

Report On  
Analyzing the Business Prospects of Global Research and  
Marketing Bangladesh

Submitted By

Syed Tanim Ahmed  
ID: 18164009

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

BRAC Business School  
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:**



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**Syed Tanim Ahmed**

ID:18164009

**Supervisor's Full Name & Signature:**



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**Mr. Sumon Paul Chowdury, PhD**

Assistant Professor, BRAC Business School

BRAC University

## Letter of Transmittal

Mr. Sumon Paul Chowdury, PhD  
Assistant Professor,  
BRAC Business School  
BRAC University  
66 Mohakhali, Dhaka-1212

Subject: *Analyzing the Business Prospects of Global Research & Marketing Bangladesh*

Dear Sir,

With enormous please I'm subsequently introducing the report on the “*Analyzing the Business Prospects of Global Research & Marketing Bangladesh*” a topic that I had picked with your prior support. I am at present working at this organization as a Research Officer. The report is a consequence of the data I've halted by while completing my duty. I endeavored my best to fulfill all the necessities of the brief activity and moreover clung to your bearings while setting up this report.

I have attempted my best to enhance the report with the critical information and recommended proposition in a significant compact and in comprehensive manner as possible.

I acknowledge the report will meet all the requirements set and fulfill your wants.

Sincerely yours,



---

Syed Tanim Ahmed  
ID: 18164009  
BRAC Business School  
BRAC University  
Date: September, 2020

## **Non-Disclosure Agreement**

This agreement is made and entered into by and between Global Research and Marketing and the undersigned student Syed Tanim Ahmed at BRAC University.

As you are currently employed at the organization you have access to the clients and confidential information. You agree that you will keep all this information strictly confidential and you will not share with anyone outside the organization.



---

Syed Tanim Ahmed

ID: 18164009

BRAC Business School

BRAC University

Date: September, 2020

## **Acknowledgement**

At first, I would particularly show gratitude to my internship advisor Mr. Sumon Paul Chowdury, PhD for giving me the opportunity to have his vicinity and allowing me to submit an official internship report on “*Analyzing the Business Prospects of Global Research & Marketing Bangladesh*”.

I would like to thank Mr. Abdul Hamid (MD & CEO) & Mr. Polin Kumar Saha (Manager Research) of Global Research & Marketing (GRM) for being my on-site supervisor & providing me time to time support, supervision, training, information, suggestion as well as guidance to work with my respective topic.

I would also like to express my foremost gratitude to other officials of Global Research & Marketing (GRM) who helped me and gave me their valuable time, providing me with the most relevant information on the basis of which I have prepared this internship report. I am thankful to all of them for helping and guiding me with smiling face.

Finally, I would like to thank Global Research & Marketing (GRM) for providing me the opportunity in their reputed organization.

## **Executive Summary**

This report is prepared as per requirement of the internship phases of MBA program of BRAC University. The study is based on the as “Analyzing the Business Prospects of Global Research & Marketing Bangladesh” the name of the title suggests.

The report consists of information of operational activity of a research consultancy service providing organization. This report studies the organization’s true potential in the upcoming times.

Firstly, the significant features are the noticeable aspects of the organization which has been described in details during the (SWOT) analysis.

Secondly, this report provides an in-depth internal and external analysis which established the recommended steps of overcoming problems and face challenges. The challenges are mainly those obstacles that the organization faces during its business process.

Thirdly, the business prospects have been analyzed by assessing the true potential of research service proving to local and international client. The prospects are followed by the challenges which the organization faces which are also being analyzed.

Finally, I have considered the (SWOT) analysis of Global Research & Marketing (GRM) and given thorough information for (PESTEL) analysis and did establish the recommended steps of overcoming problems and perform better in the industry. I also try to analyze the overall industry situation and position of the Global research & Marketing (GRM) as a local organization.

During the course of my research an honest and authentic depiction of the prospects and challenges faced by this company has been given.

**Keywords:** Business Prospect; Research Organization; MBA Internship

<b>Table of Contents</b>	
<b>Declaration.....</b>	<b>ii</b>
<b>Letter of Transmittal .....</b>	<b>iii</b>
<b>Non-Disclosure Agreement .....</b>	<b>iv</b>
<b>Acknowledgement .....</b>	<b>v</b>
<b>Executive Summary .....</b>	<b>vi</b>
<b>Table of Contents .....</b>	<b>vii</b>
<b>List of Figures.....</b>	<b>viii</b>
<b>List of Acronyms .....</b>	<b>ix</b>
<b>Chapter 1 Overview of Internship.....</b>	<b>1</b>
1.1 Student Information .....	1
1.2 Information of Internship.....	1
1.2.1 Duration, Name of Organization, Working Area, Detail Address of Organization.....	1
1.2.2 GRM Supervisor’s Information .....	1
1.2.3 Job Scope- Job Description.....	1
1.3 Job Outcome .....	3
1.3.1 Student’s Contribution to the Organization .....	3
1.3.2 Benefits to the Student .....	3
1.3.3 Problem Faced During the Job.....	3
1.3.4 Recommendations for the Organization on future internship.....	3
<b>Chapter 2 Overview of the GRM, Operation and Strategic Audit .....</b>	<b>4</b>
2.1 Introduction.....	4
2.2 Overview of GRM .....	4
2.3 Organization Hierarchy.....	8
2.4 Management Practices of GRM.....	9
2.5 Marketing Practices of GRM .....	9
2.6 Financial Performance of GRM.....	9
2.7 Operations Management and Information System Practices of GRM.....	9
2.8 Industry and Competitive Analysis.....	10
<b>Chapter 3 Analyzing the Business Prospect of Global Research &amp; Marketing Bangladesh.....</b>	<b>13</b>
3.1 Introduction of the Chapter Background & Objective, Significance.....	13
3.2 Methodology .....	14
3.3 Basics of a Research Consultancy Service Providing Organization.....	14
3.4 Brief Summary of Research Consultancy of Bangladesh.....	15
3.5 Business Prospects of Global Research & Marketing .....	15
3.6 Major Challenges .....	15

3.7	Findings.....	15
3.8	Recommendations.....	16
3.9	Conclusions.....	16
	References.....	16

## List of Figures

Figure 1: Moto .....	5
Figure 2: Services .....	5
Figure 3: Organization Hierarchy .....	8
Figure 4: PESTEL Framework .....	10
Figure 5: Porter's Five Forces.....	12
Figure 6: SWOT Analysis.....	13
Figure 7: Workflow.....	14



## **List of Acronyms**

GRM	Global Research & Marketing
SR	Social Research
MR	Market Research
OPT	Operation Team
CS	Client Service
MI	Market Insight
	Political, Environmental, Social, Technological, Economical,
PESTEL	Legal
SWOT	Strength, Weakness, Opportunity, Threat s
BOD	Board of Directors
MD	Managing Director
CEO	Chief Executive Officer
CFO	Chief Financial Officer
RO	Research Officer
RT	Research Team
OPE	Operation Executive
CSE	Client Service Executive
KI & IDI	Key Informant Interview and In-depth Interview

# Chapter 1

## Overview of Internship

### 1.1 Student Information

I am Syed Tanim Ahmed, a student of BRAC University at the Master of Business (MBA) Program; Student ID: 18164009, and my major area of specialization is Marketing in Masters of Business Administration (MBA).

### 1.2 Information of Internship

#### 1.2.1 Duration, Name of Organization, Working Area, Detail Address of Organization

I am currently working as a Research officer, playing a full-time job role starting from January 19, 2020 at Global Research and Marketing (GRM), Dhaka, Bangladesh. I'm working with the research team, which operates from the Global Research & Marketing (GRM) ;House No:17/4, 3rd Floor (Unit 3A & 3C), Tolarbagh, Mirpur 1, Dhaka 1216, Bangladesh; Website: [www.grm-bd.com](http://www.grm-bd.com); Email: [info@grm-bd.com](mailto:info@grm-bd.com); Tel: +88029022564, Cell: +8801855933633.

#### 1.2.2 GRM Supervisor's Information

I currently report Mr. Polin Kumar Saha, Manager Research, Global Research and Marketing (GRM). At the same time, I have to report Mr. Abdul Hamid, MD & CEO, Global Research & Marketing (GRM). In my current job role I have a dual reporting due to my job nature and position.

#### 1.2.3 Job Scope- Job Description

##### Summary (Overall):

TOR/RFP/RFQ/EOI sourcing and sharing, proposal writing, new business hunting, consultant hiring, power point presentation and presenting to client based on the proposal. Essential tools preparing like discussion guide for FGD, IDI, KII, observation, PRA and RRA so on. Train field team like field executives, field coordinator, supervisor, facilitation, note taker, organizer and enumerators etc. Facilitate FDI, IDI, KII, observation, PRA, RRA, case study as per need. Write inception report, draft research and assist team leader for final report writing.

Handle qualitative data analysis using the software of SPSS/STATA/Excel/R and qualitative data analysis software NVIVO, ATLAS etc. requires to use digital survey programming like Kobo tool box, ODK (Open data kid), Survey CTO, Survey to go etc. (as per need). Develop interpersonal skills, maintain team cohesive manners, share knowledge, show team building capacity, maintain the work environment and pro-activeness, build high adaptive capacity, work under pressure (personal and team). Be respectful to organizational rules and regulations and be firm, polite, gentle and discipline.

##### Major Job Responsibilities:

- Take daily search of TOR/RFP/RFQ/EOI in the daily newspaper/ websites and distribute among the team members for further necessary action, follow up them and report Manager & MD for update and for necessary support.
- Find and contact and engage most suitable consultant/expert as required for projects.
- Develop consultant research pool by communicating and contacting regularly, engage sincere effort to enrich the list of the consultants.

- Leading, managing and passing on research adventures from scrutinizing through to technique and report making, including administering and making client relationship.
- Leading on the regular organization of client and be the chief motivation behind contact for these ensuring that clients' wants are supervised and fulfilled.
- Delivering a wide extent of social investigation methods remembering hands for work, for instance, telephone and in-person converses with, composing reviews, focus get-togethers and data examination.
- Works alongside Manager, MD plus Social Research Advisor to get fresh task from new and existing clients and proactively perceive new business openings both to the extent investigation organizations and methodology.
- Strategy and regulate resources reasonably, including budgetary spending plans.
- Direct partner remembering hands for function as critical to accomplish adventure targets, searching for best an impetus reliably.
- Generate shrewd investigation reports with present day direction to help your clients in their dynamic.
- Underwrite to progress and profile of our investigation proficiency alongside clients and key influencers.
- Work from the start inside the system fields of business openings as per association's essential yearnings by adding to making and extending our profile with customers and key influencers.
- Guarantee that the association is completely educated with respect to headways in decided game plan regions and investigation market.
- Prepare PowerPoint Presentation.
- Mock trial before present with client.
- Make file before presentation and study.

### **Specific Job Description**

- Proposal Writing
- Planning and client hunting
- Implementations
- Capacity building
- Interpersonal relationship
- Knowledge management
- Report Writing
- Any related work assigned by office

### **Direct Reports:**

Should report to Manager/MD/Research Advisor in general but might need to conduct dual reporting in some situations.

## **1.3 Job Outcome**

### **1.3.1 Student's Contribution to the Organization**

I believe I have made following contributed to the company:

1. Emergency Market Mapping and Analysis Assessment (EMMA) for Danish Refugee Council. (On-going)
2. Completed one research project named Promoting Agricultural commercialization and Enterprises (PACE) Project on Onion Farmer.
3. Completed one research project named Provision of Market Research
4. Completed one research project named End Program Evaluation, Dhaka Shishu AP (Area Project). s
5. Now on-going project is "Tobidase Japan" mainly a secondary market research project funded by JICA.
6. Prepare details research reports with refined advice to support respective clients for their policymaking.
7. Also regularly doing related work with my Job Description (JD)

### **1.3.2 Benefits to the Student**

I believe I have gained the following benefits through my current job role:

1. A wide understanding of the research consultancy and advisory industry of Bangladesh, how it operates, and how the business is done.
2. A good knowledge of research methods and the market dynamics.
3. Handsome amount of learning about the consultancy and advisory business policy and it's situation in Bangladesh.
4. Detail knowledge of assessment, identification and verification of client information provided and how we maintain relationship with client and potential client.
5. An additional benefit was I learned how to solve problems is not only my own decision, sometimes it is better to take other's judgements and recommendations, such as senior colleagues.
6. Improvement in soft skill.

### **1.3.3 Problem Faced During the Job**

I did not face any significant problems, except for a job at research requires rigorous amount of knowledge regarding different levels and layers of methods, data collection tools, training the team, analysis of the data and preparing the final report and assisting the whole team might be a bit stressful at times. But my office colleagues and supervisors are so helpful that I didn't feel any problem at all.

### **1.3.4 Recommendations for the Organization on future internship**

It is quite difficult to recommend to a workplace as supportive as Global Research and Marketing. In my honest opinion I do not believe much could be enhanced, apart from that after onboarding there are some actions and procedures we are not prepared about. In addition, a few formal training and learning sessions would have been a very good initiative.

## Chapter 2

### Overview of the GRM, Operation and Strategic Audit

#### 2.1 Introduction

Global Research and Marketing (GRM) is mainly focused on its service providing. The main service of the GRM is research consultancy and advisory facility providing. It works with the main objective of providing support and conduct research work for individuals, organizations, firms, international clients as well as for the government of Bangladesh.

**Objective** of this strategic audit is

- To know more about Global Research and Marketing (GRM), their management & marketing practices and overall business process.
- To know about Financial Performance and Practices regarding Operations Management and Accounting
- To analyze the consultancy and advisory service industry of Bangladesh

In order to achieve these objectives, I intend to follow the following methodology:

- To know more about Global Research and Marketing (GRM) , we would take resources publicly available on GRM websites and office documents like profile of GRM.
- To know about how GRM is performing financially and operations and accounting wise I have taken the news from acceptable sources though it is little bit confidential and sometime it is critical to share and find.
- To get data on and analyze about the advisory and consultancy service industry of Bangladesh via news media (very much limited resource), and internal opinions of senior colleagues, as well as acceptable public data sources which are available nationally and globally.

**Scope** of this research will be the extent to individual knowledge, yet the exclusion of confidential information for GRM; along with daily newspapers and satisfactory data sources. Knowing the business improvement opportunities of GRM especially in Bangladesh at the same time globally, under the current context that a lot of research work are on-going around the globe and it is a industry that has a great future and not well focused in Bangladesh. There are a lot of organization in this industry and doing a great job. But yet find limitations in data sources and information about the industry.

**Limitations** of this report constitutes of a time of a few months is not plenty enough to shed light on an organization as GRM and also an industry as complex as research, consultancy and advisory service Industry of Bangladesh.

I have taken interview and survey of the research team; operation team; finance team and as well as the marketing team and there could be a broader perspective if there were more respondents. At the same time, it will be more convenient if the situation is not COVID-19 crisis. That creates a lot of trouble in this study.

#### 2.2 Overview of GRM

GRM (Global Research & Marketing) is a matured and expanding organization with developed expertise in **G**lobal thinking, **R**esourceful exploration and **m**ost effective solution in these fields. GRM provides assistance from problem exploration to finding solution through Market & Social Research.

GRM has over Eight (8) years of experiences in both quantitative and qualitative, formative and action research as well as data collection experiences by using both paper and mobile application/tablet survey

at national and regional level of Bangladesh. GRM has worked on different critical projects and got appreciation from its clients too.

GRM has highly skilled and qualified consultants as well as researchers who bare sound knowledge about social research methodology as their background is highly relevant with this research.

During the tenure of the establishment, almost 1000 data enumerators have worked with GRM and having such huge enumerators' pool GRM can now cover places where others envy.

GRM's motto is building and sustaining relationships with clients based on trust. It believes in knowledge sharing approach undertaking individual research with clients to deliver benefits based on their requirements.

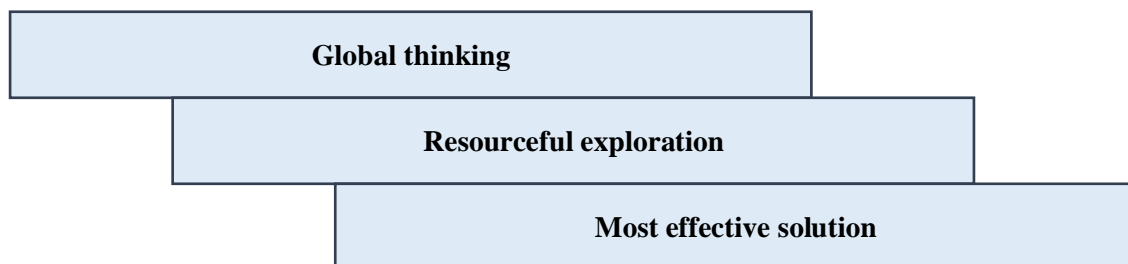
**Mission**

TO PROVIDE INNOVATIVE, SUSTAINABLE & MOST EFFECTIVE SOLUTION FOR OUR VALUABLE CUSTOMERS BY RESOURCEFUL EXPLORATION.

**Vision**

TO BE THE MOST COMPETITIVE ORGANIZATION IN GLOBE IN THE ARENA OF MARKET INSIGHT AND CAPACITY BUILDING.

**Moto**



*Figure 1: Moto*

**Services:**



*Figure 2: Services*

## **RESEARCH SPAN**

### **Social Research**

- Food Security and Nutrition
- Social Exclusion
- Agriculture, Forest and Biodiversity
- Livelihood Security and Copping Mechanism
- Enterprise Development, Value Chain, IGA and Market assessment
- Climate Change Adaptation and Disaster Management
- Women and Gender Development
- Social Safety Net and Vulnerability
- Women and Child Protection Policy
- Population Development and Migration Situation
- Health, Education and Family Planning
- Skill Development and Capacity Assessment

### **Market Research**

- Retailing Research
- Consumer Research
- Industrial Research
- Agriculture Research
- Media Research
- Health Care Research
- Automobile Research
- IT & Telecom

### **Consultancy Service**

- Traffic and Roads and High way Development
- Product & Market Feasibility
- HR Support
- IMC
- Industry Analysis

### **Industry Coverage**

- Healthcare & Pharmaceutical
- Public Health & Education

- Social Development
- Climate & Environment
- Power & Energy
- Agriculture & Livestock
- Tourism & lifestyle
- Construction & Real estate
- Urban Infrastructure Development
- FMCG & Consumer Durables
- Telecom & IT
- Automobile
- Media & Financial Management

### **Strengths**

Some unquestionable characteristics that position GRM as a quick creating expert community in Research, Socio-Economic development Survey, Training and Management related Consultancy part in Bangladesh also in global level.

- ✓ Organizational ability to manage extensively delegate looks at, with tremendous models.
- ✓ Multilingual specialists fit for managing adventures in various lingos.
- ✓ Vast Experiences both in Social and Market Research including Study and Survey plan
- ✓ Effective & Efficient training facilities.
- ✓ Field Survey & Data Processing, Data Management, Database Design, Data Analysis and Reporting Capacity.
- ✓ Experienced advisory council.
- ✓ Strong Internal Control.

### **Team Experience**

- Food Security, Livelihoods and Emergency Response programme
- Maternal and Child Health Nutrition (MCHN) Project
- Agricultural Extension and Mechanization
- Assessment of Nutritional status
- Child Safety and Protection
- Aquaculture for Income and Nutrition Project



- Enterprise Development, Income Generating Activities (IGA) & Value Chain
- Communication for Development
- Policy brief on Addressing Drivers of Migration
- M&E plan and MIS System development,
- Partnership Management and capacity building in M&E
- Use and acceptability of different contraception methods in Bangladesh
- Awareness & usage of Digital Financial Units in Rural Bangladesh
- Data collection of Consumer Insight Study
- Consumers/Beneficiary Satisfaction Study on Water and Sanitation in Bangladesh
- Opinion Pool and Perception Survey
- Infrastructure development Study
- Brand health & tracking Survey
- Usage and attitude Study
- Feasibility Study
- Safety net program assessment
- Illicit product monitoring

(Source: GRM Profile)

### 2.3 Organization Hierarchy

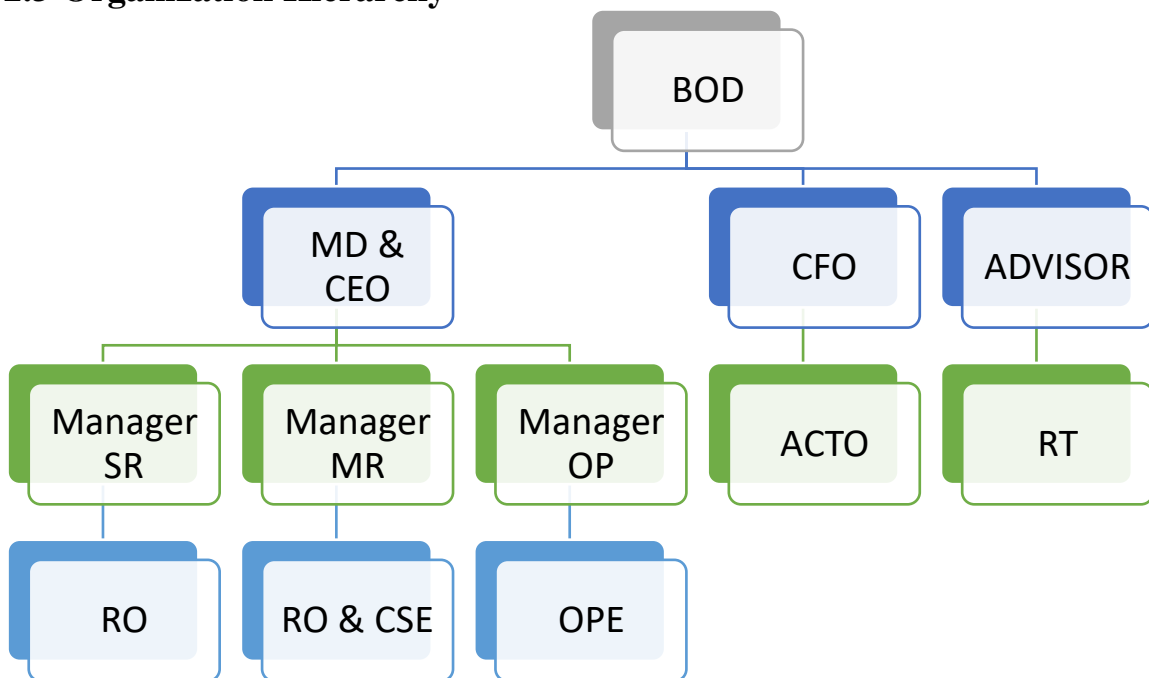


Figure 3: Organization Hierarchy

## **2.4 Management Practices of GRM**

Management Practices of GRM are reflected via their motto,

1. Global Thinking
2. Resourceful Exploration &
3. Most Effective Solution

GRM never supports any wrongdoing, breach of laws, regulations or ethical grounds- be it with the stakeholders or clients. They onboard the right employees and clients, and try their level best to ensure that all the stakeholders are treated correctly- if not they take enough measures to ensure that the stakeholders can complain, even anonymously if they want. All of the complaints are seen in a very serious manner in GRM, investigated and finally countermeasures are taken so that complaints do not arise on one matter twice. GRM has a culture of never progressing, improving, being better, than the past. Every year they keep on bringing new systems, policies, learning assessments, training, to make the employees and organization better than that of last year. Also they value inclusion of all of their stakeholders in this journey of progression- for they believe that they are only better if they work together hand in hand.

## **2.5 Marketing Practices of GRM**

GRM has a wide range of services in the working sector of GRM. But most of the cases GRM provide services to very specific client and try best to provide best services. Most of the cases we can see that the marketing policy of this specific sector is different than other sector. We find advertisement from different sources and we put our bidding on that basis. It helps us to connect with different organizations who are our clients. At the same time the quality of the work and service is a marketing way in this specific research and consultancy sector.

## **2.6 Financial Performance of GRM**

In this research and consultancy sector most of the organizations do work and do not willingly reveal their financial output. Because most of the organizations of this sector are not limited companies so the audit is not required. That's why it is pretty much difficult to identify the financial gain of this sector. GRM has not that many staff and operational cost is not that much high. It is a new organization that began in 2012, it has a market research wing and a social research wing in near about 3 years. In this year due to COVID-19 we struggled a lot. Now we get some work and hope we will get approximately 3.5 crore this year. The growth rate of GRM according to CFO is uprisings & continuously we are improving.

## **2.7 Operations Management and Information System Practices of GRM**

GRM has one of the best exercises in the board practice. They have a fixed plan for staff who have field maintain sources of income, yet the ones who don't, and are by and large work territory arranged business work players-there are workstations and no fixed work zones. This enables the personnel to move around and tag with others in the gathering to collaborate sitting close by. Besides this GRM offers work from home, workplaces. GRM is very much flexible to his employee and working culture.

For the information management each of the departments of GRM is well connected and work together. Because it is very much important to be well connected to do best quality work. In this research service sector quality is everything. So close monitoring of the field team along with the research team is very much important. Also there is another important task that is data analysis. So here information system is internal and very much contingent to everyone.

## 2.8 Industry and Competitive Analysis

For industry analysis, I have set three diverse frameworks, PESTLE analysis for broader macro factors of the research service industry of Bangladesh, Porter's Five Forces for the generic industry factors of research service industry, and lastly SWOT analysis for understanding internal capabilities and lacking of Global Research & Marketing Bangladesh.

### PESTEL Analysis

Political Factors: Bangladesh has been encountering some policy driven issue in the latest decade yet the latest couple of years have been sound, as the regretting philosophical gathering has successively confined government for the last two election.

Economic Factors: Bangladesh has had a very good decade economically, with GDP growth rates higher than 6%, and rising export figures, highly dependent on RMG sector . Apart from that there has been rise in heavy industries such as steel and cement- on the base of low interest rates and domestic demands. At the same stretch the infrastructure of the country has also has been going through a mammoth upgradation- allowing the country to do more business and production, domestically and globally.

Social Factors: Social changes has been quite apparent in Bangladesh. Firstly, the average living standard has gone above than the last decade, the income per capita has gone up, allowing people more purchasing power and disposable income. This disposable income meant more savings and more money into the economy. Secondly, the society is being more aware of their rights, more aware of the products and services that the consumers are getting-courtesy to globalization and easier access to internet and know how the world runs.

Technological Factors: Technological innovations have also hit Bangladesh in quite a strong way. Bangladesh already has a few multinationals and Bangladeshi conglomerates producing various electronic, electric gadgets and vehicles such as sedans, motorbikes and trucks. Besides these there have been technological upgradation such as 4G network, launching of first Bangladeshi satellite in the space.

Environmental Factors: Despite all these positive factors, Bangladesh is a developing country, that largely depends on manufacturing expansion and growth. This is done in a hasty manner

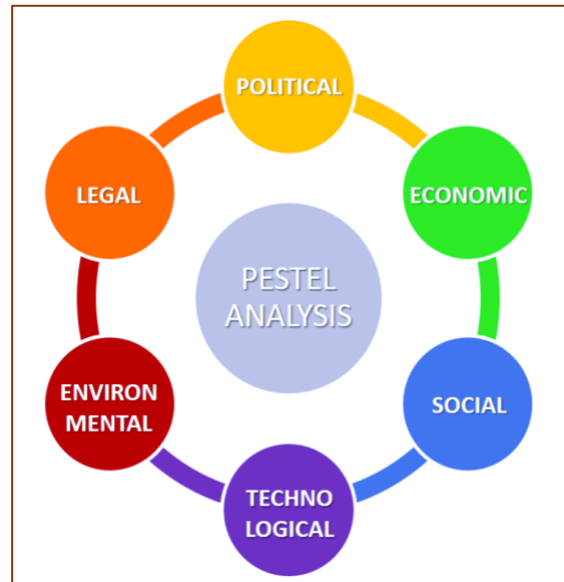


Figure 4: PESTEL Framework

and hence there has been a lot of waste dumped into water bodies or smoke released in the sky of Bangladesh . In 2019 winter, the smog was quite visible and it was obvious that the environment has not been taken care of very well. The river Buriganga and other river has been turned into a dumping ground due to heavy and unplanned factory setup- which in the ended to killed the river, a very vital source of water of Dhaka city and nearby sub-urban areas. Also we don't take proper care of our environments. It is very much essential for saving of mankind and other living being.

Legal Factors: The law and order in Bangladesh is not quite strict, for the high level of corruption and lack of ethical sense. There are laws and regulations that are at times not executed and enforced by the law enforcement forces in different level. In addition, The Judicial System cannot always ensure justice, which should not be the case. Even after all these factors, the research industry is one of the most overlooked industries, there is no legal governing body that will ensure the proper legal issues.

#### **Porter's Five Forces:**

The Five Forces analysis for the Banking industry of Bangladesh is described below:

New Entrants Thread: The research service and consultancy industry is one of the most profitable industry in term of investment in Bangladesh. For any new entrants to register, the owners have to become interested and need basic understanding of the industry to begin this business . So threats of new entrants is quite high in this industry of Bangladesh.

Substitutes Threats : If we consider the thread of substitutes it is really high in this field. Because there are so many organization proving this services. Some of the organization of this sector is global and doing work for very much long time. They have pretty much high reputation and that's why in this sector threats of substitutes is really high.

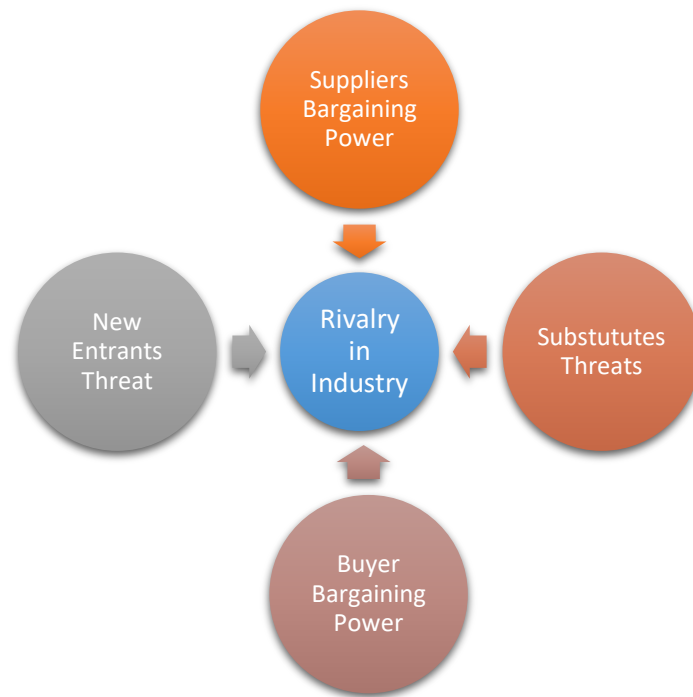


Figure 5: Model of Five Forces given by Porter's

**Buyers Bargaining Power :** The buyer bargaining power of is pretty much top in this industry. Because there are so many individual and consultancy service provider that's why the bargaining power of buyer is really high.

**Suppliers Bargaining Power :** As previously specified, there are a long of person and entity using services, there are a lot of suppliers that this industry can provide to. Hence the Bargaining Power of Suppliers is moderately low to medium.

**Degree of Rivalry:** In a Bangladesh there are so many local and international organization. They regularly look for this type of services. Here in Bangladesh there are so many service provider in this sector. Some of the organization has strategic partnership with some organization. Hereafter the point of Degree of Rivalry is quite high in this service industry.

**SWOT Analysis:** The SWOT Analysis is basically an analysis strength, weakness, opportunity and threat of a company.

**Strength:** As an organization the main strength of GRM is it's strong consultant pool. The main focus of providing this service is with a strong team with a convenient and feasible budget. Most of the cases GRM can provide quality service with a competitive rate. But never compromise to its quality delivery. The team of GRM and the quality of service delivery is the main strength of GRM.



Figure 6: SWOT Analysis

Weakness: As an organization all organization always have some limitations and weakness. GRM is not an exception in this side. There are so many well reputed and international organization in this sector. At the same time GRM is new in this sector. So the main weakness of GRM is in experience. GRM is capable of doing work but lack of experience in different type of sector is treated as weakness in this sector.

Opportunities: In this sector there are huge opportunity of find work and perform better. GRM is continuously trying to develop it strategy to get new work and gather experience. By gather new experience, building relationship with client will help GRM in future. So there are huge opportunity in front of GRM for its success.

Threats: GRM has threats from its competitor always. But the main threat of GRM to ensure its service quality at the same time to minimize the cost. The main threat of GRM also comes from some other big farms of this sector.

## Chapter 3 Analyzing the Business Prospect of Global Research & Marketing Bangladesh

### 3.1 Introduction of the Chapter Background & Objective, Significance

Background: When I joined GRM as a research officer at first I start to reading previous proposals, reports and GRM profile. At the same time I regularly meet our consultant pool to understand the industry as well as the working culture of GRM. My previous work experience in ACI Agribusiness that is completely deferent sector. But during my under graduation and masters level I learn a lot about different research methodology and some of the working culture of the consultancy service sector. At the same time during my MBA I learn a lot about the market research and market research technique. That is helping me a lot to do work in this GRM.



Figure 7: Workflow

**Objective:** There are some objectives of this work. During my work in GRM I experience that there is a lot of scope that can improve the overall position of GRM in the market.

- To know the future prospect of GRM
- To understand the major challenges of GRM
- To identify the specific problem that need to change
- To provide recommendations to ensure it betterment

### 3.2 Methodology

This report is mostly based on primary research. For this report I depend on Key informant interview and in-depth interview. I do this by following an interview guideline. I personally feel that this interview method will help me to understand about the industry and also to know more about the organization. I do not go for survey because during this COVID-19 situation it is a problem for me to conduct. I take interview of employee of GRM also I conduct some KI of consultants, and other competitor to know about their current condition and condition of GRM.

### 3.3 Basics of a Research Consultancy Service Providing Organization

The basic function of a research consultancy service providing organization is to provide research consultancy related services to local and international organization. GRM is not exception of that. GRM also provide this service. The biggest questions come to anyone mind is that how we get the work. Before joining in GRM I also was so much curious about this how we get the work and from where we can know that those organization or person need this service. Because nobody come directly to us and ask for services. Sometimes exception happens. Like sometimes some of our consultants get work and give that to us directly. But most of the cases we see advertisement in different media and submit our technical and financial proposal to our respective client. After getting shortlisted we give proposal presentation and then selected on the basis of financial proposal, experience and presentation. Then we do field work, collect necessary data based on the client demand and analyze the data. Based on that primary and secondary data we prepare a data analysis report and final report. After submitting the draft report we get feedback from our client and then we finalize and send the final report to client. According to demand we submit clean dataset, soft copy of report as

well as hard copy. If necessary we submit special type of report like braille and leaflet type also. By this process mainly GRM earn its revenue and continue its operation.

### **3.4 Brief Summary of Research Consultancy of Bangladesh**

In the research consultancy service sector there are a number of organization in Bangladesh. Even most of the organization is not well reputed. Because of easy entry in this sector and a very low level of investment stimulated a lot of people to do this business. The well-known company of Bangladesh in this sector is Nielsen, Kantar, CTMRS, SRG Bangladesh Limited, MRB Bangladesh, ORG Quest Research, MRCB Limited, Somra-MBL Limited, PRITI Research and Consultancy, Innovative Research consultancy Bangladesh, Luminaries research limited and so many. So in this sector completion is pretty much high among the organization. Here is the main focus of the every company is to provide service and gather experience. For getting work this working experience and quality timely delivery help a lot to get next work. Among all this company GRM has a well reputation and work a lot within this short time. Actual market size of this industry is quite unknown to me also none of my information source clarify about this information. But I can assume that it is a big sector. All the company of this sector earn minimum 1 core per year and cost is too low to conduct those research work. Most of the cases profit margin is pretty high and satisfactory for the service provider.

### **3.5 Business Prospects of Global Research & Marketing**

GRM has two business wing directly. One is social research and another one is market research wing. Also it's provide some advocacy services as well. From the market research wing GRM is earning pretty decent amount. But sometimes it has some issues and have to pay some penalty. Also the same for the social research wing. But in this year we can see that GRM complete all its task absolutely fine and deliver excellent quality report to its client. If we consider the explanation of top management and other employee of the GRM we can clearly understand that future of GMR is bright and sustainable. But it need to be more careful about the quality service and timely delivery. If we want to say about business prospects of GRM in a word that is high and depends on the mindset of the top management. If it wish to grow it can grow, if it wish only sustainability it will get so.

### **3.6 Major Challenges**

The major challenge for GRM is its leadership, human resource management and delivery quality report. Most of the cases we can see that there are some lacking in the leadership of GRM. Also there is a great gap between human resource management. Due to different Reason most of the employees is unsatisfied and not motivated enough to work hard for betterment of the organization. Management feel this issue and start working on this. During this work I personally feel some changes and hope that in recent period of time it will change a lot and overcome it challenges of leadership and human resource management.

### **3.7 Findings**

There are some major findings about GRM.

- Lack of regular training and knowledge building session of the employee
- Lack of proper human resource management system
- Poor benefit packages of the employee
- The chain of command is weak
- Leadership ability is poor



- NO medical and health related benefit
- No subsidized lunch facility or transportation for the employee
- Poor data collection team

### **3.8 Recommendations**

- Need to arrange regular training and knowledge building session of the employee
- Need to ensure proper human resource management system
- Need to improve benefit packages of the employee to ensure proper quality work and keep them motivated
- Need to improve the chain of command system and it is also essential to increase leadership ability of the leader
- Need to provide medical and health related benefit
- It is better for the employee if management provide subsidized lunch facility
- Need to ensure proper data collection, data cleaning and data analysis

### **3.9 Conclusions**

I can assume that GRM will sustain for a long time and it will achieve its goal and target. But its require time and a qualified team who will work for GRM with dedication. At the same time proper cooperation from the organization is required to ensure proper benefit of its employees that will ensure the quality of work. So in the future there is a huge prospect for GRM and has a lot of business opportunities.

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