

Report On
**Dependance on Social Media in The Bangladesh Market
Industry**

By

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

Bachelor of Business Administration
Brac University
September 2020

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Declaration

It is hereby declared that

1. The internship report submitted is my/our 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/We have acknowledged all main sources of help.

Student's Full Name & Signature:

Shayantom Islam

15304096

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Lecturer, BRAC Business School

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Letter of Transmittal

Raisa Tasneem Zaman

Lecturer,

BRAC Business School

BRAC University

66 Mohakhali, Dhaka-1212

Subject: Submission of Internship Report

Dear Madam,

It's a great pleasure to submit my internship report on "Dependance on Social Media in The Bangladesh Market Industry" for your kind approval. Despite many limitations, I have tried my best to conduct my internship report and avoid deficiencies.

I hope that my report will satisfy you. I would like to thank you for giving me the opportunity to complete and submit this report.

Sincerely yours,

Shayanton Islam

15304096

BRAC Business School

BRAC University

Date: September 22, 2021

Non-Disclosure Agreement

This agreement is made and entered into by and between Ovlea Digital and the undersigned student at BRAC University **Shayanton Islam**

Executive Summary

This report talks about the current psychology that drives the marketing ecosystem in Bangladesh. The report starts with a brief overview of my 3-month long internship at Ovlea Digital, who they are and their company standings. The report displays some figures and statistics of data collected to help conduct my report. The report then goes on to put forth my perception and analysis of the entire situation along with the data collected. This report tries to determine whether the emergence of social media has affected purchasing behavior of people in Bangladesh and the marketing industry and present the findings in an orderly fashion.

Keywords: Marketing; Digital; Facebook; Purchase; Behavior

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List of Acronyms

B2B	Business to Business
LPG	Liquefied Petroleum Gas
ERP	Enterprise Resource Planning
OTT	Over the Top
CEO	Chief Executive Officer
BAT	British American Tobacco
3D	3 Dimensional
MD	Managing Director

Chapter 1

Overview of Internship

1.1 Student Information

Name: Shayanton Islam

ID: 15304096

Program: Bachelor of Business Administration

Major: E-commerce, Minor: Accounting

1.2 Internship Information

1.2.1 Internship Details

Period: 5th July to 5th October 2020

Company Name: Ovlea Digital

Department: E-commerce & Business Development

Address: House 41, Level 7, Road 1, Block A, Niketon, Dhaka

1.2.2 Supervisor's Information

Company Supervisor: MD. Zubayer Arifeen

Designation: Founder & CEO

1.2.3 Job Scope

- i. Conducting market research on diverse industries to look out for potential clients and opportunities.
- ii. Analyze primary data to supply adequate directives for deriving a data driven strategic digital marketing plan.
- iii. Assisting teammates for preparing pitch presentations for clients.
- iv. Learning modern digital tools and techniques for social media marketing and digital footprints.
- v. Understanding digital solutions, that the agency is currently offering which can solve problems of potential clients and strengthen their digital presence. (i.e., website, cloud-based software, ERP, and related solutions)
- vi. Participating in agency's production for content making.
- vii. Assisting the agency's operation team in executing digital activations in social media and other channels.

1.3 Internship Outcomes

1.3.1 Students Contribution

- i. *Research*
 - a. Conducting research on different clients, markets, and competitors for devising new plans and strategies for existing and upcoming clients.
 - b. Digitally searching to look out for new potential clients.
- ii. *Design*
 - a. Designing business pitch plan for preparing presentations for new clients.
 - b. Designing logo and social media announcement posts for different clients.
 - c. Pointing out modern design practices to the web team.
- iii. *Activation*
 - a. Conceptualizing campaign modality in association with teammates.
 - b. Assisting agency operation team in executing digital activations.

1.3.2 Benefits to the Student

During my time at Ovlea, among the many benefits were that I got to nourish and develop a multitude of skills. I had to work alongside and was exposed to the inner workings of various industries such as Omera LPG, Golden Harvest, Double Horse, BAT, Pran, Top Gear, Samsung Electra and various small and large restaurants. I got to sit with the clients and discuss their future prospects and marketing expectations, I designed and helped design various marketing materials, I got to take part in the production and postproduction of a few promotional and business videos and most importantly I got an opportunity to showcase my competence and creativity in developing various marketing campaigns and strategies.

1.3.3 Difficulties faced during internship

My internship at Ovlea Digital was smooth as I did not have to face many difficulties. My supervisor and my colleagues were extremely helpful and provided direction whenever asked and needed. The only bump in this otherwise smooth journey was the unpredictable and demanding work hours. The work hours depended a lot on the requirements of the clients. On days I had to work for 12 hour shifts on studio sets and on other days I had to work till after hours to ensure the client got what they needed.

1.3.4 Recommendations

As I had a very good experience during my internship at Ovlea Digital, the only recommendation I can provide is that interns should not be exposed to the unfavorable work hours to not discourage them.

Chapter 2

Ovlea Digital

2.1 Introducing Ovlea Digital

Ovlea Digital is a 360° marketing agency. They provide both traditional and the new age media marketing solutions. They tackle each project with impressive and out of the box communication ideas, marketing strategy & business development. Working closely with clients they develop a thorough understanding of the client's needs and expectations and develops a roadmap to the target audience. Ovlea takes their client's thoughts and ideas into account and provide their own flair to come up with impactful marketing campaigns. While developing brands Ovlea makes sure their solution is strong, differentiated, long-lasting and impactful all while attending to the client's own visions. They help the business reach their full potential and provides consultancy to incorporate the brand identity in all the important anchor points of the entire organization to ensure consistency in brand experience.

2.2 Overview of Ovlea

Ovlea provides 360° marketing solutions to their clients. Starting from brand identity creation, they provide a huge span of services. They design logos, marketing posts, important business document templates, business cards; design campaigns and marketing strategies, make astounding promotional video and photography solution. They play key role in the activation of the campaigns such as digitally boosting marketing campaign, hosting various events such as cooking competitions and roadshows. Ovlea Digital also provides software solutions such as designing websites, apps, business software, games, and a span of hosting services. Furthermore, Ovlea helps clients develop e-commerce and OTT platforms, and plays a major role in the activation of the campaign to properly incorporate the 360° nature of their solution practice.

MD. Zubayer Arifeen, CEO and MD of Ovlea Digital founded Ovlea as a sister concern of Nvisio Digital. He has experience in e-commerce through his own venture named 'DnB Collections'. He has a business mentality and is very experienced in business development and growth.

Mission: To become the leading solution provider in an everchanging industry.

Vision: To become the most recognized 360° marketing solution provider in Bangladesh.

Strategy: Be a one-stop solution that tends to all needs.

2.3 Management Practices

2.3.1 Leadership Style

Ovlea Digital follows a democratic leadership style, where every member of the organization gets together to discuss and develop strategies. Each member is given equal importance while creating ideas for marketing approaches. Ovlea veers way from traditional corporate culture and creates an environment where anyone will be comfortable to work in.

The work environment inside Ovlea makes everyone feel comfortable enough to share their own thoughts and ideas. Which is essential while coming up with new concepts, as a discussion bears more fruits than only one or two people can. The discussions are spent to create new ideas, criticize and analyze the ideas.

2.3.2 Recruitment Process

Ovlea Digital follows traditional business hiring practices where they publish recruitment post on various medias such as Facebook and LinkedIn. Candidates are evaluated after an initial interview and is later selected based on the number of skills and amount of knowledge they can bring into the organization.

2.3.3 Training Process

Ovlea believes in hands on training and direct approach. I was given tasks that I have never performed before, however, my supervisor made sure that I knew and understood the task. Interns are given autonomy while doing their tasks, and the shortcomings are constructively criticized and corrected by the supervisors. No one is penalized for making errors, instead they take time to explain why our work has failed to hit the mark and how we can improve ourselves.

2.4 Marketing Practices

2.4.1 Marketing Strategy

Marketing to Ovlea is like their own little card game. They do not show all the cards in their hands to their clients. Rather, they incept the clients to understand their exact expectations and applies specific cards to make those ideas come to life. When a client puts forward their

requirement, Ovlea designs a suitable solution that tends to the specific needs. Thus, each project becomes very personal to both the client, and Ovlea. A happy client is a very valuable asset, and Ovlea utilizes this asset to persuade new clients to get onboard. Traditional mediums of marketing include telemarketing and social media marketing. One other major marketing partner is Nvisio who refers many clients to Ovlea.

2.4.2 Target Customer and Positioning Strategy

Ovlea Digital's target customers are high profile clients such as restaurants, hotels, big corporations, startups, and anyone looking to invest in this new age technological ventures such as an e-commerce platform or a mobile game. Other clients include people looking to get certain photography or videography done.

2.4.3 Service Development

At Ovlea Digital, new product and services are developed either through recruitment or through development of skills. Through recruitment, someone with a special set of skill is hired who can help consult and develop a new service. Otherwise, existing employees are given encouragement and are resourced adequately to develop a new skillset that can be further developed into a new service package. For example, over the last 2 months, the in-house designing team is given ample free time and backing to learn 3D rendering and designing so that Ovlea can go on to provide a new service in the 3D genre.

2.4.4 Critical Marketing Issues and Gaps

One of the major pitfalls in the marketing strategy of Ovlea is that they do not nurture and develop organic marketing practices. If someone from the organization does not pick up their phone and actively look out for clients, then there are chances that Ovlea will not see the faces of new clients. According to my understanding, the major weak point in their marketing approach is that Ovlea, while marketing and promoting various clients to full capacity, overlooks promotion of their own organization.

2.5 Financial Performance

Though Ovlea refused to share their confidential financial statements and accounting books, upon being inquired they have confidently confided that the percentage growth of the business's valuation has been in the hundreds for many years consistently, and that apart from the initial months of the pandemic, Ovlea has not faced a month of loss yet. The accounting is

maintained by the Key Accounts Manager of Ovlea, Gofran Ahmed, and upon interview, has stated that most of Ovlea's most valuable assets are digital (software and licensed products), making them redundant to be put through depreciation. One other important and expensive asset is the computers used by the designers. While most of the works can be performed on the phone in this era, designers need high end state of the art computer technology to ensure smooth delivery of products. These computers are physically and digitally kept up to date, so are required to be depreciated through revaluation method.

According to my observation during various projects, Ovlea has deep cut pockets. They have enough liquidity to fund various ventures even when the clients delay payments by months. Goran Ahmed has ensured that financing projects had not been an issue in the past and that he is confident that it will not be an issue in the future.

2.6 Operations Management and Information System Practices

Ovlea mainly uses WhatsApp to communicate and coordinate online. During the lockdown, Ovlea has heavily relied on Trello and various Google services such as Google Docs, Sheets, Meet and Gmail to converge all the workings of all the employees located in various parts of the country. Ovlea also uses authentically purchased Microsoft accounts, Microsoft Office products, Adobe products and also purchases and collects various elements from Freepik, Envato, Pixabay and various other similar platforms.

2.7 Industry and Competitive Analysis

2.7.1 Porter's Five Forces Analysis

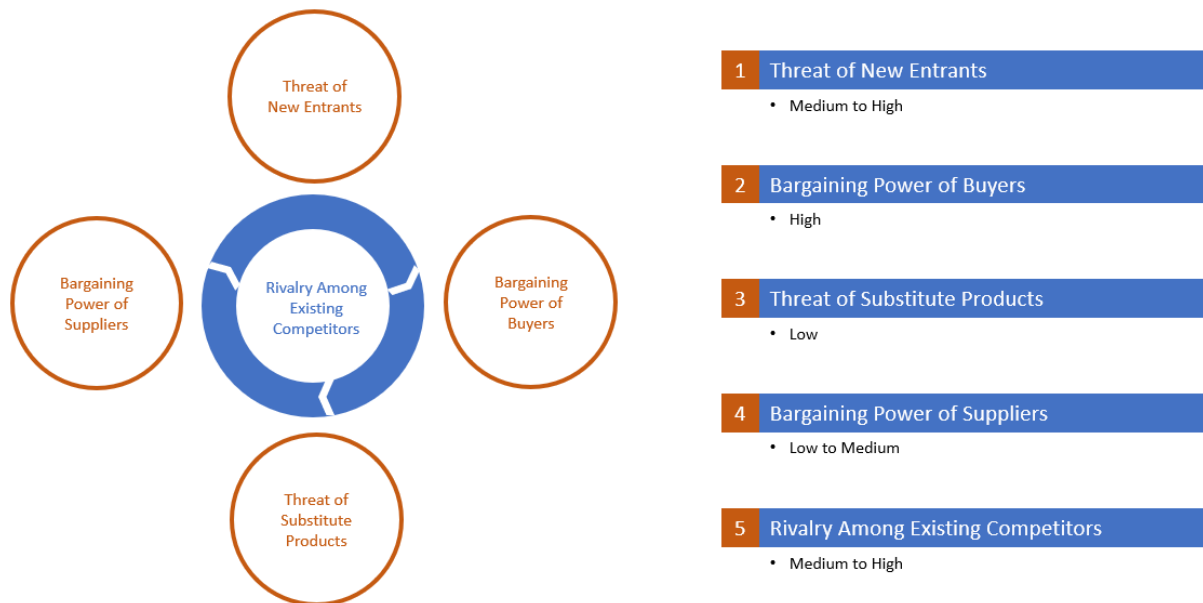


Figure 1: Porter's Five Forces

- *Threat of New Entrants:* Entry into the marketing industry requires very little in terms of input - some basic paperwork required to start a company and a moderately low amount of capital. However, many of the organizations in this industry have had adequate time to establish relationships with their clients. Most of the high-profile clients who are ready to invest heavily in marketing have their trusted marketing agency who they have been working with for a long time and has developed a thorough understanding of the client's mindset and expectations and are unlikely to shift to a new entrant instead and risk ruining their brand image they worked so hard to develop.

- *Bargaining Power of Buyers:* The marketing industry of Bangladesh is already nearing saturation. The industry is highly competitive with different agencies constantly outbidding and outperforming each other. The clients can easily get a quotation from many different agencies and compare the cost and go for the most viable one.

- *Threat of Substitute Products:* Marketing is essential for the growth of any organization. Even the most renowned brands still invest huge amounts in marketing. There is no alternative to marketing practices to getting more exposure and a bigger customer base. The only substitute in terms of working with a marketing agency is working with freelancers.

- *Bargaining Power of Suppliers:* The marketing industry requires little to moderate in terms of input, and most of the tasks are outsourced to various other organizations. In terms of

manpower, the most essential personnel in a marketing team are the designers. However, the industry has a substantial supply of designers, making them essential, but inexpensive to hire. Other various projects such as printing, photography, videography etc. can be outsourced to third party organizations. However, marketing requires a certain amount of creativity, which is a hard trait to develop unless one is born with it. To find someone who is exceptionally gifted in creating marketing campaigns is a key to standing out of the competition but is difficult to come by.

- *Rivalry Among Existing Competitors:* The slight inelasticity of the marketing industry combined with the high threat of new entrant and low barriers to entry provide a ripe environment for any startup venture to lean towards marketing. The industry is almost saturated with countless big and small marketing agency. Existing players in this industry have had a long time developing thorough understanding of the industry and their clients' mindset. With Bangladesh striding towards digitization with fast paced development all around, new scope and methods of marketing are emerging and the established competitors in this industry are actively going beyond tradition and are providing excellent out of the box solutions.

2.7.2 SWOT Analysis

- *Strength:*
 - Established brand identity
 - Good reputation
 - Outstanding team chemistry
 - Expert designers
 - Experienced leaders
- *Weakness:*
 - Slow business development
 - Not a substantial market share
 - Not bold and daring enough
- *Opportunity:*
 - The market is ever-growing
 - Clients are spending more and more on marketing
- *Threat:*
 - Very competitive industry
 - Brand loyalty shown by customers

2.8 Summary and Conclusions

To summarize, Ovlea Digital, is not a new player in this industry. They have had enough time to establish themselves and have developed a good reputation and brand identity in this industry. They started small but quickly grew in valuation over a small span of time. The organization, though big, is run by a small team. Ovlea is doing good in terms of finance and is ready to grow even more. There is still room for improvement and Ovlea can soon grow the team and take on more clients.

2.9 Recommendations

i. I would recommend Ovlea to be more daring. In this industry traditional methods and approaches work but are not enough to help neither the marketing agency, nor the client to stand out. To create a lasting impression, the campaign must be bold and unforeseen, and requires a certain amount of tenacity and courage to carry out.

ii. Secondly, I would recommend Ovlea to go beyond just client satisfaction. The client may be happy with an outcome but being the one with the thorough understanding of the marketing game, Ovlea must go beyond and produce each work with perfection. For example, a client might be happy with a video Ovlea produced for them, but Ovlea can still invest in customized music for the video which although is a subtle change, can drastically play with the psychology of consumers into subliminally accepting the video as a wholesome product.

Chapter 3

Dependance on Social Media in The Bangladesh Market Industry

3.1 Introduction

3.1.1 Background

Social media has existed less than 0.009% years since modern humans first walked on this planet. Yet there is no denying that we have reached a point of no return with our dependance on social media for day-to-day activities and leisure times. Social medias have taken a key role in both active and passive communication among the entire worldwide population. Till date, 3.7 billion people are active on at least one social media network. Bangladesh has 45 million out of the 167 million people active on social media with a huge leap of 9 million in the last year alone. Over the last two decades, social media use has seen a shift from private communication to mainstream marketing media.

3.1.2 Objectives

i. Broad Objective:

- a. To determine the degree of dependance on social media in the Bangladesh marketing industry

ii. Specific Objectives:

- a. To determine the degree of influence social media has on purchasing behavior.
- b. To determine the effects of social media marketing on traditional marketing culture.
- c. To determine the degree of naivety and the degree of ignorance and reliance on statistics.

3.1.3 Significance

The significance of this report is that it gives a key insight to the perspective of a person who has, over the last few months, shifted from being someone oblivious to the inner workings of marketing to someone actively working for it. I also hope that this paper will provide an abstract concept that spans over a few schools of thought.

Beneficiary:

i. Me myself: This research gave me the opportunity to research and spend thoughts on a rather overlooked factor in the marketing industry and gives me a better understanding of the industry I am currently working in.

ii. Ovlea and other companies: If Ovlea considers my research findings and my recommendations, or any other company for that matter, there is a chance that this might lead to improved marketing practices.

iii. Customers: Marketing dominantly being a B2B industry, the primary customers are other businesses- small and big. My research might help smaller firms to efficiently invest and bigger firms to effectively invest.

iv. End users: Consideration of this research might lead to more ethical and effective marketing practices all around which will no doubt benefit the end users.

3.2 Methodology

For this research, primary source of primary data were 2 women and 3 men working at Ovlea Digital, who I participated with in a focus group discussion. Secondary data was derived from various online sources. The whole analysis was done based on the data collected, and on my intuition and observation of both the inner workings of the industry and the experience as an end user.

3.3 Findings and Analysis

3.3.1 Focus Group overview

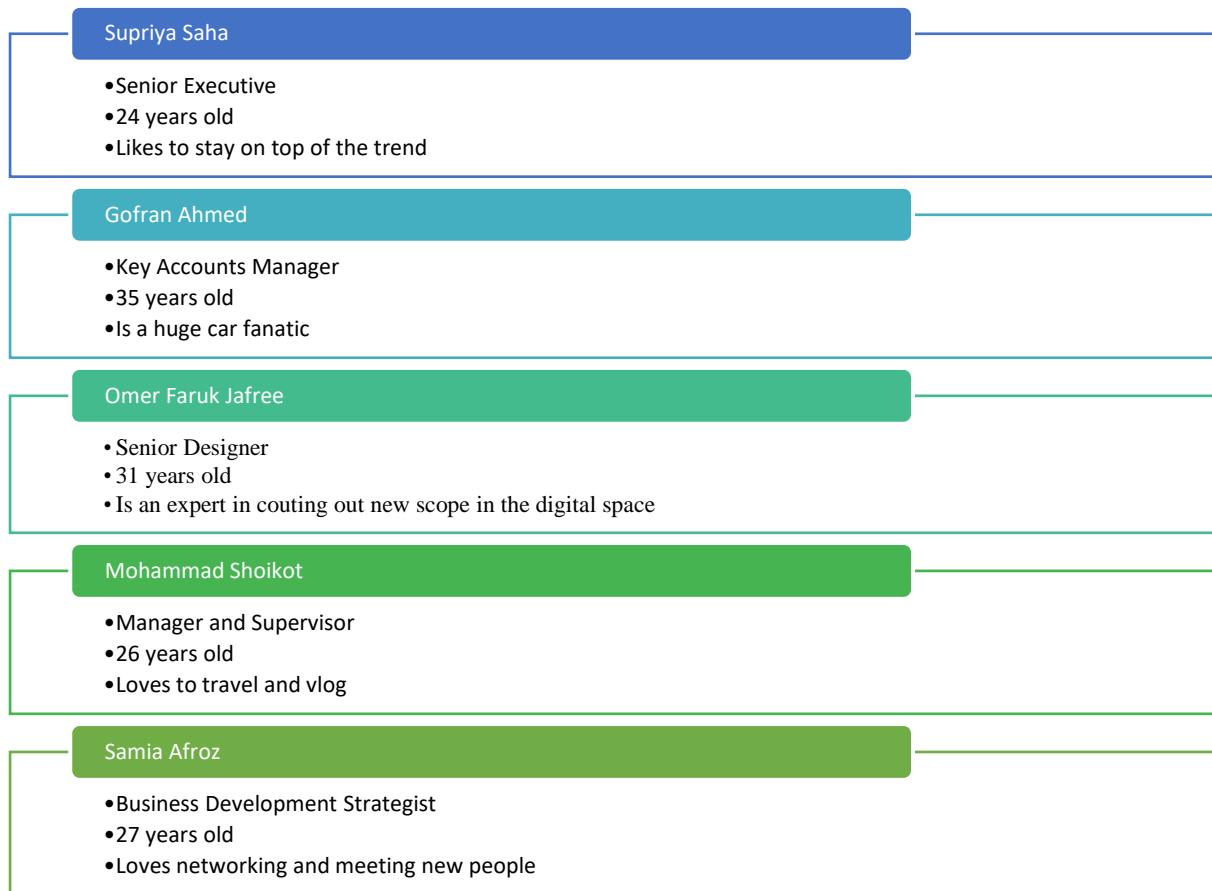


Figure 2: Members of the focus group

Ovlea is a big firm run by a small team of experts. So, my research population was limited to 5 people throughout. A brief overview of each member's designation and behavior pattern is provided in the figure above. The discussion went for over an hour with everyone talking from their own experiences and perspectives. They gave me key insights that no amount of research could have established. Instead of a questionnaire where there is limited space and format to answer, everyone got to discuss with an open mind what they actually thought of the marketing industry and what they think is causing certain shifts in the direction this industry is taking.

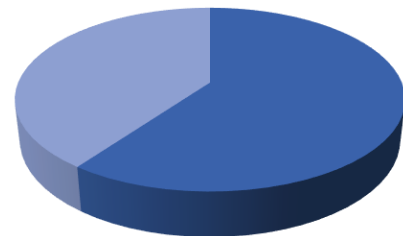


Figure 2: Demography of the focus group

3.3.2 Findings

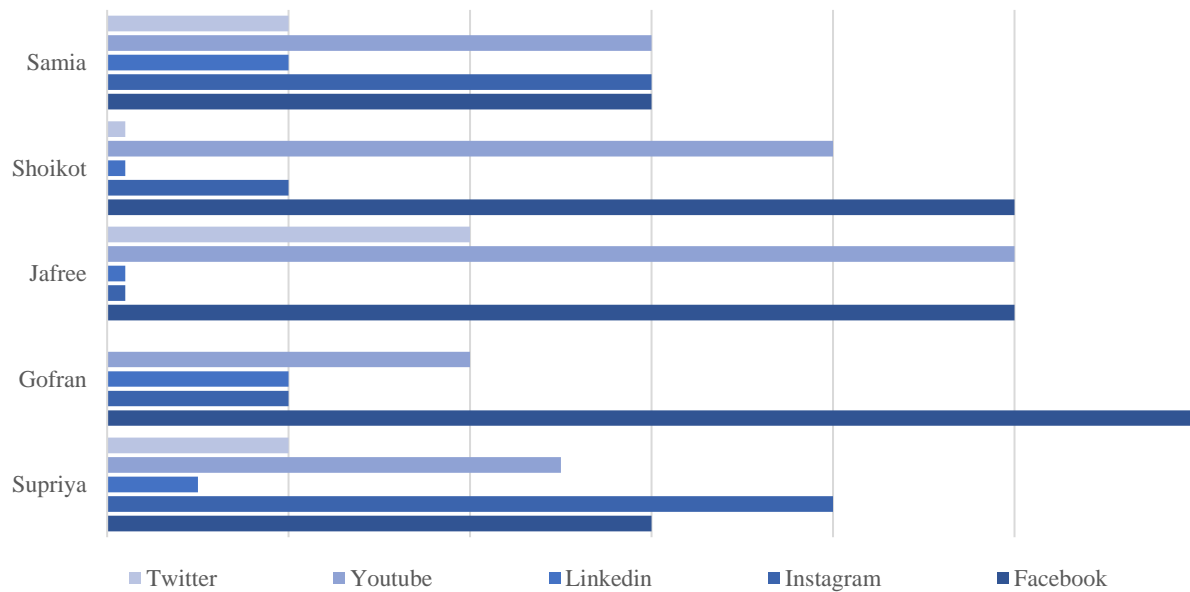


Figure 3: Preferred social media for online socializing

The chart above (figure 3) shows the behavior pattern of my focus group in terms of social media preference. It is clearly visible that Facebook is dominating the social media industry, followed by YouTube and Instagram. We can derive that almost everyone has their preferred social media platform. While this chart shows us the preference of social media, it still gives a vague picture of the activities in them.

To understand the effect of social media on the purchasing behavior of the focus group, we need to find out how they go on purchasing products in the first place. For this, the participants were asked “How likely are you to purchase something from these mediums?”. Figure 4 below visualizes my data collection to show us the preferred medium to buy goods. In terms of online mediums for making purchases, Facebook is dominating this area as well, closely followed by the growing e-commerce industry. However, it is no surprise that a lion’s share of the purchases is still made offline.

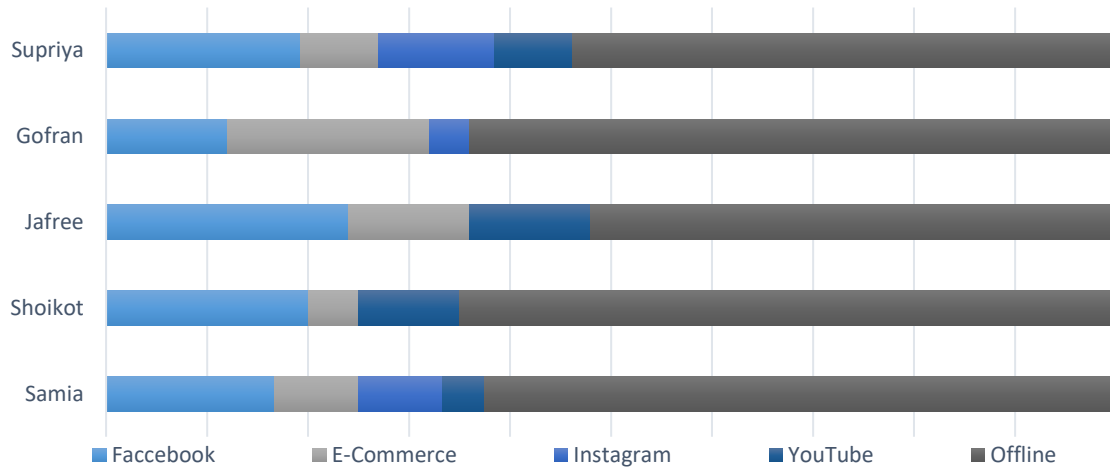


Figure 4: Preferred medium for purchasing products and services

For the next question I asked the participants to give a rough figure on the number of purchases and the amount spent over the last 3 months across each medium. Purchases will include tangible products and services. The focus group were quick to point out that the figure will be only an estimate and might not be accurate since they will be answering from memory.

	Facebook	YouTube	E-Commerce	Instagram	Ads on Apps	Offline
Supriya	15	0	10	5	0	30
Shoikot	5	0	5	0	2	60
Jafree	10	5	5	0	5	50
Gofran	3	1	1,000	0	2	70
Samia	15	2	900	5	0	100

Figure 5: Number of goods and services purchased over the last 3 months

	Facebook	YouTube	E-Commerce	Instagram	Ads on Apps	Offline
Supriya	10,000	0	3,000	4,000	0	15,000
Shoikot	2,000	0	1,500	0	500	12,000
Jafree	6,000	4,000	3,000	0	2,500	25,000
Gofran	1,500	1,000	80,000	0	1,500	35,000
Samia	8,000	1,000	60,000	7,500	0	30,000

Figure 6: Amount of money spent on goods and services purchased over the last 3 months

Figures 5 and 6 tabulates the answers I received from private interviews I conducted with each member after the focus group discussion was over. Upon inquiring about the absurd figures in e-commerce purchase section, both Goran Ahmed and Samia Afroz confided in me that they buy everyday products from Chaldal.com – an e-commerce platform that delivers groceries door to door.

Next, the participants were questioned about the level of influence exposure to various marketing mediums have on their purchasing behavior. The outcome is shown in figure 7 below.

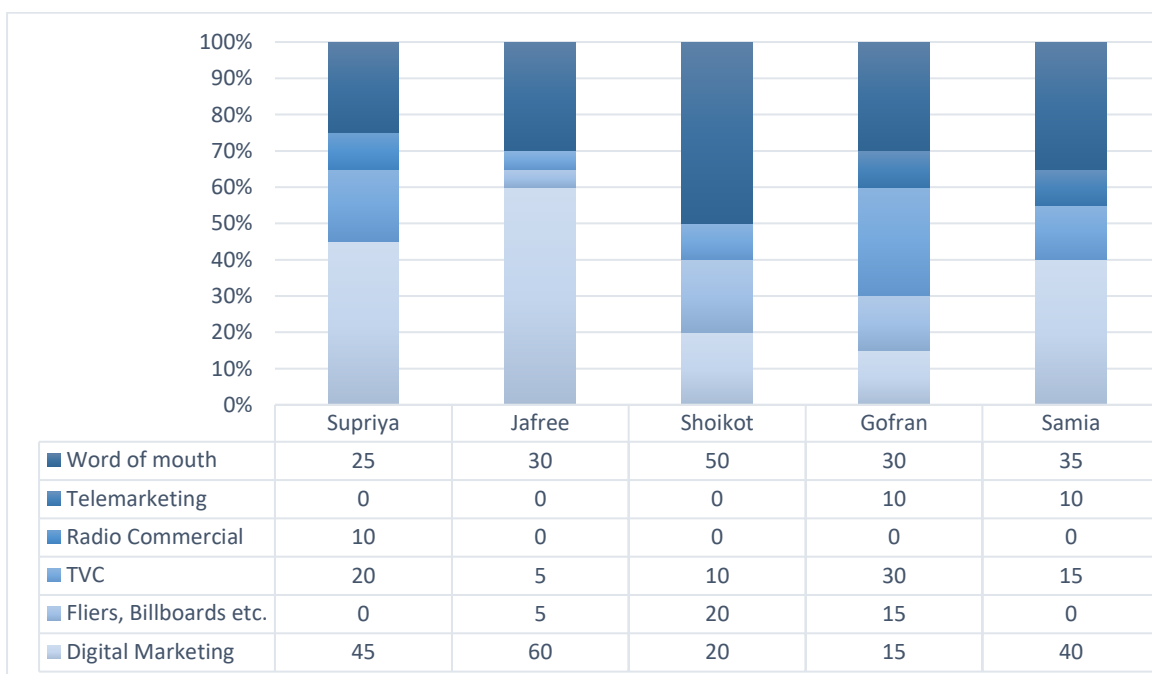


Figure 7: Influence of various mediums of marketing

The last question was answered in an open-ended discussion in the focus group. Everyone was asked if they would still purchase the same amount of goods and services if they had not seen or been exposed to specific ads or commercials or any other digital marketing approach.

The discussion can be summarized as followed:

Social media is important for very niche and segmented products. Most purchases made by being influenced by digital marketing are gadgets, fashion item, cooked food and restaurant offers. Everyone still likes to rely on experience and word of mouth while purchasing a product.

3.3.3 Analysis

Social media marketing can be considered inexpensive if compared to more traditional formats of marketing such as newspapers, TVC, billboards, posters etc. During my internship, I have seen that a nicely designed picture with a budget as small as BDT 5,000 can be enough to get exposure to thousands of customers. Any other non-digital forms of marketing production can cost upwards of BDT 1 lakh, making it a very risky investment for small and upcoming firms.

Smaller businesses and startups can now get the early boost needed from marketing and are less likely to shy away from a marketing investment. Smaller businesses are thriving in this competitive market thanks to newer and cheaper methods being developed every day to market to specific customers bases more effectively.

In my opinion, if social medias were to cease to exist tomorrow, at least in Bangladesh, the marketing industry will go into a blackhole. During my internship, I have seen countless proposals made to businesses just for digital marketing – a few posts now and then from the client's Facebook pages. I would say only 1 out of every 10 ideas generated in a marketing firm can be considered a traditional marketing approach.

The marketing firms are capitalizing on this as well. They show statistics as to how many people will see their promotional activities, such as reach, location, clicks received and so on. This numbers entice clients to spend on marketing. But what these statistics fail to show is the likelihood of the consumers looking at their screen while the ad is playing out, or the likelihood of the consumer getting annoyed by the constant pestering of unwanted commercials here and there.

In my opinion, digital marketing is good for non-essential products, such as fashion and gadgets. Digital media invokes people to make impulse purchases when they see a good-looking jewelry, or a gadget with high specifications. For such items, an informative platform of marketing is needed – digital marketing such as posters and videos. While, essential products require word of mouth marketing, industrial products still need to rely on traditional marketing methods such as TVC and telemarketing.

3.4 Summary and Conclusion

There is no denying that emergence on social media marketing is a blessing to everyone. Thanks to instant communication, consumers are more and more informed before they go on to purchase anything. Social media is important for small business to start their growth stage and for bigger businesses to retain customers.

The Bangladeshi marketing industry is very reliant on social media. In my opinion, if social media ceased to exist tonight, many of the marketing agencies all around Bangladesh will go out of business, smaller businesses will be the first to start struggling to grow. The bigger organizations with deep pockets might be able to survive the digital blackhole through traditional marketing methods.

3.5 Recommendations

The only thing I would like to recommend to Ovlea, other marketing firms and our clients is that do not be blindsided easily by statistics. Instead of caring about numbers we should care about the quality of output and product. A million people seeing your marketing activity will do no good unless the content itself was persuasive enough. Understand the customer base, understand your product, and understand the communication and approach required to incept the product into the customer's head.

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