



Inspiring Excellence

BRAC University

BRAC Business School

Internship Report

Fall 2017

Prepared for

Rifat Iqbal

**Assistant Professor and Internship Coordinator
BRAC Business School
BRAC University**

Prepared by

Nafiul Alam

**ID-13304069
BRAC Business School**

Date of submission: 12th April, 2018



Internship Report on
Marketing Strategies of Venturas Ltd.
(Campusbd.net)

Inspiring Excellence

LETTER OF TRANSMITTAL

12th April, 2018
Rifat Iqbal
Assistant professor & Internship Coordinator
BRAC Business School
BRAC University

Subject: Submission of Internship Project

Dear Miss,

With due respect I present to you my internship report on “Marketing Strategies of Campusbd.net” under active supervision of Organizational Supervisor Yoriko Ueda, CEO and founder of Venturas ltd. My study reveals a developing well-off administration construct and amassed in light of the essential execution of the organization on the setting of promoting and general execution of the association. In reality, this is a practical experience. I attempted my best to assemble important data and utilize them continuously. I acknowledge that without your kind hearted co-operation and appropriate direction it would have been incomprehensible on my part to set up this report, so I offer my thanks to you for your helpful recommendation.

I, therefore, believe that you would be kind enough to acknowledge my report considering my endeavors and requirements.

Sincerely yours,

Nafiul Alam
ID- 13304069
BRAC Business School

Acknowledgement

I would like to thank my honorable mentor Rifat Iqbal for directing me throughout this report and on leading the required studies. Without your courage and continuous support, it was quite impossible for me to do the arrangements and procedures of this report. I additionally need to express my gratitude towards Yoriko Ueda, CEO and founder of Venturas Ltd. for giving me the chance to conduct internship in her organisation. Employees of different departments of the organisation were extremely helpful with their composed help and direction throughout the journey. I am likewise thankful on the official's help, without their help it was very hard for me to continue with the procedures of this report. The authorities uphold me with each conceivable answers and questions that I requested.



Inspiring Excellence

Executive summary

Venturas Ltd is a startup company which concentrate on how might we function for the advancement of education system with the assistance of the blessings of innovation. In recent days every aspects of our life improvises by the assistance of innovation. If we mix technology with education then it can be simpler and fascinating for the students and additionally for teachers. Venturas Ltd. focus on that and create their services for the students which made learnings interesting for them. They have several service based applications for the students, for example, Jano Ki, Podokkhep and so on. Among those services **campusbd.net** is the service which concentrates on those students who want to concede themselves in universities. They made a site in which students can avail all the university related information necessary for admission. To spread out the facilities of this site Venturas Ltd provides such a variety of exercises where they make students and teachers both see how gainful it could be. Other than that they additionally give their most noteworthy push to make university authorities comprehend that by this site they can discover their potential student. Besides, university authorities can likewise recognize the necessities and inquiries about the students. Basically campusbd.net is a site where a student can easily inquire, contrast and apply with the universities; to put it plainly, it can be a one stop answer for university admission. The website management team attempted their best with the goal that students can benefit smooth and bother free administration by utilizing this site from anyplace, whenever they want. Students who are future applicants of HSC exam can set them up by knowing the qualification to apply for their coveted university. This expectation helps them to persuade as well as causes them to get decent evaluations too. Campusbd.net fills in as an extension to make a connection amongst university and students. This connection can make loads of chances for the students. Students ought to use this open door for their headway and advance in life. In this excursion, campusbd.net dependably endeavors to help them their level best and is a glad supporter of their critical achievement.

Inspiring Excellence

Table of Contents

Organizational part	-----7
1. Overview of the organisation -----	8
1.1. Mission -----	8
1.2. Vision -----	8
1.3. Structure of the organisation -----	8
1.4. Services offered by Venturas Ltd. -----	11
1.4.1 Jano ki? -----	11
1.4.2 Podokkhep-----	11
1.4.3 Campusbd.net-----	12
1.4.5 Stemon -----	12
1.5. Critical observations and recommendation -----	12
2. Background and methodology	-----14
2.1. Origin of the report -----	14
2.2. Objective of the report -----	15
2.3. Scope of the report -----	15
2.4. Methodology of the study-----	16
2.5 Limitation of the study-----	16
3. Methodology	-----17
3.1. Gathering basic information-----	19
3.1.2 Data Collection -----	19
3.1.3 Data Analysis-----	19
3.1.4 Preparing Questionnaire-----	19
3.1.5. Conducting surveys-----	19
4. Data analysis and interpretation	-----20
4.1. 4 Ps of marketing -----	21
5. Findings -----	24
6. Conclusion and recommendation -----	29
7. Appendix -----	30
8. References -----	45



Organizational part

Inspiring Excellence

1. Overview of the organization

Venturas Ltd. is a Japanese start-up education based IT Company in Bangladesh which was established by Yoriko Ueda. We are for the most part attempting to give online "Customized Learning" platform for nearby students in Bangladesh so that everybody can access to fantastic substance at moderate cost. Additionally Venturas covers organizations identified with "Learning" and "Working" adding to rising Bangladeshi market. Fundamentally, Venturas Ltd. is EduTech (Education × Technology) organization situated in Bangladesh by augmenting the energy of innovation which adds to the learning segment of the rising Bangladeshi market.

1.1. Mission

To democratize good education so that everyone can realize their dream by maximizing their potential.

1.2. Vision

To be No.1 Learning platform to change the world is the vision of this company.

1.3. Structure of the organization

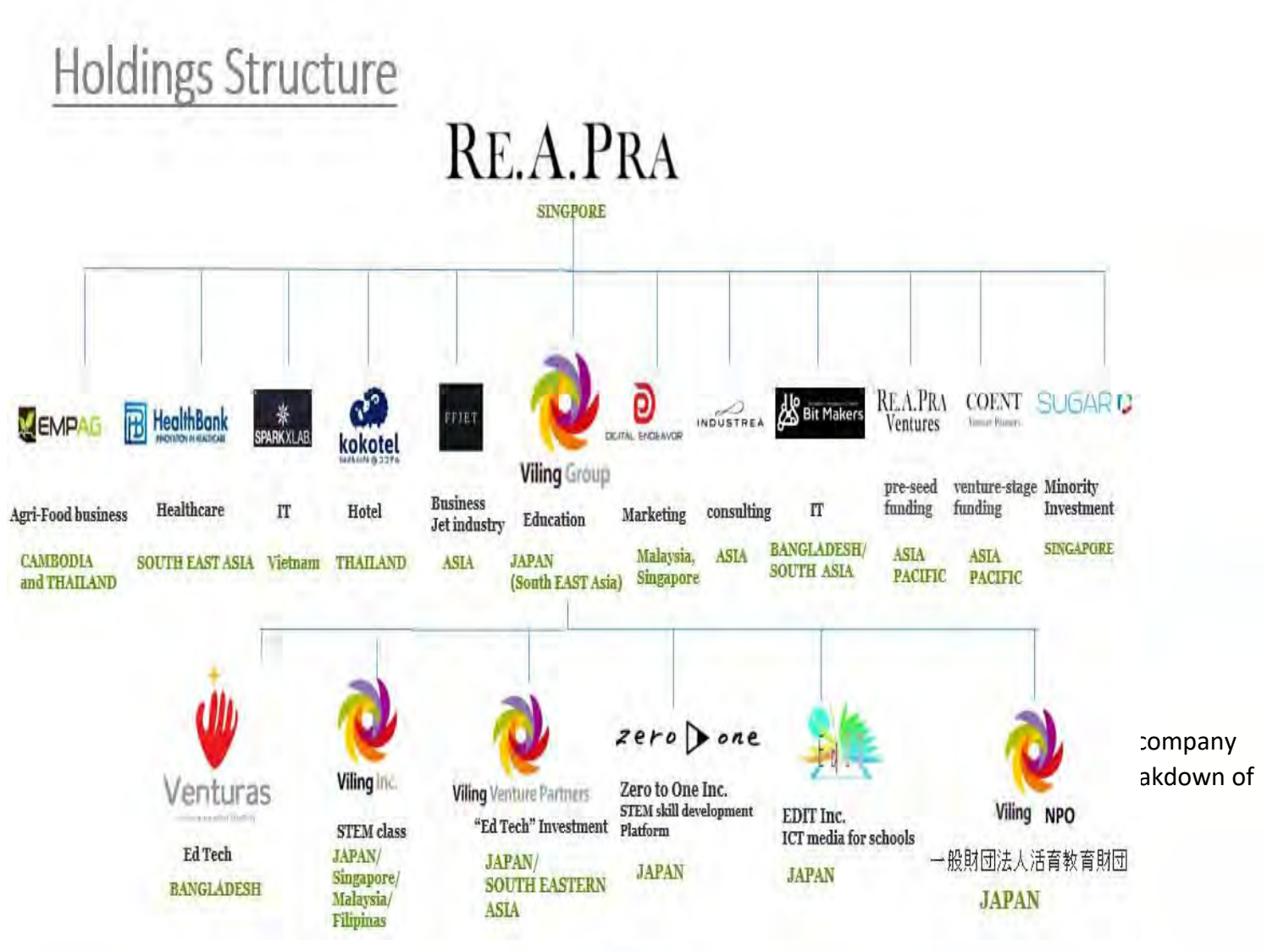
REAPRA PTE LTD is the grandparent company and Viling PTE LTD is the parent company of VENTURAS LTD.

RE.A.PRA is a Singapore based association which has a variety of operations throughout the world. Japanese business personnel Shuhei Morofuji started the company in 2014. Currently, REAPRA is serving 14 industries and has put resources into near 50 new companies in differing sectors like education, agriculture, healthcare, education, hospitality, digital media, travel, real estate, aviation etc. The organizations work crosswise over Asia, in Singapore, Thailand, Vietnam, Malaysia, Philippines, Kenya, Japan, Hong Kong, USA, Bangladesh etc.

Viling Group which put on education based activities in the Asian region, is the parent company of Venturas LTD. Takashi "TAKE" Takekawa is the CEO of Viling Group, and also serves as President and CEO of zero to one, one of its group entity. This group works for a variety of projects, for example, Viling Venture Partners in Asia, Viling Inc. in Japan, Venturas Ltd in Bangladesh, zero to one in Japan etc. Viling Group works on a mission "Bring out

potential to keep on living vividly with the society” starting to proceed toward the realization of our educational activities since 2014.

The holding structure of the grandparent company and the parent company is shown below:



Venturas Ltd. follows a standard hierarchy system consisting of different departments. The CEO of the company encourages multitasking and the welcomes the participation of new team members. The structural breakdown of the company is demonstrated below:

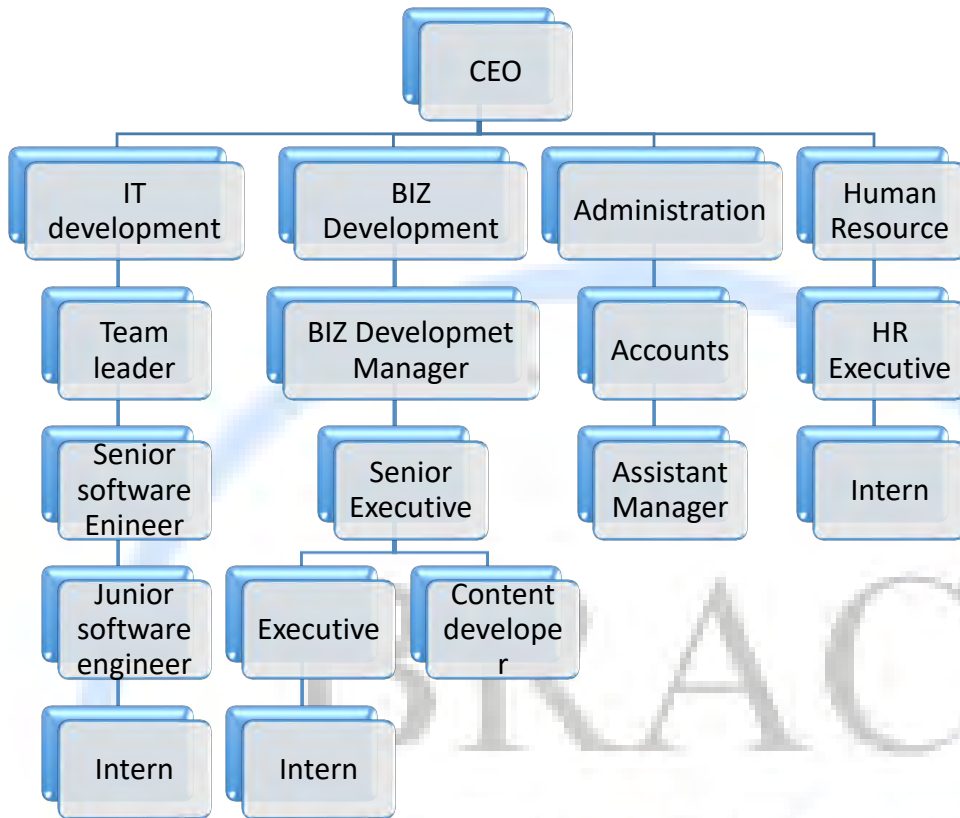


Figure: Organisational structure of Venturas Ltd.

Inspiring Excellence

1.4 Services offered by Venturas Ltd.

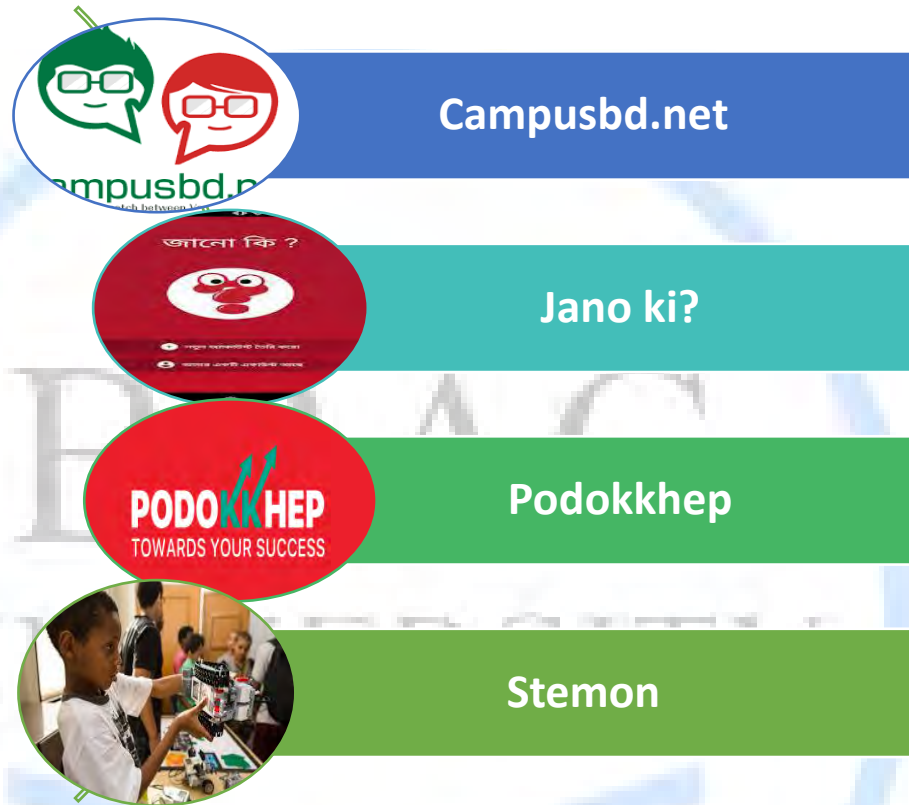


Figure: Services offered by Venturas Ltd.

1.4.1 JANO KI

“**JANO KI**” is the 1st memorizing learning app in Bangladesh designed for SSC and HSC candidates to ensure effective learning. It provides contents of 19 subjects of the different departments like science, business studies or commerce and arts including 104 courses and 1000 vocabularies. “JANO KI” has already been introduced to more than 70 schools and colleges in Dhaka city, and more than 10,000 students use it regularly.

“Jano ki?” helps you to prepare yourselves for subjective, objective and creative questions whether the student is a SSC or HSC candidate or is taking preparation to get admitted in a university. There are games and contest on English vocabulary, which increases the attention of the students to learning in a fun way. The English communication skill can also be developed through this app.

1.4.2 Podokkhep (Digital Class room SaaS platform)

PODOKKHEP is the 1st Digital Classroom (SaaS Platform) that is fully customized and developed for Bangladeshi educational institutions. It helps the teachers and instructors to overview every student's strength and weakness,

both individually and in groups or batches so that the teachers can have a proper strategy to improve their understanding level in a data oriented way.

1.4.3 Campusbd.net (University Comparison Website)

Campusbd.net is the 1st ever University search engine & comparison website for HSC students of Bangladesh. Lots of universities and colleges are associated with this (both public& private) all over the country with the purpose, that students can experience a less time and money consuming process when searching and applying to their preferred university.

1.4.4 Stemon (Robotics and Engineering program for schools and colleges.)

STEMON is a Robotics and Engineering program for schools and colleges. This has robotics and engineering classes introduced for English Medium schools in Bangladesh. STEMON is JAPAN and U.S. Based learning method of STEM (Science, Technology, engineering, mathematics) subjects. Recently Stemon has also started its operations in the colleges through an event of Inter college robotics competition which took place in United International University (UIU) permanent campus.

1.5 Critical observations and recommendations:


Majority of the workers here are friendly. There are around 30 individuals working with Venturas Ltd. and with the team playing mentality; still, there are some significant issues in the case of basic leadership. Despite the fact that it is a new business yet it already has a splendid achievement record. But there are some areas which this organization should improve:

- The ambiance and corporate culture is the reflection of the top management, as it acts as a guidelines for the other employees. The CEO of the company being Japanese resident, it is difficult for her to inhibit the culture of Bangladesh and hence the liaison between her and the employees do not meet on the same platform which makes it difficult to give actual feedback of the working scenarios and customs in Bangladesh.
- More experienced experts can be hired who can give real feedbacks regarding the unique situations that the firm faces.
- More management people can be hired, who can direct and manage the other employees better.
- Job analysis and job description should be prepared elaborately before recruiting any employee so that the person can understand their duties and responsibilities clearly.

- The company can arrange some yearly occasional events for their employees, to engage them, boost them, and help them from their monotonous work and furthermore make them feel that the association thinks about every employee.
- Venturas Ltd. can open their job evaluation system to the employees and set some standards, so that the employees adopt a competitive mind to achieve the level of standard.



Inspiring Excellence



**Background
And
Methodology**

Inspiring Excellence

2. Introduction to the study

Technological changes are being adopted and used to help both instructing and learning now-a-days. Innovation in classrooms include computerized learning apparatuses, for example, PCs and hand held gadgets; grows course offerings, encounters, and learning materials; underpins learning 24 hours every day, 7 days; manufactures 21st century aptitudes; increases students engagement and inspiration and accelerates learning. Innovation has the ability to change instructing by introducing another model of associated educating. This model connects instructors to their students and to proficient substance, assets, and frameworks to enable them enhance their own direction and customize learning.

Web based learning openings and the utilization of open instructive assets and different advancements can increment instructive efficiency by speeding up the rate of getting the hang of; lessening costs related with instructional materials or program conveyance; and better using instructor time.

Bangladeshi Education developed where Venturas Ltd. entered and distinguished the need of the two educators and students, not just that as per that need they outlined their administrations which make another measurement of learning.

2.1. Origin of the Report

This report was prepared as a part of the Internship program of BRAC Business School for the purpose of completing all the credits according to the Bachelor of Business Administration (BBA) program curriculum. As per the requirements of this program, I have successfully completed the allocated three month times of internship at Venturas Ltd.

The project titled "The Marketing Strategy of Campusbd.net" has been completed under the kind supervision of Academic Supervisor Md. Tamzidul Islam, Assistant Professor and Internship Coordinator, BRAC Business School, BRAC University and the Organizational Supervisor Yoriko Ueda, CEO and Founder of Venturas Ltd.

2.2. Objective of the Report:

The main objective of this report is to connect the theoretical learnings to the methodologies in the setting of Venturas Ltd. The world of business is dynamic and it is subjected to changes and as a result huge numbers of organizations are developing frequently with the goal of changing our procedure as indicated by its condition. Here

the significant concentration is on understanding the promotional strategies and exercises of the organization and collecting information about how we can blend education system with technology and make people understand about its benefits.

2.3 Scope of the study

This report will give a clear thought regarding the promotion of the concept among people. The report covers different activities of "Campusbd.net". The overall promotion and the marketing activities are mentioned here. The depth analysis of the other programs are not covered here.

2.4. Methodology of the Study

I have used both primary and secondary data for preparing the report.

For primary data I have used the survey report among the existing and new users of campusbd.net.

For secondary data various articles, publication, website etc. available in the internet has been used to prepare this report.

2.5. Limitation of the study:

Limitation of the report is given below:

- a. It was hard to gather numeric information in this report due to the organizational strategy.
- b. As a rule avant-garde data is not given.
- c. Non-accessibility of the reference book was a limitation.
- d. Customers lack of willingness to give data. Few people were extremely impolite.
- e. Every single procedural issue were conducted directly in the operations by the best administration level.

Inspiring Excellence

3. Methodology

Here is the flowchart of my work progress throughout my internship period:

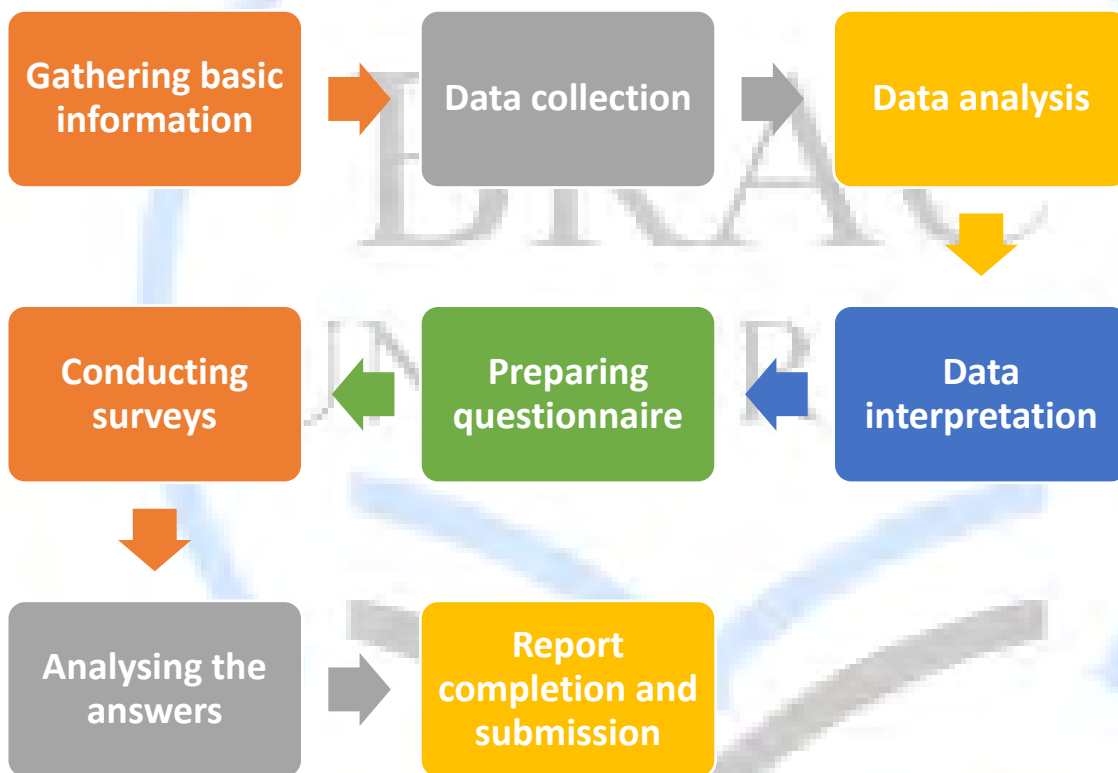


Figure: Workflow chart

Inspiring Excellence

My weekly workflow including the breakdown is shown in the table below:

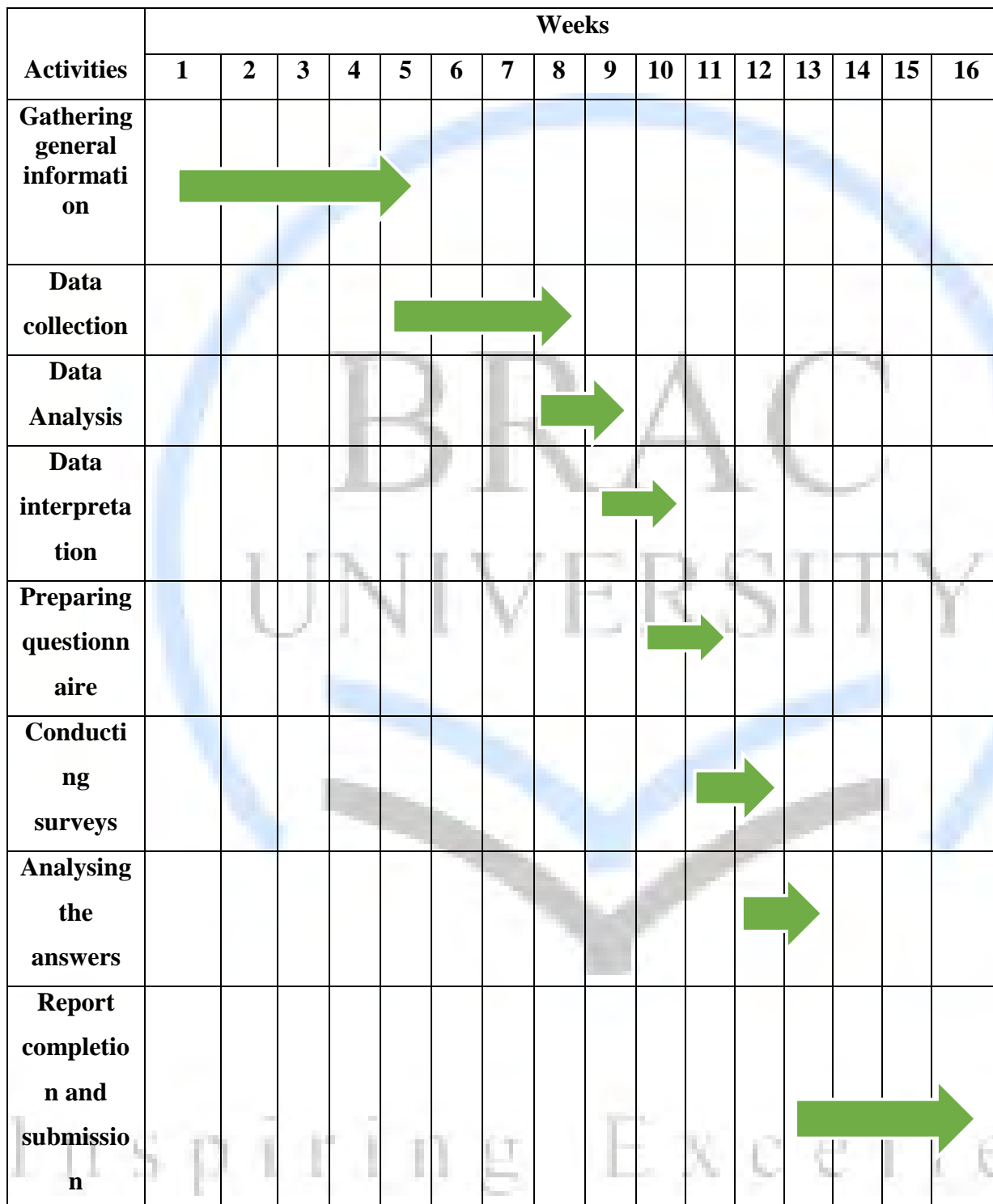


Figure: Gantt chart

3.1. Gathering basic information

I started my journey from week one and ended on week 12 at Venturas Ltd. First 5 weeks were completely devoted to gather knowledge about how the firm promotes their service among their target market. I learned to use their software and assisted my supervisor to learn the work better.

3.2. Data Collection

For conducting the perception survey I find out twenty students who signed up for the website and avail information and for the expectation survey I find out another twenty students who have an idea about this website but they didn't register yet. I contacted that coaching centers students and college students where we conduct campaigns to find out the students.

3.3. Data Analysis

To analyses the data I used gap theory. Gap theory is the model by which we can compare the service customers 'experience' with what they 'expect' and when it does not match the expectation, a gap arises. So, I tried to find out the gap so that I can identify where campusbd.net team should have to focus to improve themselves. I used Microsoft excel to analyze and to present the data I used pie chart.

3.4. Preparing Questionnaire

After done with my internship period I am preparing my internship report based on the marketing strategies of campusbd.net where I focused on how marketing strategies works to promote this service among the students. So, for find out the service gap I prepared an expectation questionnaire and a perception questionnaire.

3.5. Conducting surveys

After preparing the questionnaire I surveyed 20 randomly selected students and alumnus for properly analysing the effectiveness of the study and the report I prepared

Inspiring Excellence

4. Data Analysis and Interpretation

Marketing strategies of Campusbd.net

4.1 4 Ps of marketing

4 Ps of marketing are the ingredients that combine altogether to capture and promote a brand or product's unique selling points, which differentiate it from its competitors. The 4 Ps are product, price, place and promotion.

4.1.1 Product

The product I worked with was Campusbd.net which was launched with the view to support and assist the students seeking the perfect institution for them for their higher studies.

This is a website which was created for the students who are willing to get admitted themselves in universities after completing their higher secondary certification exam. This website provides admission related information in detail including the affiliated companies and universities. The company tries to maintain contact with students for further follow up by connecting through this website.

There are different options for different users like the students and the universities.

The main procedure of the official proceedings are connecting with the universities and colleges and collecting data about the students and eventually helping the students. Both the institutions and the students are benefitted by Campusbd.net.

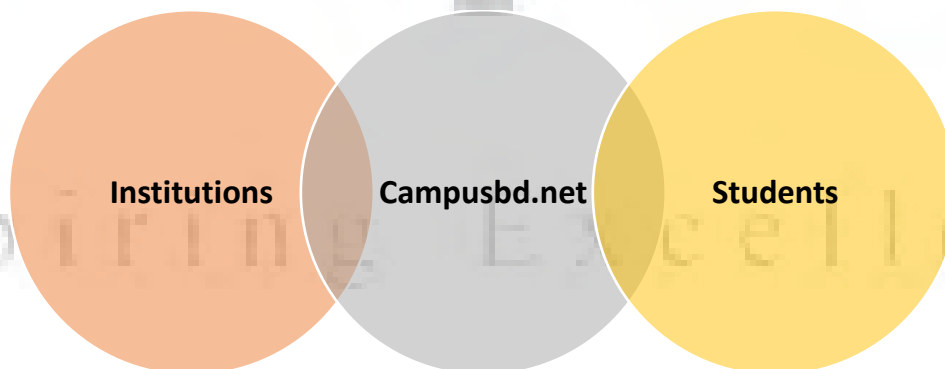


Figure: Functioning procedure of campusbd.net

For institutions:

- ✚ Customized website
- ✚ Special offerings and waiver opportunities
- ✚ Represented teacher and alumnus

For students:

- ✚ Filtered suggestions available according to their skills and choices through student portal
- ✚ Details of the universities and their requirements
- ✚ FAQs and online query system

Languages:

- ✚ English
- ✚ Bengali



4.1.2 Price

For being enlisted and affiliated with campusbd.net every university and colleges have to pay a certain amount. This amount varies with duration and different packages are offered. For special purposes, universities are offered discounts up to 5%-10% for 3 months and 6 months packages respectively. The approx. pricing of campusbd.net is given below:

Monthly package:

1 month (for example January)	BDT 18000
-------------------------------	------------------

3 months package:

Month 1 (January)	BDT 15000
Month 2 (February)	BDT 15000
Month 3 (March)	BDT 15000
Total	BDT 45000

6 months package:

Month 1 (January)	BDT 13000
Month 2 (February)	BDT 13000
Month 3 (March)	BDT 13000
Month 4 (April)	BDT 13000
Month 5 (May)	BDT 13000
Month 6 (June)	BDT 13000
Total	BDT 78000

The service is free for the students. Students can open their account and get the information for free.

4.1.3 Place

The main service providing place for the product is the website. Besides reaching its goal and providing services through the websites another place for the business are the educational institutions. Through the institutions campaigning and direct customer involvement is initiated that leads the students to the websites.

4.1.4 Promotion

Campusbd.net is a service based platform and a new concept for our country. Promoting our service is very important for making people understand our products and services that we offer. We visit colleges for the permission for campaign. We promote through posting pictures on the social networking sites which are also a promotion for the organizations as well. On a fixed date we prepare ourselves for the campaign and conduct the campaign.

We sometimes also arrange game shows and quiz competitions on our Facebook page and winners are rewarded with gifts and waivers. We also try promoting through posting funny videos so that the students can know us in a humorous way.



Inspiring Excellence



5. FINDINGS

Inspiring Excellence

GAP Model Findings

5. GAP model:

The customer gap is defined as the difference between customer expectations and customer perceptions. It shows the comparison between customer's expectation and what the services they receive.

5.1 Secured log-in portal

Every online account consists of the personal information of the account holder. Any lack of security can lead to hacking which can cause serious offense and inconvenience.

According to my findings:

Expectation: 49.5%
Perception: 61 %
Gap: 61%-49.5%
=11.5%

The customer perception is 11.5% more than the expectation. This means that the result is positive and Campusbd.net has a secure log-in system.

5.2 User convenience

The amount of user using the website depends directly on how convenient and friendly the website is to use.

According to the findings the difference between the perception and expectation are:

Expectation: 65%
Perception: 51%
GAP: 51%-65%
= (-10%)

The negative gap shows that the company has lacking to follow the demand of the customers and should work on this issue.

5.3 Information utility

The websites sometimes provide not-so-useful information and required and related information gets missing. This is a website related to a service that targets the youth of the country. Proper information is very important for this website.

My found relation between the perception and expectation in this case is:

Expectation:	87.8%
Perception:	58.4%
GAP:	58.4%-87.8%
	= (-29.4%)

The negative gap difference shows the dissatisfaction of the customer with the provided available information.

5.4 Responsiveness

As the service business is an online based business, so it is essential to be very responsive for answering any sorts of queries regardless of the time. A response and customer care team is ready 24/7 for the purpose and are continuously serving.

The perception and the expectation in this case are:

Expectation:	45%
Perception:	63%
GAP:	63%-45%
	= 18%

5.5 Consumed time

This website is designed in a way that the valuable time of the students are not wasted and they can easily find the information and apply in one place. This is a one-stop service provider.

According to the customers:

Expectation:	52.6%
Perception:	67.9%
GAP:	67%-52.6%
	= 14.4%

The positive relation implies that the customer is satisfied with the time – service combination of the website.

5.6 Proper university selection

As the core purpose of the service we offer, the main goal is to find the perfect university for a student depending on the educational qualification, skills, financial balance etc. It is a big responsibility to suggest and convince the students and their guardian to be assure of a foreign university.

The customers' valuable observation shows:

Expectation:	45%
Perception:	78%
GAP:	78%-45%
	=33%

Such highly positive gap shows that the company is on the right track to gain their target market.

5.7 Overall experience

The overall experience creates the impression in the minds of the users and a good overall experience helps a business to be sustainable in future.

According to the customers:

Expectation:	47%
Perception:	59%
GAP:	59%-47%
	= 12%

The positive GAP result shows that the overall experience of the customers is satisfactory enough.



**6. Conclusion
And
Recommendation**

Inspiring Excellence

Recommendation:

For betterment and for being profitable some issues which are to be taken care of are to be solved. For solving or sorting out the problems some general recommendation are given below:

- ✚ Authorities should take care of providing the accurate information. For providing better services the information provided in the website should be more accurate and specific. There should be some options that can assure the students about the accuracy of the information.
- ✚ Campusbd.net team should improve their server because sometimes users face problems while searching for information. This requires a stronger IT team which can help them get a better server without network interruptions.
- ✚ They have highly communicative response team but they should be more responsive and enthusiastic to solve the queries. The current team is productive enough to take the queries from the customers. Customers' queries are stored in database for further clarifications from the universities within the country and abroad. But the proper follow up with the solution if the queries should be emphasized more.
- ✚ Sign-up or log-in portals should be kept under maintenance to cope up with the changes that technology has brought to us. This development is a continuous process. For maintaining its position in its field, it is required for them to continuously update the portals and the information. This can encourage the involvement of the students with the company.

Conclusion:

This company brings an innovative and effective idea for the growth in the educational sector of Bangladesh. Working with them gave me the opportunity to learn about the practical work field in our country. It also helped me to build my cross-cultural adaptability skills because of working with a foreigner supervisor. For the requirement of the curriculum I faced different challenges that helped me boost my self-confidence. This was a great learning with experience.



7. Appendix

Inspiring Excellence

Expectation survey questionnaire of Campusbd.net

1. Do you think this website is user-friendly?

- Strongly Agree
- Agree
- Moderate
- Disagree
- Strongly Disagree

2. Do you think this website should be more serious and offer a secure sign up procedure?

- Very Important
- Important
- Moderately Important
- Slightly Important
- Not Important

3. What do you think about the usefulness of the information provided in the website? Do they cover your need?

- Very High
- Above Average
- Average
- Below Average
- Very Low

4. Do you think the provided information can help a student to choose right university for him/her?

- Strongly Agree
- Agree
- Moderate
- Disagree

- Strongly Disagree

5. Do you think apply by one click (online application) procedure is dependable enough?

- Strongly Agree
- Agree
- Moderate
- Disagree
- Strongly Disagree

6. What is your expectation from this website regarding responsiveness?

- Very High
- Above Average
- Average
- Below Average
- Very Low

7. Can you consider it as a less time consuming and hassle free service?

- Strongly Agree
- Agree
- Moderate
- Disagree
- Strongly Disagree

8. Do you feel safe providing personal information in this type of website?

- Definitely
- Probably
- Neutral
- Probably Not
- Definitely Not

9. Do you think this website can meet all the queries regarding university selection?

- Strongly Agree
- Agree
- Moderate
- Disagree
- Strongly Disagree

10. What is your expectation from the overall service?

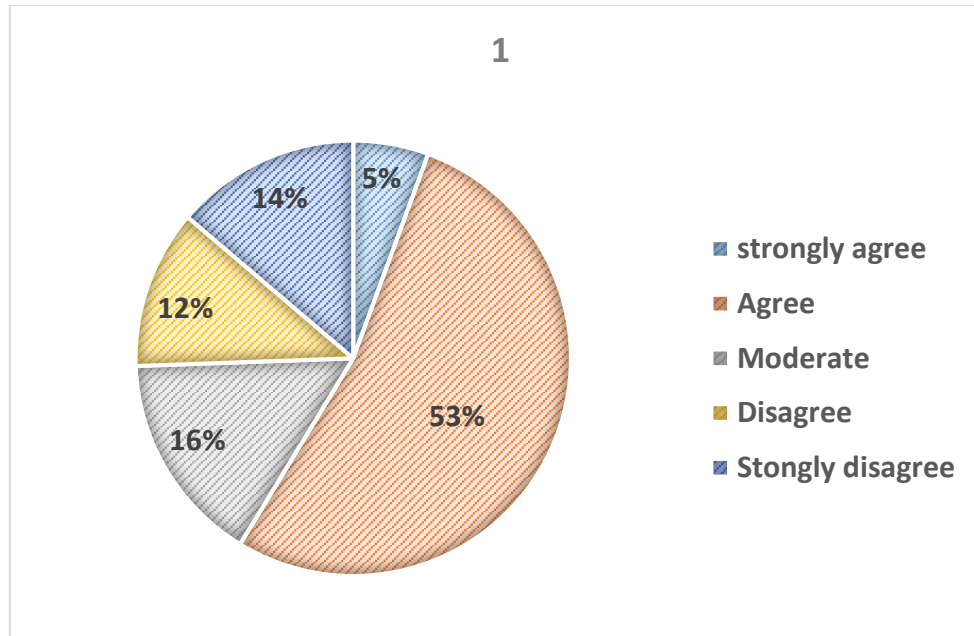
- Very High
- High
- Moderate
- Low
- Neutral



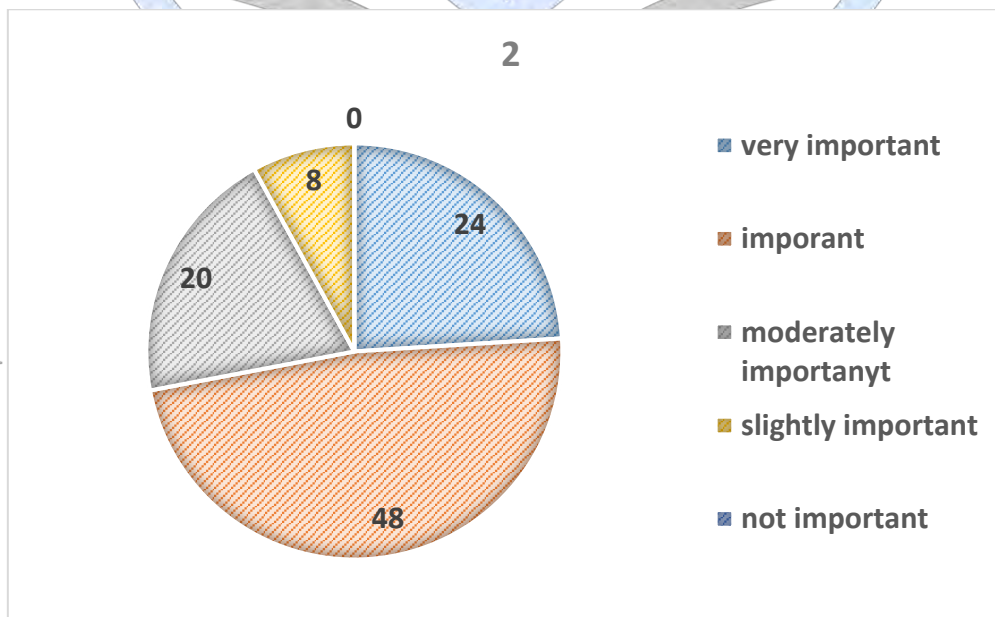
Inspiring Excellence

Expectation Survey questionnaire- (Response)

1. Do you think this website is user-friendly?



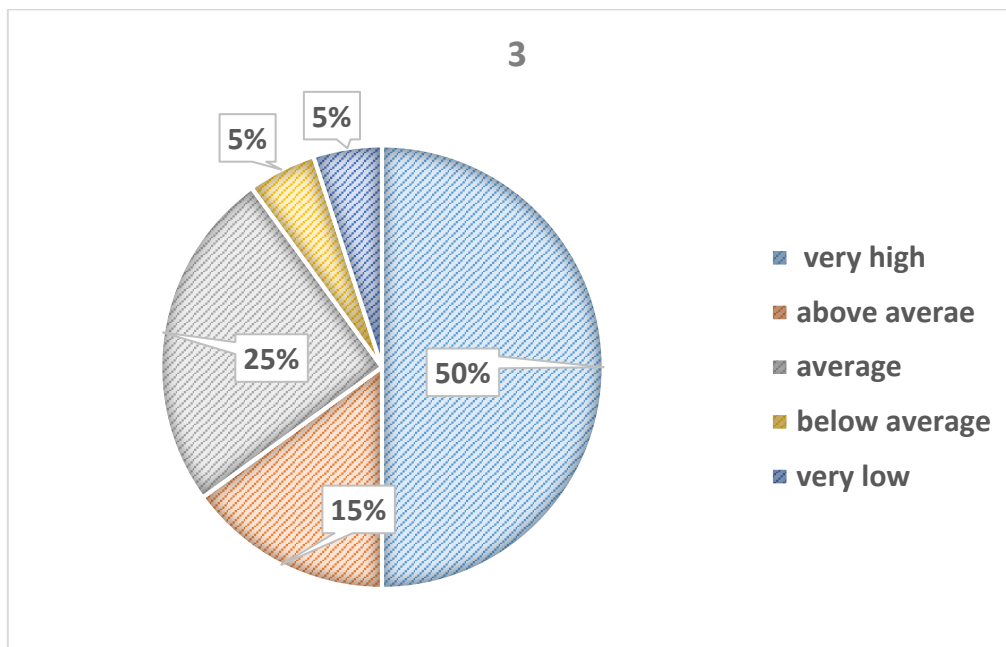
2. Do you think this website should be more serious and offer a secure sign up procedure?



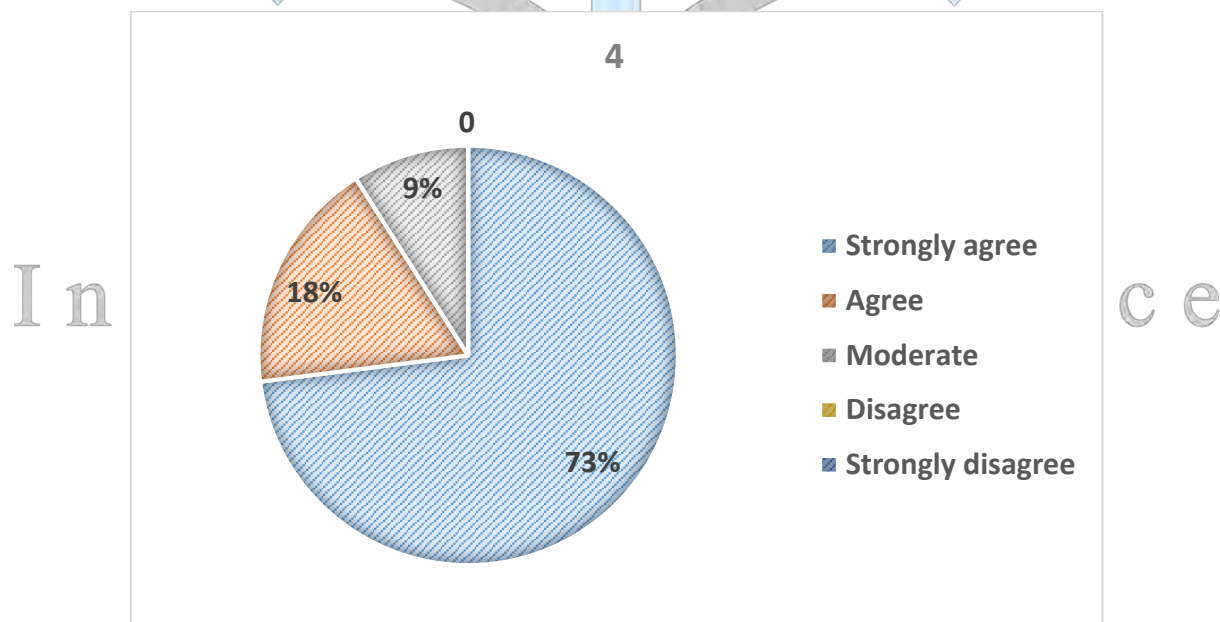
In

ce

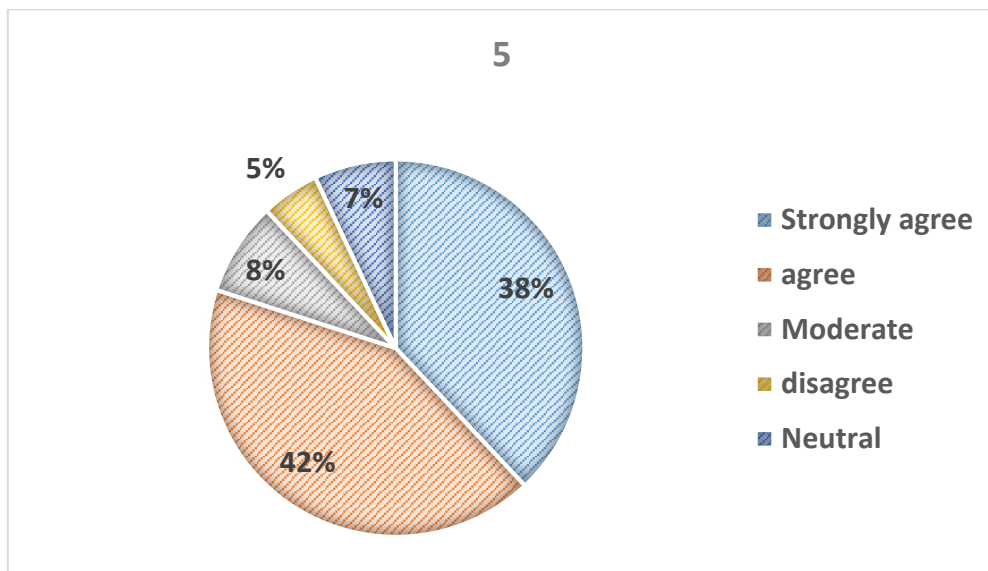
3. What do you think about the usefulness of the information provided in the website? Do they cover your need?



4. Do you think the provided information can help a student to choose right university for her/him?

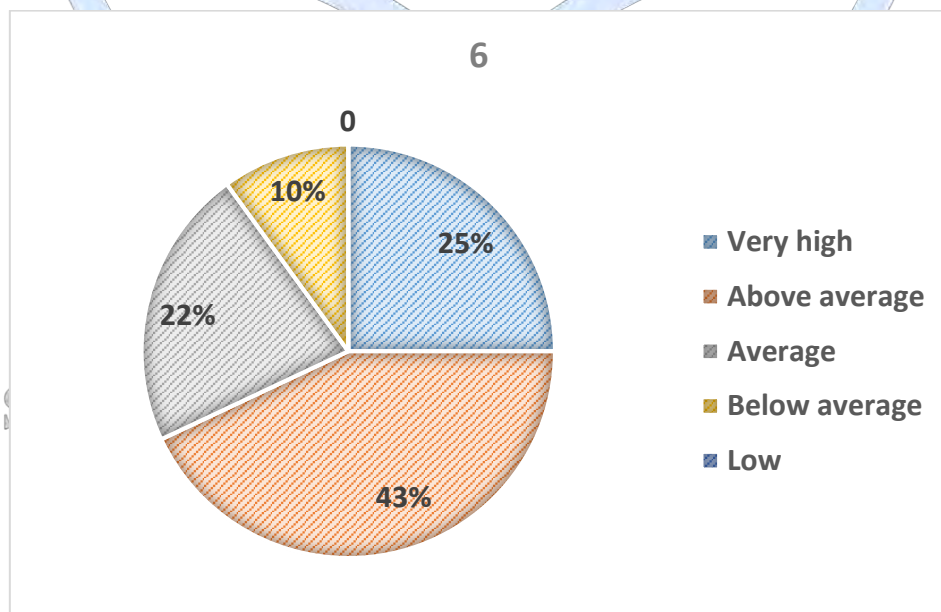


5. Do you think apply by one click (online application) procedure is dependable enough?



UNIVERSITY

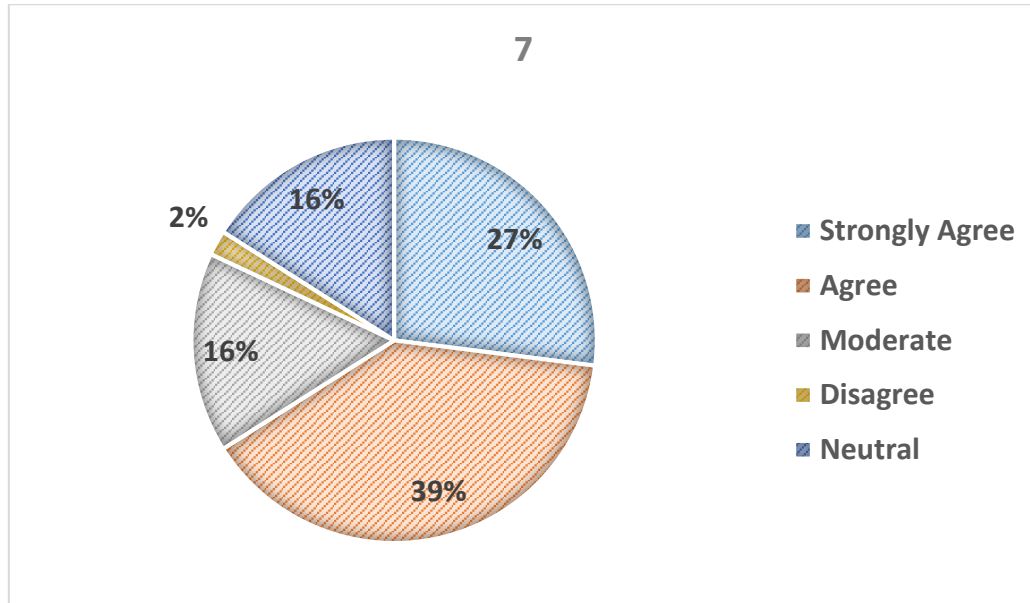
6. What is your expectation from this website regarding responsiveness?



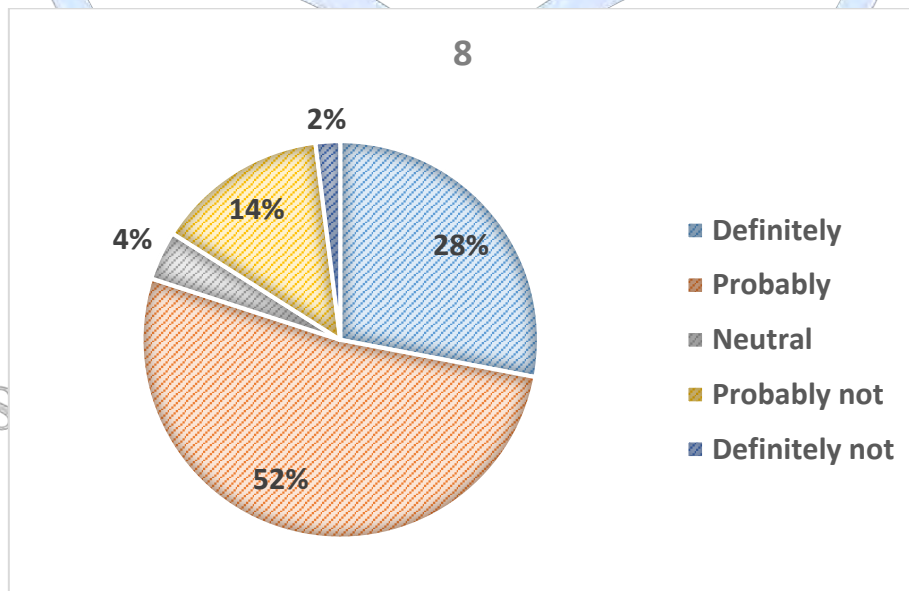
I n s

c e

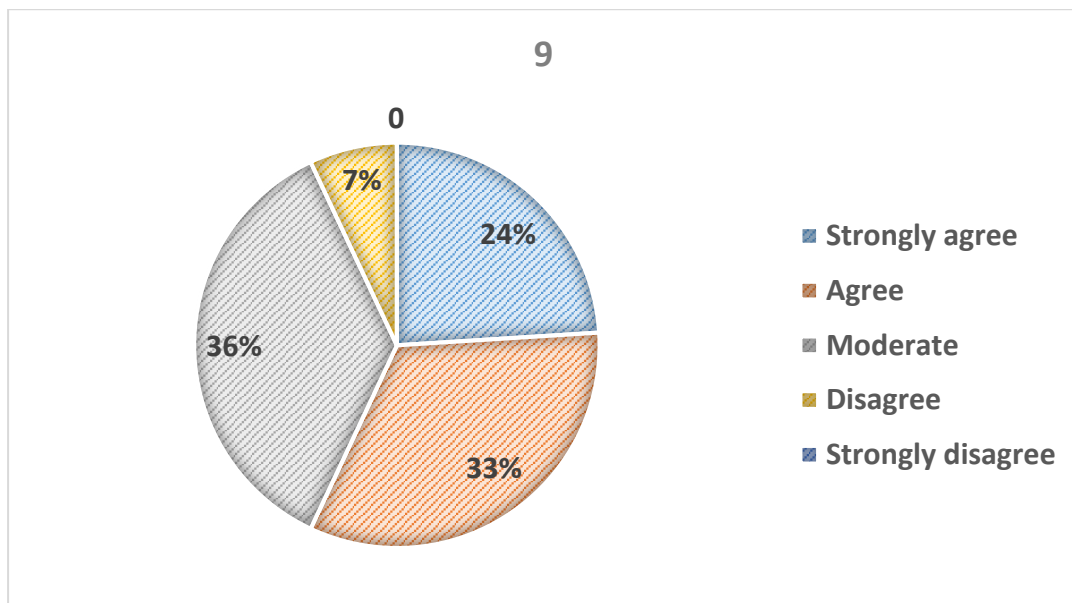
7. Can you consider it as a less time consuming and hassle free service?



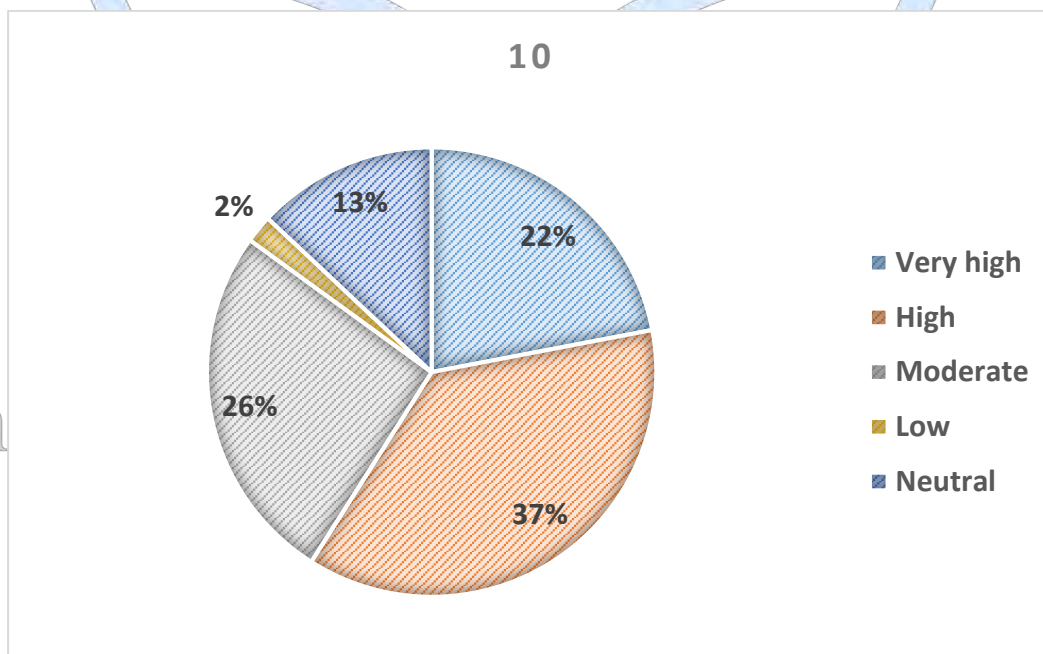
8. Do you feel safe providing personal information in this type of website?



9. Do you think this website can meet all the queries regarding university selection?



10. What is your expectation from the overall service?



In

e

Perception Survey Questionnaire of Campusbd.net

1. Do you find the website of Campusbd.net user friendly?

- Strongly agree
- Agree
- Moderately agree
- Disagree
- Strongly disagree

2. How satisfied are you with the information provided in the website?

- Very satisfied
- Satisfied
- Moderately satisfied
- Dissatisfied
- Satisfied

3. How important and confidential is your information for you?

- Very important
- Important
- Moderately important
- Less important

4. Did you find the appropriate and enough required information of the universities?

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

5. Did you find the one-click option useful?

- Very useful
- Useful

Inspiring Excellence

- Unimportant
- Less important
- Neutral

6. Are you satisfied with our communication and response?

- Yes
- No

7. Do you feel that the website is less time consuming and easy to use?

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

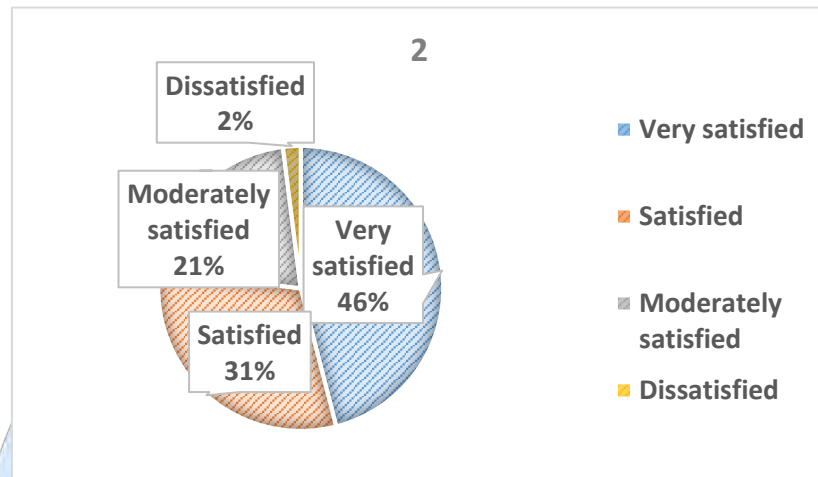
8. How was your overall satisfaction level from this website

- Very High
- High
- Moderate
- Low
- Poor

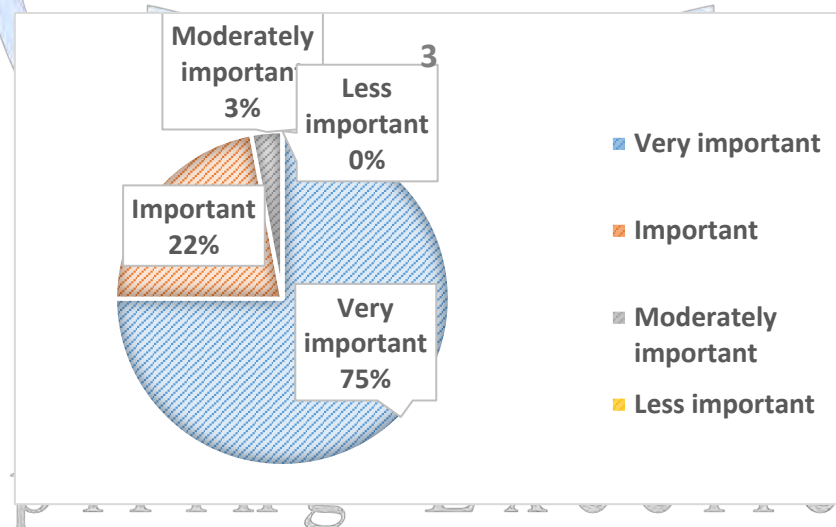
Inspiring Excellence

Response of the perception survey of Campusbd.net

1. Do you find the website of Campusbd.net user friendly?

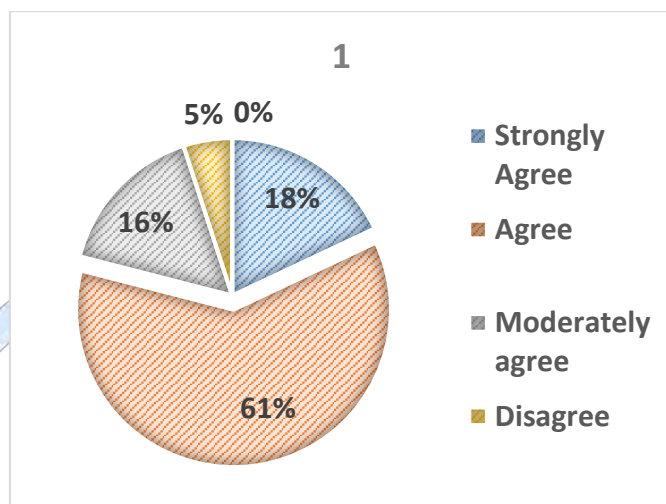


2. How important and confidential is your information for you?

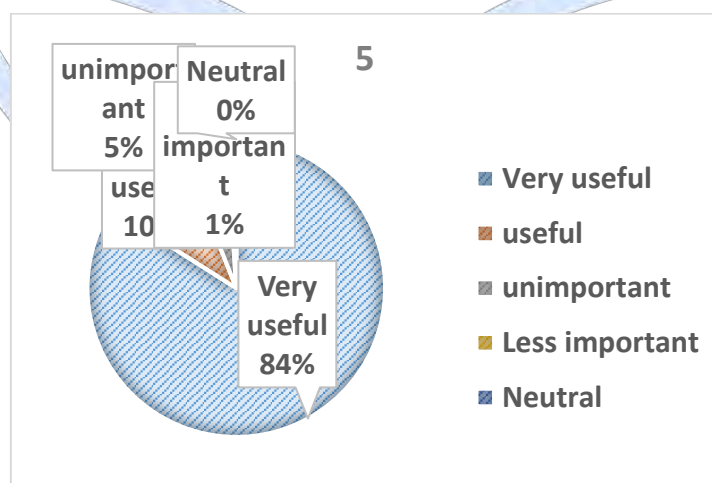


I n s p i r i n g I n n o v a t i o n

3. Did you find the appropriate and enough required information of the universities?



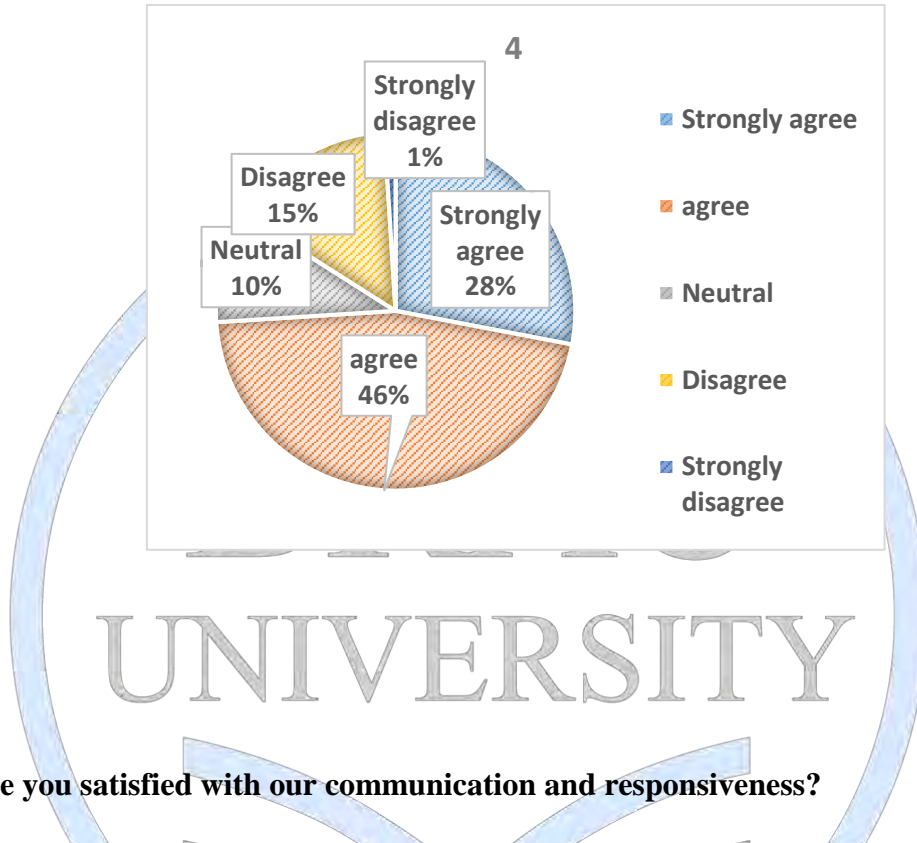
4. Did you find the one-click option useful?



I n s p

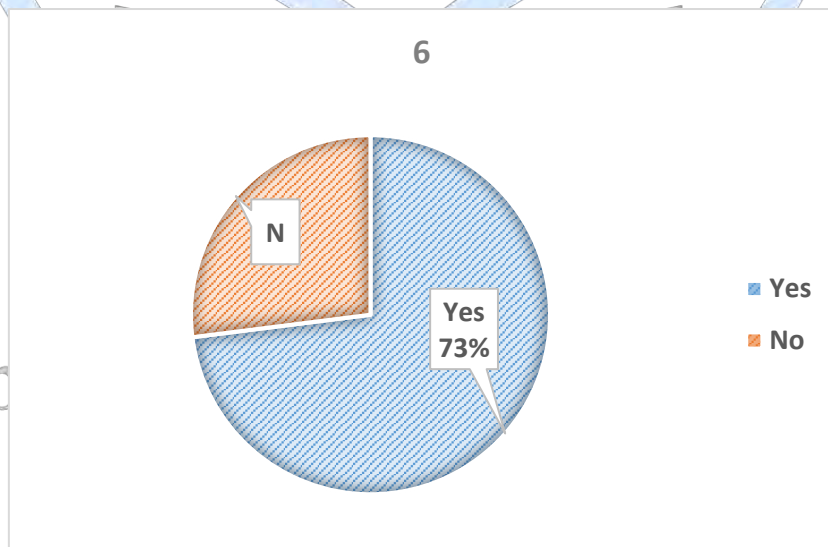
e n c e

5. Do you feel that the website is less time consuming and easy to use?



UNIVERSITY

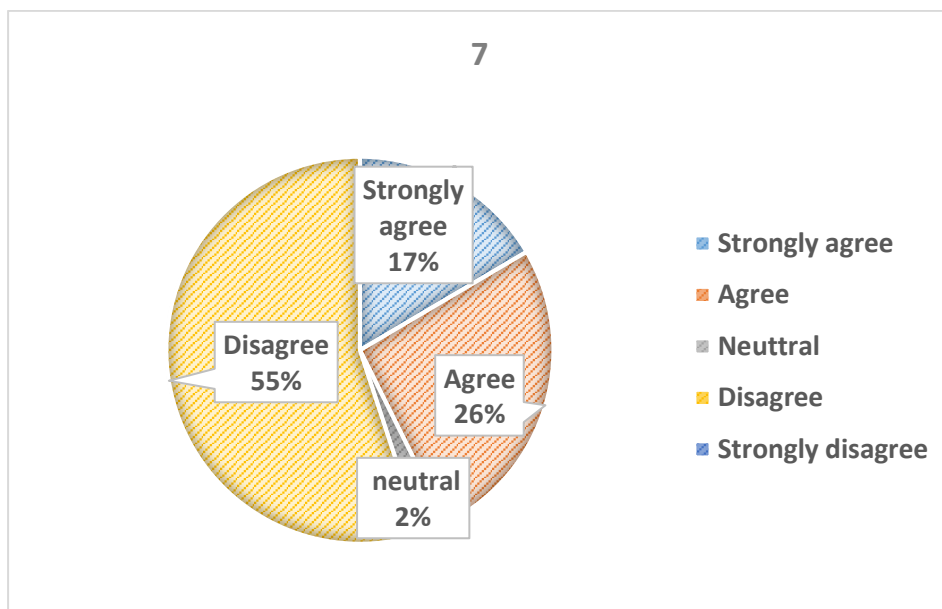
6. Are you satisfied with our communication and responsiveness?



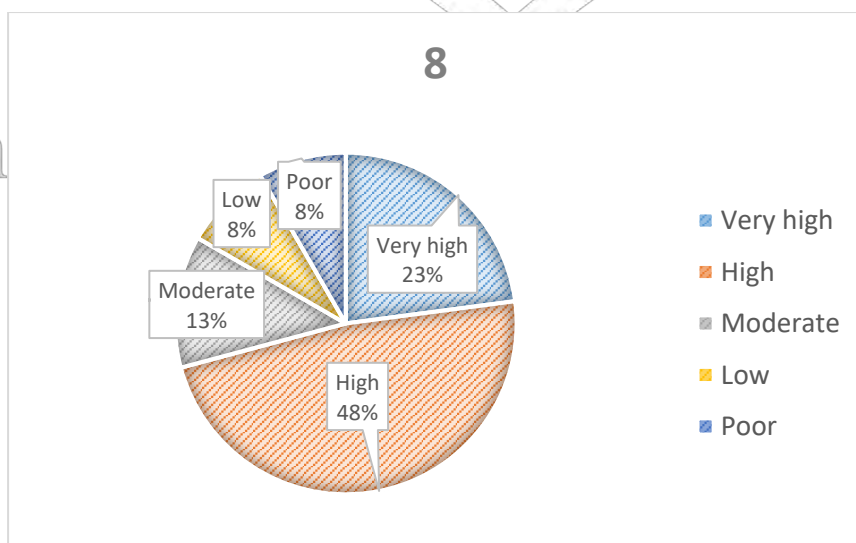
Insp

nce

7. Do you feel that the website is less time consuming and easy to use?



8. How was your overall satisfaction level from this website:



I n

e n c e

References

1. Norman, S. (2016, January 22). *7 Benefits Of Technology Integration In The Education Sphere*. Retrieved July 14, 2017, from elearning industry: <https://www.elearningindustry.com/benefits-technology-integration-education-sphere>
2. Coster, N. (2017). *The Customer Service Gap Model*. Retrieved July 20, 2017, from Brainmates: <https://www.brainmates.com.au/brainrants/the-customer-service-gap-model/>
3. Editorial Projects in Education Research Center. (2016, February 5). Issues A-Z: Technology in Education: An Overview. Education Week. Retrieved July 19, 2017, From <http://www.edweek.org/ew/issues/technology-in-education/>
4. *The Four Ps of Marketing*. (n.d.). Retrieved July 15, 2017, from Purely Branded: <http://www.purelybranded.com/insights/the-four-ps-of-marketing/>
5. <http://www.venturas-bd.com>
6. <https://campusbd.net>



BRAC
UNIVERSITY

Inspiring Excellence