

Internship Report On

“Role of Client Service Department at Ten’s 360”

By

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

Graduate School of Management

Brac University

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Declaration

It is hereby declared that

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

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Letter of Transmittal

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Subject: Internship report on “Role of client service department at Ten’s 360”

Dear Sir,

This is my pleasure to inform you that I have successfully completed my internship report and submitting the report on **“Role of client service department at Ten’s 360”**. I hope This internship report will provide a clear idea and information about how client service department work for Ten’s 360 and importance of digital marketing in current scenario. This report prepared based experience I have gathered as a Client Service intern at Ten’s360

The study has been very interesting and insightful for me. I tried my level best to make the report informative and error free. I would like to express my gratitude to you for your endless support and valuable suggestion for us which kept me motivated to complete this report. I am submitting this report for your kind consideration and would like to thank you for your advice and support in this respect.

Yours Sincerely,

Biparshi Barua

ID: 19164048

Graduate School of Management

Brac University

Date: 07/06/2021

Non-Disclosure Agreement

This agreement is made and entered into by and between TEN's 360 and the undersigned student at BRAC University.

I certify that I will keep information confidential and do not disclose any information which may affect and breach of any confidential policy of Ten's 360.

Biparshi Barua

ID: 19164048

Graduate School of Management

BRAC University

Date: 07/06/2021

Acknowledgement

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Lastly, I would like to thank all of the Ten's360 employees for their support and teamwork and my fellow classmates of MBA program for providing me sufficient information, support and suggestions when needed.

Executive Summary

This internship report comprises of the work I have done in client service department of Ten's 360 during my internship period. I worked for client service department of Tens' 360 which is a one stop marketing solution agency and mainly focused on digital marketing services. This report will give the readers a details idea about how client service intern work in Ten's 360. Moreover this report will help to understand concept of digital marketing, importance of digital marketing and process of developing digital campaign. Furthermore this report contain a SWOT analysis of Ten's360 which help to evaluate company's current position. In the last part of this report I include some recommendation to improve their business in future. This report reflects my academic knowledge and working experience.

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Chapter 1

Introduction

Introduction: We all are living in the age of digital marketing. Digital marketing helps the brand to promote their products and service through various digital platforms. Nowadays a brand can easily reach to its targeted audience through digital marketing more accurately than conventional methods. People spent more time on surfing internet, social media. Traditional methods are more costly and cannot give any data about campaign performance. So brands are now using digital marketing methods for their marketing campaign. Through digital marketing brands can conveniently and effectively build up customer engagement. Digital marketing changes the way now a day's companies or any brands are communication with their stakeholders. Digital marketing gives new growth opportunity and give broader option to communicating with audience. Brands are now can communicating more precisely, get better connection, provide message what matters most to them and deliver more personalize message. In modern era people Google, social media or ask one of their friends on social media to know about any product or brand. So online presence is very crucial for any brand because they need to there where customer or potential consumer will be looking for them So, the clients are always looking for help from the advertising agency or marketing expert to make their brand unique from its competitor and make it a more appealing brand in consumer mind. People search in web or social media before taking the final purchase decision. So brands are now focus on social media marketing and create engagement with their existing and potential customers. The way digital marketing works it is the most effective and easiest way to attract the target the customer and reach to them. "You might take advantage of social media's targeting features to show social media ads to a certain audience based on variables such as age, gender, location, interests, networks, or behaviors. Alternatively, you might use PPC or SEO strategies to serve ads to users who've shown interest in your product or service, or who've searched specific keywords that relate to your industry" (Alexander, 2021). Properly design communication basically marketing

message based on USP (Unique selling propositions) help brands to stand out of crowd. So that brand can get strong position on consumer minds. So to attract the customer brands need to creative, perusing, influencing and innovative. While a brands run campaign on television or digital media they get few seconds to grave the customer attention and within this moment they need to deliver their message. So agency those who are working they need to be innovative and creative. “When people hear about any business they want to learn about it in online and check online presence. If they di not find it chances are high to lose them as consumer” (Ocampos, 2021).

Rationale of the Study: Through internship program a student can get an overview of working in real life, apply theoretical knowledge in practical work, get used to organization culture. As a client service intern in Tens’360 I am responsible for brings new business, receiving brief to deliver it to creative and getting back with these deliverables to client. So in this report I will discuss how client service department works and demonstrate the learning’s I received during this period.

Objective of the Study

This internship report basically has two objectives

1. Broad Objective &

2. Specific Objective

Broad Objective: The broad objective of the internship program is to gain professional experience. After completing theoretical knowledge now I can apply those knowledge on practical work life and gain real life experience.

Specific objective: The specific objective of this internship report is to showcase what I have acquired as experiences from working as a client service intern in Ten’s 360.. This study will give a idea about

- How client service department of tens'360 works
- How Tens'360 develop a digital campaign.
- Demonstrate the activities I have undertaken and share my experience during my internship period.

Methodology:

Information both will be gathering from both primary and secondary sources to make this report more insightful.

Primary sources: The information and data I have given in the report are collected by my own through my own working experience in Ten's 360 at client service department. Besides I have taken interview from employee of other department to know about their role and work flow.

Secondary Date:

- Online research paper, magazine and published articles.
- From the website of Ten's 360 and Facebook page
- Internet source.

Limitation:

- Short period of time is the main limitation to make this report more informative and resourceful. I had to prepare this report while doing my job along with two other courses.
- Due to covid situation most of the time I had to doing my work from home. So that interact with clients, taking insights from other employee and communicate with supervisor physically was tough. If I get more chance to do physical office I can explore more which I can add in this report.
- Confidentiality is one of the major limitations. As I cannot provide data, client information, strategy etc due to confidential issue.

Chapter 2

Company Profile

Organization Overview:

Ten's 360 is a tech inspired end to end marketing service provider. Their services are aim to promote any product, services or brand in online and offline both. In recent world almost every company wants to promote their product and services in digital form so Ten's 360 help to fulfill the digital needs with the help of their professional team. Tens'360 work as a digital Catalyst for organizations. Ten's 360 always develop themselves in a professional way to serve the client's need and help them to grow in market. Ten's 360 committed to convert clients idea into reality. It is a one stop marketing solution for organization.

Ten's 360 has three core values which help the organization and employee to rely on drives success:

- Integrity
- Dedication
- Innovation

Ten'360 consider these pillars as their foundation and they maintain their values while they work for their clients. Ten's 360 always dedicated to protect and grow their client's brand, services or company.



History of Tens360:

Ten's 360 initially started its journey as "Ten Poster and Merchandise" during 2013 in Dhaka. They used to sell customized product like bags, mugs, poster, badges, T-shirt etc. In 2014-2015 they affiliated with leading Bands from Bangladesh like Artcell, Nemesis and so on. They used to sell customized product like bags, mugs, poster, badges, T-shirt etc. Then they plan to expand their business. In 2015 they took participate in business plan competition organized by Centre for Entrepreneurship Development (CED). Centre for Entrepreneurship Development (CED) is wing of Brac University which helps the entrepreneur to grow, develop and expand their business. Centre for Entrepreneurship Development (CED) is also providing incubation support to the potential startups or ventures so that they can develop their business. During competition which was held in 2015 Ten's 360 win the competition and become champion. So Ten's 360 got the seed fund, office space facilities and mentorship from Centre for Entrepreneurship Development (CED). Ten's 360 will get this facilities and support till 2022. They have clear mission and vision to become a one of the leading marketing agency in Bangladesh.

Services offered by Ten's 360

Ten's 360 provide one stop marketing solution. They have wide range of services digital marketing and conventional marketing services. They believe they have potential and ability to organize intergraded marketing campaign (IMC) through proper utilization of asset and channels make them unique from others.



Digital Marketing Services: Ten's 360 provide digital marketing services so that brand can target digitally and reach their segment. Clients are rely on digital marketing because it is easy to reach in less time, hit the original segment and measure the outcome. So clients want to take the advantage of digital marketing and investing heavily on this Tens 360 provides various kinds of services like:

- Social Media pages management
- Run marketing campaigns
- Query Management
- Media buying

Social media is very popular in worldwide and also in our country. People spent huge time on social media and communicate with their friends and fellow mate. So marketing on social media is very effective for brands to promote their business and ensure engagement with customer. Now a day's customer and potential customer exposed with the communication in social media. To build a good brand or promote anything create awareness is very important. "Connected with consumer in social media, creating a positive impression on their mind is very important because being in top of mind help brand helps brand to build trust and bond" (Henderson, 2020) .Through social media it is easy to engage customer and build brand knowledge. Ten's 360 also provide social media marketing services like:

- Content marketing
- Motion graphics
- Short and long promo video
- Product photo shoot
- Animated videos & GIF
- Maintaining page and online presence (Facebook, Instagram etc)
- Logo design & Graphical work
- Median buying & consultancy

IT service:

- Web development and design
- Generate traffic in website and acquired new customers through using earned media like Facebook, Twitter and LinkedIn.
- UX /UI design.
- Application development (Android and IOS).
- SEO (Search engine optimization), back links etc.

Beside online and IT related service Ten's 360 also offer offline services.

- Custom made merchandise: Bags, T-shirt, Badges, Key ring, stationary item, Mugs, Crest etc.
- Printing advertising on newspaper, magazine, banners, backdrop, X- banner, and letter pads etc

Unique selling proposition:

- ROI (Return on investment) related solution: Tens'360 ensure that client get expected return from their investment. And also efficiently maintain the investment so that clients get most return from their investment.
- 360 degree service: Ten's 360 committed to provide all kind of marketing related service under one roof. They provide all kind of offline and online marketing related service.
- Cost effective: Ensure clients get best possible service within the price range. There is no undeclared or hidden charge for service. Team Ten's 360 maintain this issue and maintain their policy.



ROI Oriented Solution



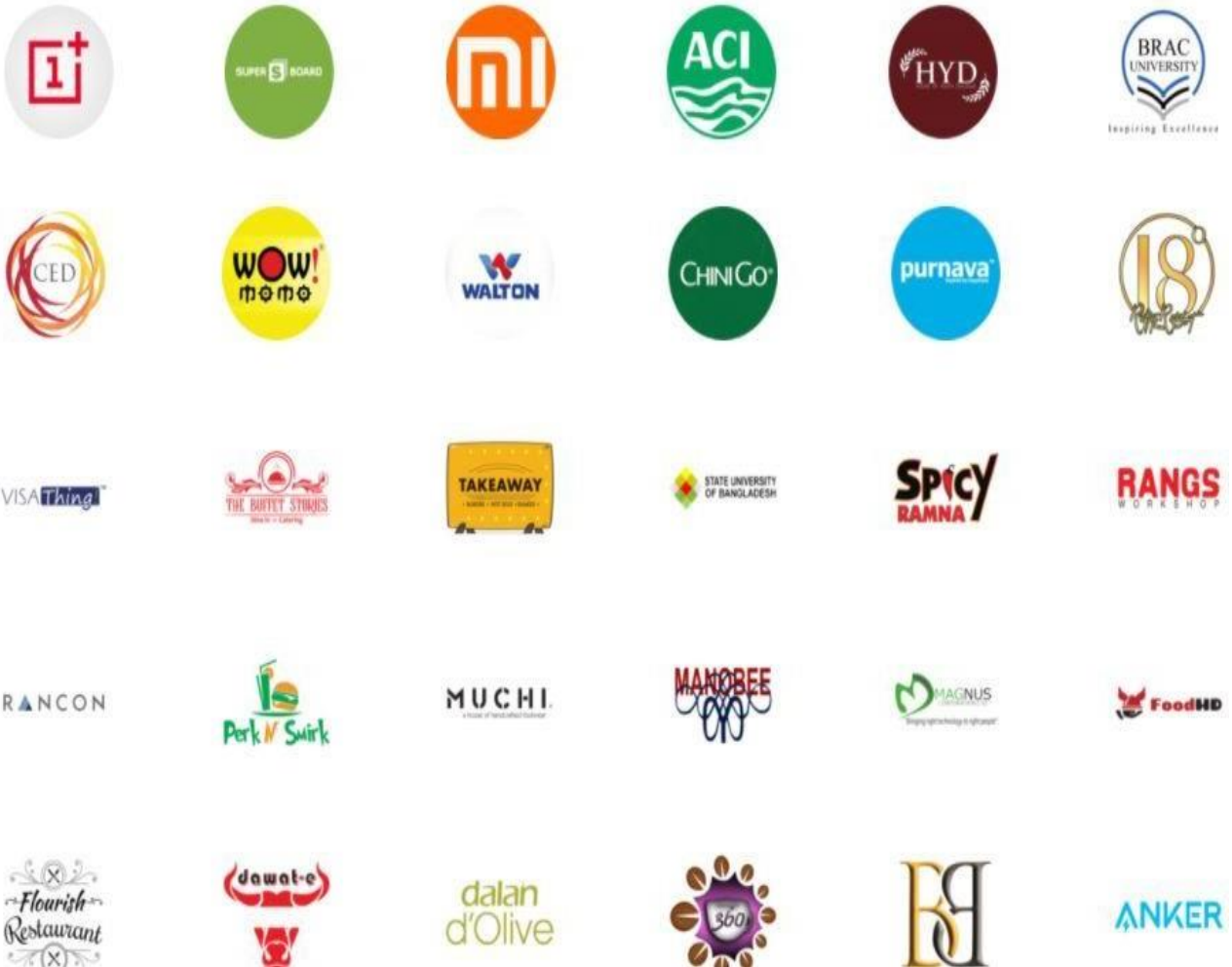
Cost Effective



360 Degree Service

Clients of Ten's 360:

From inception in 2016 Ten's 360 work with local and foreign brands. It serves more than 500 clients and also still providing them service. Ten's 360 work with many top brands like Rangs, Walton, ACI, Walton, ONEPLUS, Xiaomi etc.





Departments of Ten’s 360:

Currently Ten’s 360 divided into three sections to operate their activities and provide service. These three sections are: (The marketing team, The merchandising team and Web development/IT team). The marketing team assigned for carry on the digital service Ten’s 360 provides. The merchandising team look after and execute the offline marketing service like (T-shirt, Badges, Key ring, stationary item, Mugs, Crest, banner, print advertising, backdrop etc). The web development team works for all kind of apps, website development and maintenance related work.

S.W.O.T Analysis:

SWOT analysis is a tool which help an organization to evaluate how internal and external factors affecting the business . SWOT analysis helps organization to focus on considers all the factors to take business decision. Basically company's top management runs this analysis to assess the current position of the organization and plan accordingly to achieve future growth of the company. The SWOT word stands for (Strength, Weakness, Opportunities & Threat). From findings of the organization can figure out its strength, recover the weak side of the company, make the most of opportunity and develop plan to tackle the threat. “ SWOT analysis helps enterprises to evaluate where the enterprise currently stands in the competitive market and helps to determine what kind of steps should take for further strategic planning & roadmap , decision making for the enterprise” (Kuligowski, 2020)

Based on my experience SWOT analysis of Ten's 360 stated below:

Strength:

- Skilled and dedicated workforce.
- Flat organization structure helps to take decision early.
- Ten's 360 receives seed fund from CED and also free office space facilities which help them financially and lower the operational cost.
- Team members are young, energetic and adaptive to new things. They learning and proactive mentality.
- Lower overhead cost helps in pricing strategy. So clients find it value for money

Weakness:

- IT team is not performing well compare to digital team. So it is a weakness.
- Expand the business and sustain for long term company need capital or further investment. Low capital is weakness for Ten's 360.

- Area coverage is limited. Currently focus on Dhaka city market. There are huge potential in other city like: Chittagong and Sylhet.

Opportunities:

- Almost every company want their digital presence. So market is booming across the country and world. So there is huge opportunity in this sector.
- Increase demand for diversified service.
- Maximizing the relationship with existing clients and build new relationship with potential clients.
- Utilizing company resources and facilities in versatile way so that extra revenue will generate.
- Data centric marketing and programmatic advertising is closely related with digital marketing. Now a day's top companies are driving towards data centric marketing. So there is huge opportunity for Ten's 360 to star working in this field in near future.
- Ten's 360 can take order from foreign clients through freelancing. So that they can improve their image in local and international arena. It is also great source of income.
- They can raise fund from investor or invest more capital to expand their business.

Threats:

- Competitors are manipulating pricing and aggressive while setting pricing.
- Threats of new entrants are always high and huge number of competitors in the market. So market being saturated and bargaining power becomes low day by day.
- Traditional marketing firm also entered in digital marketing sector with huge investment.
- Government regulation and new tax rate or VAT will create hamper in doing business.

Chapter 3

Role of Client Service

Chapter 3

Job description:

In Ten's 360 I work as a "Client service intern" under client service department. Maintain relationship with existing clients and build up relationship with potential clients is the main task of client service department. Smooth communication between agency and customer is the key. Client service department ensure that there is no gap between both party and always ensure quality service to make the clients delighted. Client service department analyze the industry condition, set up strategies', figure out the exact need of the client and execute the plan based on clients need. Figure out the proper digital media and analyzing the media is also one of the major task of this department. Client service department works as a bridge between clients and agency to run the operation smoothly. This department holds major responsibilities of deliver work or project to the customer. It also play major role in campaign building process and identifying new business possibilities while working with the clients. They maintain good relationship with clients as well as other department to ensure work is progressing as per clients need and minimize the gaps which make them dissatisfied. "This is the process of creating and maintaining a strong working rapport with each customer. Often referred to as customer care, it is about understanding the needs and desires of the customer, and moving to meet those needs in a proactive manner." (Tatum, 2021)

.In a nutshell this department brings out business and carried out business of Ten's 360. In my 3 months internship period my specific job or task involves

- Maintain communication with clients and internal team.
- Understand brief from clients and debrief to the creative team.
- Ensure creative teams output reflects what clients want and discuss with them to bring the best outcome.
- Receive work from creative team and submit it to clients.
- Get feedback from clients and make correction if necessary.
- Monitor social media feedback after post any content.

Work Process of Client Service Department:

In Ten's36 client service department follow certain steps to run their activities. This steps is whole work process of client service department.

- At first client give us brief about their objective , need , their campaign goal or kind of service they wanted from us.
- According to their brief we design a campaign for them and present it them. In our presentation we discuss about what kind of service or solution, our campaign design etc.
- After the presentation we formally give them a proposal. In our proposal we clearly mention about our strategy, campaign objective, segment we select, target market , tentative budget etc.
- After that we negotiate with our clients. We try to figure out everything regarding campaign, strategy, budget etc.
- After getting confirmation and formal deal we looking forward to start our work.
- Than we forward it to creative team they design their campaign creatively and come up with outcome like content, message, key visual, promotional video etc.

- Then we run our campaign through post it on face book, YouTube, Instagram, website or other platform.
- After that we monitor our running campaign whether it is perfectly running or not. Focus on how customer reacting after campaign evaluate our campaign reach towards targeted customer or not, try to realize customer reaction and collect feedback.
- Then we receive report from operations department regarding how our campaign effectively runs, result or outcome of this campaign etc. We send it to our clients and discuss with future prospects of working together.

My contribution in Ten's 360 :

Collecting brief: In my internship period several times I had to collect brief from clients and note it down properly. Along with my team we discuss with the different aspect of the campaign with the clients and figure out all the details about campaign.

Community management/ query management: For few days I monitor some facebook page of our clients and run those pages. Customer put different comments and wanted to know different things about product or services. I had to reply all those queries provide customer required information or suggestion based on their questions. Based on the queries of customer try to get insights and share those things with higher authority.

Brainstorming session: I had to discuss with creative team to come up with an idea and bringing solution to run any campaign successful. Inform properly to creative team and align their work along with client needs. Sometimes I had to sit with different teams and then combined their work to make the campaign or project successful.

Proposal and presentation: I had to make proposal and present it to clients. In presentation I had brief client about our plan, what we are going to do, how we execute it etc. Visualize our plan to our clients and give them an idea about our plan is main objective of this presentation.

Correspondence: Communication gap cause major problem for any task. In order to maintain smooth communication and updating clients regarding their queries I had to correspondent with customer over email and phone. Not only external correspondence I had to correspondence with internal team.

Day to day operation: There are some day to day activities like follow up campaign, paper work, and figure out existing trend in social media. Sometimes I had to sit with other department to assist them on their work and working as a helping hand.

Taking feedback: Taking feedback from clients and senior colleagues to run any campaign properly. Clients give their suggestion and feedback, after taking their feedbacks I share it with other team member. Then they discuss among themselves and make changes if necessary.

Monitor query management: In social media people are asking various types of question, want to know more specific information about any product or service, price details, location etc. While query management team answer those question I used to monitor them to get insight about clients thought process, identify any communication error which make customers confused or to identify any information gap arise from our content. It helps to design our message such a way which can give proper information and also inform clients about customer reaction.

Projects I worked on:

In my internship period I involved with some campaign related activities. After getting confirmation from client I sit with creative team to develop content. Here I am discussing about background of any campaign, objective and what we produce for our clients.

One plus Bangladesh: One plus is one of the leading mobile manufacturers in worldwide. In Bangladesh One plus launched by Contrivance Bangladesh Ltd.

Objective: So after launching from till today Ten;s 360 provide them wide range of service. AS they are launching new mobile phone so we have to post attractive post on Facebook, content, video etc for them. In offline we also provide them conventional marketing service like design broucher, banner, backdrop and other printing solution.



Reach: We regularly post on social media and get huge amount of response from customer. Right now One plus Bangladesh page have 132k like and our post reach in a good rate.

BRAC University: Ten's 360 provide digital promotion related service to the BRAC University. During pandemic Ten's 360 provide all kind of service which help BRAC University to reach its target audience.

Objective: BRAC University want position itself as a global insituion from Bangladesh who provide quality education. So in every semester they admit students through proper examination and evaluation process. So it is important in pandemic time to recruit admit new students and keep informing about admissions' process, deadline, exam etc over digital platform. So BRAC University continuously post in social media and sponsored those post which help tem to reach vast number of target audience.

The image shows two screenshots from Facebook. The left screenshot is an 'AD PREVIEW' of a sponsored post from BRAC University. The post text reads: 'Study at Brac University. Receive high quality education at an affordable price.' Below the text is a colorful image of students and the text 'SUMMER 2021 Undergraduate Admission open for International Students APPLICATION DEADLINE - 1 June, 2021 Join the Global Institution from Bangladesh'. The post is from 'BRAC University College & University' and has 72 comments and 14 shares. The right screenshot shows the performance metrics for this ad. The ad title is 'BRACU International Student Undergrad 2nd intake summe...' and it was last edited on 22 May 2021. The ad status is 'Completed'. The performance metrics are as follows:

| Metric | Value |
|-------------------------------|-------------------------|
| Reach | 5,422,087 |
| Cost per 1,000 people reached | \$0.0433 |
| Amount spent | \$235.00 (\$235.00 USD) |
| Reach | 5,422,087 |
| Impressions | 6,127,544 |

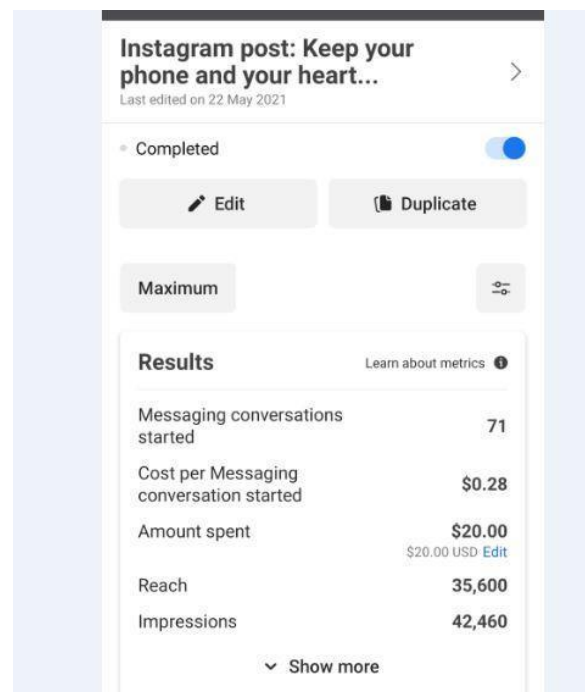
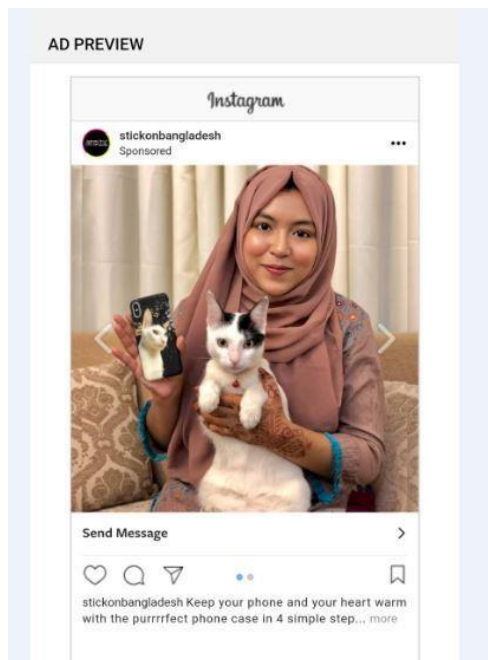
Reach: Here we can see that after boosting we can reach a huge number of people which is more than 540k. Amount we spend is less than 20000 in bdt. If we provide same advertisement on front page of "Prothom Alo" or "Daily Star" it will cost us way more than that.

Stick on Bangladesh: Stick on Bangladesh provide custom made products like phone case, T shirt , mug , design pillow, customized mask, notebook etc.

Campaign Objective: Recently we run a campaign where people can custom their own phone case with their lovely pet.

- People can send picture of their pet.
- Design team of “Stick on Bangladesh” work to design a cool phone case based on the picture they sent.
- Then they produce it and deliver it to their customer.

This campaign got huge reaction from customer.



Chini Go: Now a day's health conscious people try to avoid sugar from their diet because it creates many kind of disease like diabetics, blood pressure, cholesterol etc. So “Purnava” brings solution for consumer, who wants artificial sweetener which is highly health beneficial for health and substitute of sugar.

Content Objective: Objective of this content is to inform people about the product benefit and also create awareness about brand. In this content we try to give message about new solution and create brand salience. This types of content also helps to create imagery in customer mind and effect on brand performance. So building brand equity this types of content very much helpful.



My learning from internship program:

During my 3 months internship I learned a lot. After complete my academic lesson entering into real work life helps me develop as a corporate person. I can able to apply my theoretical knowledge in real work life which is the main take away from this internship program. I can figure out my incapability, weak point and also helped me to overcome from my weak zone.

Time management: Time management is very important in academic life and work life. Project deadline is very important in agency life. Clients never tolerate anyone fail to submit their work on time. So manage time, timely submission and organize work such a way that will take less time.

Communication skill: During my internship period I had to communicate with my team member, co-workers and clients. It helps me to develop my communication skill. It teaches me how to properly communicate with verbally, over the phone and formal mail or company letter pad.

Handel work pressure: Through my internship journey it teaches me to work smartly rather than work so hard. Divide work or distribute task such a way so that I can feel less pressure.

Team work: Working as a team is very important for any organization. In Ten's 360 we work as a team to run any project or finish any task. It helps maintain a good relation with each other, pull up any task successfully and create a good sync among different department. So while we work for any project we always sit with team and it helps to build good understanding. Now I know how to be a team player or work within the team. Rather than personal gain team success is very important. If I failed to do anything or do not understand how to pull up any task I discuss with my other members. They always assist me and guide me to if such situation occurs.

My internship experience was pretty good. Being a marketing graduate I can relate my academic learning in work life. I can figure out that bookish knowledge is not ultimate knowledge. In work life I can learn new things every day. Working in Ten's 360 helps me to understand how marketing agency really works, importance of team work, give insight of work culture and most importantly give me confidence to start my journey in corporate world.

Chapter 4

Conclusion & Recommendation

Conclusion

Digital marketing is new things in the market which is highly influential and obvious for their business. Many enterprises adopting these type of marketing strategy for their business. So there are many firms are providing service but not all of them are technically advance. Even though they are running so many campaigns but there are lack of quality campaign. So technologically and strategically advance agencies can provide quality service which will help the market to become more vibrant. Being a marketing graduate I realize the importance of digital marketing for current business scenario. Conventional method has drastically changed in recent years. Consumer perceive and behavior continuously changing and to stand out from the crowd quality promotional techniques are essential. So agencies should respond such a way that they can respond to the changes. Digital marketing bring more opportunities for and diversity for marketer. So companies or brands should utilize this immense opportunity to serves their business through digital marketing. As e-commerce is booming in our country so digital marketing become more influential and dynamics in near future. This internship experience give me real insight of practical work life and day by day it was become exciting I was keen to learn and took all the challenges to make it successful. It gives me practical idea how to promote and marketing product or service in current generation. I have experienced a great deal regarding client handling, communication strategy, digital marketing techniques and work flow of the marketing agency. I firmly believe that lesson I learned will help my future endeavors and also help the reader regarding how client servicing work for digital marketing agency.

Recommendation:

Ten's 360 is a new startup in the digital marketing agency. Demand of digital marketing in our country increasing day by day and it is proven that digital marketing have an great impact on business. "Current environment of digital marketing scenario in Bangladesh is highly competitive" (Blog, 2020). Even though there are some enterprises those are not aware of it and not taking any benefit out this service. Based on personal experience and observation I give some recommendation for Ten's 360 to become more effective and get an edge in this complete market.

- Ten's 360 should focus on their own branding in digital and offline form. They are service provider of many leading brand but their recognition not in that extent. So they should present themselves in all platforms and highlight their works.
- There are huge demands of data centric marketing. They can focus on data driven marketing. Data driven marketing helps business to make more conversion than conventional marketing approach.
- Ten's 360 need dedicated business development team for bring new business for company. There are lack of manpower in this department. New business will help them to increase their portfolio and bring revenue for company.
- Proper research should conduct before dealing with any clients. So Ten's 360 should provide proper training to its employee regarding how to conduct research and detect the nature of clients.
- Ten's 360 currently funded by Brac CED. So they should try to get more work from Brac NGO and all other sister concern. It is huge market for them if they can grave it will massive source of revenue for them.
- They should properly utilize the funding, office space facilities and mentorship they are getting from BRAC CED. And arrange proper training and grooming facilities for their employee.
- Ten 360 can implement proper CRM software to improve business relationship. In order sustain in the market for long time structure relationship is mandatory.

- They have another department for web development and web related service. Now a day every company need to have their own website. So this department should work for acquire new customer.
- They should have future plan because they are under funding of BRAC CED for 5 years. So what will be their tactics and strategies to operate smoothly in market or how they can expand their portfolio etc this things should

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