the large cap sectors showed positive performance today. NBFIs booked the highest gain of 3.72% followed by Food & Allied (+2.66%), Power (+2.24%), Engineering (+2.20%), Telecommunication (+1.61%), Pharmaceuticals (+0.58%), and Banks (+0.20%).

Turnover stood at BDT 3.2 billion (USD 38.8 million). National Tubes (+7.0%) was the most traded share with a turnover of BDT 95.8 million.

#BRACEPLStockBrokerageLimited



Figures: Market Updates on Facebook

The market updates were great content for their Facebook page as it has both reached around 360 people daily, 25+ engagements. It shows people were actually reading these updates and it shows how they can also use other social media handles as their means to reach new clients.

Banner ads:

These banner ads are usually sent with emails to make existing and prospective clients aware of the message.



Figure: Banner ad as BRAC EPL Wins Two Prestigious awards

4.2 Branding and marketing by the competitors:

Lanka Bangla Securities, a close competitor maintains a financial portal to give out the content and information shared by BESL through Email Marketing. This portal provides a variety of information such as upcoming important events such as board meetings, AGM, record date, IPO and blocks transactions; show trade statistics from the dse, cse indexes, have important links to other popular websites and many more.



Figure: How lankabangla financial portal looks

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