

Report On
NOW's implementation of the 7Ps of Services Marketing which
led to one of the fastest-growing SMEs

By

S.M Arshad Hossain
16104035

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

BRAC Business School
BRAC University
January, 2023

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Declaration

It is hereby declared that,

1. The internship report submitted is my/our original work while completing a 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 that 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:

_____ **S.M Arshad Hossain** _____

16104035

Supervisor's Full Name & Signature:

_____ **Sohana Wadud Ahmad** _____

Lecturer, BRAC Business School
BRAC University

Letter of Transmittal

Sohana Wadud Ahmad

Lecturer,

BRAC Business School

BRAC University

66 Mohakhali, Dhaka-1212

Subject: Submission of Internship Report

Dear Madam,

I would like to take this opportunity to thank you for the guidance and support you have provided me throughout this report. It would not have been possible to complete without your assistance. This is my great pleasure to submit my internship report entitled “NOW’s implementation of the 7Ps of Services Marketing which led to one of the fastest-growing SMEs”, which I was appointed by your direction.

I was appointed to the Marketing Department of NOW. I worked with utmost dedication during the three months under the supervision of my Supervisor, Anit Kumar Das, Chief Operating Officer. I have concentrated my best effort to achieve the purpose of this report. The practical knowledge and experience I have gathered during my internship period in addition to the experience of this report writing will help me in my professional life in the future.

I request you to pardon my mistakes that may occur despite my best effort and would appreciate your thoughts and views regarding the report. I have attempted my best to finish the report with the essential data and recommended proposition in a significant compact and comprehensive manner as possible. I trust that the report will meet the desires.

Sincerely yours,

S.M Arshad Hossain

16104035

BRAC Business School

BRAC University

Date: January 12th, 2021

Non-Disclosure Agreement

This agreement is made and entered into by and between NOW and the undersigned student Arshad Hossain at BRAC University.

Student's Full Name & Signature:

_____ **S.M Arshad Hossain** _____
16104035

Supervisor's Full Name & Signature:

_____ **Tamim Mridha** _____
Chief Executive Officer,
NOW

Acknowledgment

It is my pleasure to acknowledge that, preparing this report on “NOW’s implementation of the 7Ps of Services Marketing which led to one of the fastest-growing SMEs” was a very insightful journey for me. I have learned many things from this journey.

With the right amount of zeal and hard work, I was able to complete this internship report on the booming startup, NOW.

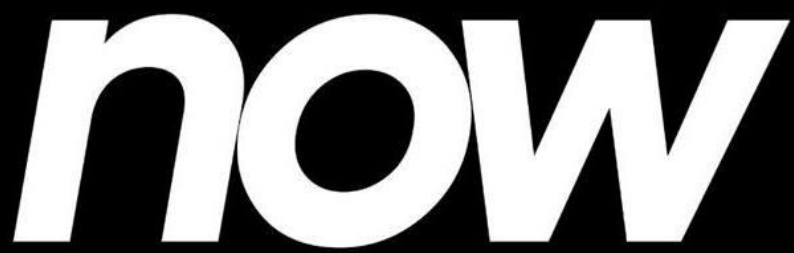
As a part of the completion of my degree in Bachelors of Business Administration, I was assigned by my internship instructor of BUS400 to prepare a report on “NOW’s implementation of the 7Ps of Services Marketing which led to one of the fastest-growing SMEs”. I would like to extend my utmost gratitude to my honorable faculty Ms. Sohana Wadud Ahmad, Lecturer, at BRAC Business School, BRAC University for her treasured guidance and support throughout my university life and during the entire internship period. With utmost respect, I would like to express that her conscientious determination upon preparing her students with the essential skill-sets and proficiencies goes far beyond her duties as a faculty.

Also, I would like to express my appreciation towards my supervisor, Tamim Mridha and all my colleagues who have supported and assisted me during my time in the organization. The team I had worked with, was tremendously kind and were very keen on providing me the right direction during my learning process about the various departments and functions in the company. I sincerely believe that I would not be able to complete my internship program at NOW without their gracious assistance.

Executive Summary

Every business graduate of BRAC business school is allowed to apply the theoretical knowledge they had acquired through the structured courses offered by BRAC Business School. The application of the theoretical knowledge is first applied through the various interactive assignments and term papers and finally internship for a whole semester. The completion of an internship is followed by a complete report elaborating the responsibilities we went through during the period of internship. I have completed my internship at NOW, a logistics solution company.

The internship report is a reflection of my 3 months internship journey at the Marketing & Sales Department of NOW. The report has been made to fulfill the requirement of completing graduation from BRAC University. The report titled “NOW’s the implementation of the 7Ps of Services Marketing which led to one of the fastest-growing SMEs” has been prepared to explore the application of the 4Ps of Services Marketing which made it one of the fastest-growing SMEs of Bangladesh as well as the necessary improvements that need to be made. To begin with, the report portrays my job roles and experience as a Marketing and Sales intern of NOW and how it added value to my internship program. Next, there is an organizational overview of NOW which consolidates its vision, mission, functional practices, and how it adjusts itself to the present business logistics industry of Bangladesh. The report’s topic contains the analysis and findings on how NOW’s Marketing and Sales policies work and how it is facilitating organizational growth as a whole. Finally, the report contains a few recommendations from an intern’s perspective which may help the organization to perform better. The report aims to enhance one’s knowledge and understanding about how a fast-growing SME as NOW operates and sustains in the market. I hope NOW keeps on moving forward with its new purpose and ethos for the betterment of the nation and they keep on doing more CSR activities for the whole nation to grow.

The word "now" is written in a bold, lowercase, sans-serif font. It is centered within a white rectangular border that has a slight perspective, appearing to recede into the distance. The background of the entire graphic is solid black.

now

Deliver Anything, Anywhere

Table of Contents

Declaration.....	1
Letter of Transmittal.....	2
Non-Disclosure Agreement.....	3
Acknowledgment.....	4
Executive Summary.....	5
List of Figures.....	8
Chapter 1: Overview of the Internship.....	1
1.1 Student Information:.....	1
1.2 Internship Information:.....	1
1.3 Internship Outcomes:.....	1
Chapter 2: Organization Part: Overview, Operations, and a Strategic Audit.....	3
2.1: Introduction:.....	3
2.2 Overview of the Company:.....	4
2.3 Management Practices:.....	5
2.4 Marketing Practices:.....	5
2.5 Financial Performance & Accounting Practices.....	6
2.6 Operations Management and Information System Practices.....	6
2.7 Industry and Competitive Analysis.....	7
2.8 Summary and Conclusions.....	8
2.9 Recommendations:.....	8
Chapter 3: Project Part: NOW's implementation of the 7Ps of Services Marketing led to one of the fastest-growing SMEs.....	9
3.1 Introduction.....	9
3.2 Methodology.....	9
3.3 Findings and Analysis.....	10
3.4 Summary and Conclusions.....	11
3.5 Recommendations:.....	12
References:.....	12

List of Figures

FIGURE 1: PRODUCTS AND SERVICE OFFERINGS BY COMPANY _____	5
FIGURE 2 COMPANY PROFIT AND LOSS STATEMENT FROM JULY'20 TO DECEMBER'20 _____	6
FIGURE 3: COMPANY ORGANOGRAM _____	7
FIGURE 4: PRICE OVERVIEW _____	10
FIGURE 5: LOGISTICS SERVICE PROCESS OVERVIEW _____	11

Chapter 1: Overview of the Internship

1.1 Student Information:

Name: Arshad Hossain

ID: 16104035

Program: Bachelor of Business Administration

Major: Marketing

1.2 Internship Information:

1.2.1 Period:

Company Name: NOW

Department: Marketing

Address: Niketan, Road#05, Dhaka - 1212

1.2.2 Internship Company Supervisor's Information:

Name: Tamim Mridha

Designation: Chief Executive Officer

1.2.3 Job Scope:

Job Description: Since I was assigned to the Marketing and Sales department, my main responsibilities included strategic marketing for client hunting, brand building, digital communications, making a roadmap for promotion, etc. Moreover, I also had the opportunity to work on lead generation for the sales team and attend corporate meetings with prospective or existing clients. As it is a startup my responsibilities were not confined within a single department. I had the opportunity to work and collaborate with different departments such as training the delivery team, the accounts department, client's relationship management, etc.

1.3 Internship Outcomes:

1.3.1 Student's Contribution to the company:

While working for NOW I had to work under a lot of pressure as it is a startup. However, I had the opportunity of growth in my career while growing with the startup and establishing it as a brand. I could apply the knowledge of marketing in real life while making immediate decisions in difficult situations that included a lot of strategic thinking. When I first joined NOW, the main platform for order taking was WhatsApp, the delivery system was quite unstructured and the company had no website. I pointed out to the management that professional steps needed to be taken to improve the structure of the organization. This allowed me to create a formal structured delivery format in Ms. Excel that comprised of incoming parcels from different merchants, shipping details as well as the contact details, and the zone details of the delivery men as well as the hub managers. Moreover, I had the opportunity to bring many merchants who are currently giving bulk orders to the company, contributing to a rapid increase in sales

revenue. Therefore, I had a huge contribution to improving the structure of the organization and bringing in a large sales revenue.

1.3.2 Benefits to the student:

During my internship period, the activities that I was assigned helped me in many ways both personally and professionally. Professionally I understood how startup organizations work. I could learn different technical works on Microsoft Excel, PowerPoint, Word, etc. Besides these, I could develop and grow as a person. I had to work in several teams where I got to learn teamwork, collaboration, etc. Moreover, I got the opportunity to brush up on different interpersonal skills like organizing, structuring, strategic decision making, time management, stress management, multitasking, etc.

1.3.3 Problems and difficulties faced during the internship period:

One of the major difficulties that I had faced while working for NOW was that, as my job responsibilities were not confined to a particular department, I was faced with a lot of sudden issues to which I had to propose instant solutions. There were times when I had to simultaneously oversee the operations of more than two departments. At the initial phase of my working period at NOW, I had faced the absence of structure between the departments. Moreover, being a startup, the company did not have the proper tools to perfectly forecast the demands of its target market.

1.3.4 Recommendations:

My recommendations for the company would be to insert more structure between the departments and to make efficient use of the digital marketing tools available. The company needs to have more social media presence and design more posts for more engagement with the target segments. Customer data is a very crucial asset for all companies, so I would recommend NOW to utilize the data efficiently to reach more clients. I would recommend the future interns that they should utilize the internship period not only in technical works but also in building networks through efficient communication in all the departments.

Chapter 2: Organization Part: Overview, Operations, and a Strategic Audit

2.1: Introduction:

NOW is a business logistics solution company. It is one of the fastest-growing startups of Bangladesh providing a commission-free logistics solution to its target segments comprising of the f-commerce, home chefs, corporate business, and the food industry of Bangladesh.

Objective:

- To understand how the different departments function at NOW
- To know how the organization is leading towards its mission, vision, and objectives
- To have a comparative analysis of NOW and its competitors
- To understand the implementation of the 4Ps of Services Marketing from the perspective of a business logistics firm
- To have an overall idea of the business policy to understand the position of NOW in the industry

Methodology:

Keeping the objectives in mind, I have used both primary and secondary data in this report. The primary information utilized in this report is gathered through an interview-based survey conducted amongst the employees of the company from different departments. The secondary data were collected from general research as well as from the competitor companies' websites. Besides analyzing the secondary information that I collected from the internet, I also tried to incorporate the knowledge that I gained from my internship experience.

Scope:

This section of the report gives an overall overview of NOW as an organization. It also gives us the knowledge about how startups like NOW functions and where it differs from other organization Moreover, this report allows us to analyze how our theoretical knowledge differs from our practical knowledge, enabling us to look at the bigger picture. Therefore, we can implement these pieces of knowledge and learn in our practical professional life in the future.

Limitations:

- While preparing the report, I was faced with some limitations including
- Absence of adequate data and resources on the internet
- The limitation of the quantitative data approach as this report is mostly based on qualitative data and knowledge.
- Unavailability of historical data for the proper forecast as it is a startup.

Significance:

Since this section mainly contains the organizational information as a whole this is an important part of the whole report. This gives a picture of the organization, its competitive position, mission, vision, and organizational approaches. This knowledge will help us to learn from fast-

growing startups like NOW and implement them in a future professional and entrepreneurial career.

2.2 Overview of the Company:

Now is a 24/7 logistic service operating with the highest number of customer satisfaction in Dhaka, Bangladesh. Now is serving some of the most renowned organizations along with SMEs and individuals. Now started their journey in June 2020 as a startup.

Initially, the company was serving individuals who needed emergency medical supplies, while the whole country was in lockdown. After that, the founders saw that there is a large gap in the delivery system and many problems are to be solved, they decided to launch NOW for the betterment of the logistic ecosystem in Bangladesh. Mr. Anit Kumar Das, COO of NOW took the initiative to make an impact in the country. They started their journey as one of the fastest-growing commission-free logistics solutions in Dhaka. Their services include same-day delivery, delivery in 2 slots (same-day delivery for the 1st slot), express delivery with a lead time of four hours anywhere In Dhaka city. For express delivery, the price is set to distance wise. Their target segments are f-commerce, restaurants, home chefs, etc. They also provide overnight delivery from 8 AM to 8 PM to cater to the food cravings of the people at night. Their unique selling point is that they do not take any commission charge from the COD, nor do they charge any commission per sales from the merchants, unlike their competitors. They ensure same-day delivery especially for food items without taking any extra charge. They simply take the delivery charge. Since they started, they have now established connections with over 100 active merchants including Cheez, Chillox, Hopper, GooseBumps, Tastebud, Munchies, Wardrobe by Syra, Beautiful you by Silvia, etc. They ensure on-time delivery solutions with trained delivery men. Employing the people of the lower-income group who struggle to find jobs especially during the pandemic is a huge part of their CSR activity.

Vision& Mission:

NOW's vision is *“To become a proper and hassle-free logistic solution company and make a commission-free delivery platform”*.

Their mission statements include:

“Deliver commitments to our customers” – They want to ensure reliability with consistent performance.

“Enterprising Spirit” – NOW is always looking to grab new opportunities while considering the entrepreneurial risk that comes with it. They are bold enough to accept the challenges and move forward.

“Open-Mindedness” – One of NOW's biggest strength is their friendly work culture and their openness to new ideas and implementation of suggestions. They provide employees of all stages a platform to voice their ideas and opinions.

“Freedom through ownership” – NOW allows their employees to take full ownership of their responsibilities giving them the freedom and flexibility to succeed. They embrace and celebrate the individuality of every one of their employees.

Product and Service offerings:

Name	Type	Products/Services
General delivery	Delivery in 2 slots	General merchant commodities
Food delivery	Same day delivery with no extra charge	Restaurants, Home Chefs
Express delivery	Delivery within 4 hours lead time anywhere in Dhaka	General merchant commodities
NOW Munchies	Overnight delivery (8 AM – 8 PM)	Munchies for midnight cravers
NOW Store	Shipment	Imported and Local products
Fast and Secure Payment System	Ensuring payment in due time	Both Online and COD

Figure 1: Products and Service Offerings by Company

2.3 Management Practices:

NOW is a rapidly growing company with a handful of people on the Management team. They follow the management protocol and practices of any large organization to enhance the growth of the company. As it is a small company, the department heads act as the managers of the company. They carry out monthly training programs with employees at each level ensuring effective communication.

All the decisions of the organization are taken after proper communication and discussion with the related authorities and the grass root levels. The company follows the chain of command up to a certain level nonetheless every employee is given a platform to voice their concerns and pertinent actions are executed in the administrative process. This means that before making any final decision the probable participation from every level of the workforce is considered. The predominant managerial process components of NOW comprise of: Planning, Organizing, Decision making, Staffing, Leading, Communicating, Controlling, and Monitoring.

2.4 Marketing Practices:

NOW is a customer-centric organization that strongly believes in the traditional marketing process, Word-of-Mouth. They have been onboarding most of their clients that way. Nevertheless, as a new brand, they have been creating awareness by utilizing various social media platforms. Moreover, as a part of their brand awareness, their frontline employees are provided a uniform and parcel-carrying box containing the company logo. For niche marketing, they use SMS masking, Premium SMS targeting, and Sponsored display ads. In the future, they plan to onboard different celebrities to implement the 7Ps of the Services Marketing Mix – Product, Price, Place, Promotion, People, Physical Evidence, and Process.

2.5 Financial Performance & Accounting Practices

Since its inception in 2020, NOW's business model has been generating a handsome amount of revenue. Like any other startup, NOW was also faced with various obstacles. However, with the positive and adaptable spirit, the team has been able to find unique solutions to each hurdle.

Company Profit and Loss Statement from July'20 to December'20		
INCOME		
Product Sales	2,742,000.00₹	
Other Income	144,316.00₹	
Total Income	2,886,316.00₹	
EXPENSES		
Advertising		40,000.00₹
Bank Charges		15,000.00₹
Office Expenses		65,000.00₹
Professional Fees		364,000.00₹
Miscellaneous		7,000.00₹
Taxes		721,578.00₹
Total Expenses		1,212,578.00₹
NET INCOME		1,673,738.00₹

Figure 2 Company Profit and Loss Statement from July'20 to December'20

2.6 Operations Management and Information System Practices

Among all the departments of NOW, the Operations Department is one of the major functional departments as this is the department responsible for providing the services.

Organizational Organogram:

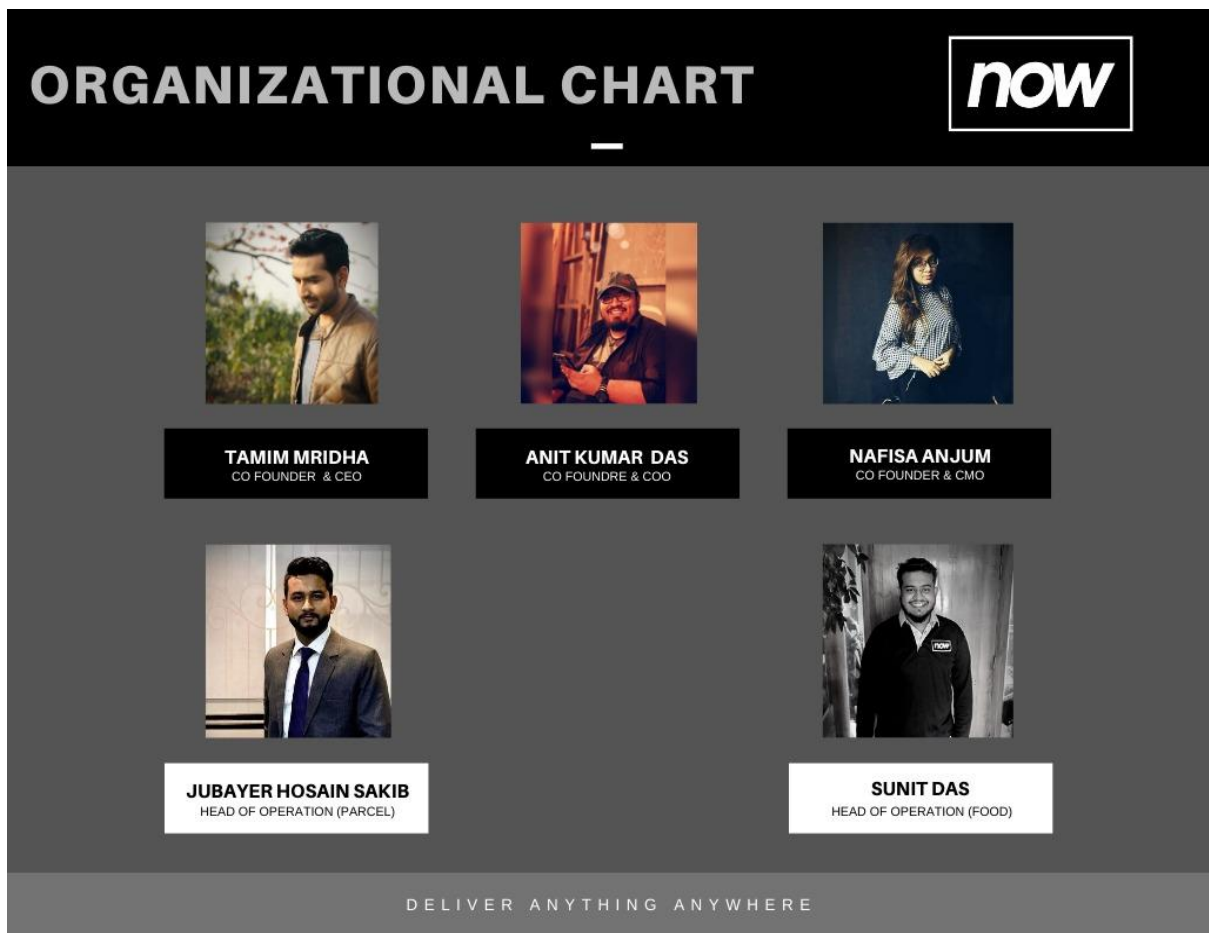


Figure 3: Company Organogram

Other than the top management the company has three interns and two accountants in middle management. They have a logistics manager, who is managing more than thirty delivery men in the operational sector and each delivery zone has a hub manager who is in charge of assigning and dispatching the parcels to the dispatch team zone-wise.

2.7 Industry and Competitive Analysis

The pandemic has inspired the emergence of many delivery services all over Bangladesh. NOW considers their main competitors to be Pathao Delivery, RedX, and E-Courier.

Both Pathao Delivery and RedX are own by the mother companies Pathao and ShopUp respectively. These companies have been operating for a while now that has given them access to advanced technologies, data, and a high customer base to sustain in the industry.

SWOT Analysis:

Strength – Unique Brand Name, Customer Loyalty, Quality service at a reasonable price

Weakness – Not taking commission unlike their competitors makes it hard for them to generate revenue. Moreover, being a startup, the absence of adequate customer data makes it difficult for them to design marketing strategies.

Opportunities – Gap in the delivery system, the rapid growth of potential customers

Threats – Change in customer preferences, advanced technologies by competitors.

2.8 Summary and Conclusions

Currently, the logistics industry is one of the most profitable industries in Bangladesh. Being one of the fastest-growing startups, NOW does not compromise with the safety of its employees. They are a customer-centric organization that takes their promises very seriously whilst filling the delivery gap and empowering the lower-income level youth of Bangladesh.

To conclude, I would like to show my appreciation to NOW and all the people involved in allowing me to learn about the organization. I hope and wish they keep on growing as an organization, keep on doing better works and more CSR activities for the country to contribute to the nation.

2.9 Recommendations:

After learning about the organization and gaining some experiential knowledge my recommendations would be:

- ✓ Being in the logistics industry they should adopt advanced technologies to deliver services more efficiently.
- ✓ They must ensure that the lower-income level group are well taken care of.
- ✓ They should provide more value-added services similar to Pathao parcels to be more accessible to their target groups.
- ✓ They must protect the data of their customers at all costs.

Chapter 3: Project Part: NOW's implementation of the 7Ps of Services Marketing led to one of the fastest-growing SMEs

3.1 Introduction

NOW is one of the fastest-growing startups in the country, bring effective business logistics solutions to the startups, e-commerce, and the food industry of Bangladesh. Since their inception in 2020, they have grown to be a customer-centric organization that puts the needs of the customers above all. Their dynamic work culture ensures effective communications amongst all the departments and the efficient implementation of the marketing mix.

Objective:

The primary objective of this report is to meet the criteria of the internship program set by Brac University. However, the objective behind choosing this topic is being a Marketing intern it has been a delight for me to work with one of the fastest-growing organizations like NOW. The other objectives are as follows:

- Give an overall overview of my internship journey in the Marketing department of NOW.
- Represent the transition and difference between academic knowledge and its implication in practical life.
- Relate to the activities and responsibilities done in an organization with the definitive outcome.

Significance:

The Internship phase is held great significance in a student's life as it is the first stepping tool for us in professional life. Moreover, the significance relating to the report and the topic are as follows:

- This has increased my knowledge about how startups work in a developing country like Bangladesh.
- This has brushed up my skills to a greater extent.
- The report will help not only the future graduates but also the professionals who want to know about the organization and its practices.

3.2 Methodology

I mostly carried out qualitative research, i.e., non-numerical data, for the preparation of this report. The resources of my data were:

Primary Resource: For primary data collection I directly interviewed my supervisors, Anit Kumar Das, Tamim Mrida, Nafisa Anjum, Sunit Das, and Jubayer Hosain Sakib. Apart from interviewing I received information from my experience in the company.

Secondary Resource: For secondary data collection I used both online and offline platforms. I went through their official social media pages, financial reports, etc.

3.3 Findings and Analysis

Product: Most of the logistics solutions of Bangladesh delay in the payment of the merchants and they do not provide same-day payment which makes it very difficult for the clients to keep track of the products. This is where NOW steps in with the motto “deliver anything, anywhere”, ensuring commission-free same-day payment for their clients. Moreover, they ensure same-day delivery with no extra charge unlike most logistics solutions of Bangladesh.

Price: NOW is a customer-oriented organization and they ensure quality service at the most reasonable prices for their clients. For basic goods, they charge 60tk up to 1 kg with 15taka for every additional kg. For home chefs, the delivery charge varies with distance, i.e. 100tk up to 3 km from the hub point. For the restaurants, the delivery charge is 80tk confined within the tristate areas only – Gulshan, Baridhara, Baridhara DOHS, Niketon, Banani, Mohakhali, and Tejgaon. The table below gives an overview of the pricing breakdown.

Type	Price
Basic	60tk/parcel (varies with weight)
Home Chef	100tk/parcel (varies with distance)
Restaurants	80tk/parcel (tri-state areas only)

Figure 4: Price Overview

Place: Their delivery hub is located in Niketon, Road#05, where the main operations are carried out. Their corporate office is situated at 179 Gulshan Avenue, where all of the client meetings are held. They will soon be extending their delivery hub branches to Uttara and Mirpur. Recently they have launched the website for one of their subsidiaries “Munchies” for the accessibility and convenience of the target customers while placing orders.

Promotion: This company is run by social media influencers and their face is part of the promotion. They are also carrying out personal promotion via Social Media Targeting as well as SMS Marketing. Moreover, they generate more clients from their existing clients through Word of Mouth. Nevertheless, they have plans to carry out promotion and advertising through celebrities and Brand Ambassadors. personal promotion, SM boost, and WOM of merchants.

People: After taking in the delivery men, the hub managers personally train them very thoroughly on how to communicate with customers, and immediate action is taken in case of an intolerable situation. A monthly meeting is hosted by the management where all the employees discuss the gaps in the service and the improvements that could be made for an enhanced consumer experience. The employees are also given a platform to voice any issues they may be facing personally to ensure that all the employees are taken care of for the betterment of the service.

Physical Evidence: When the customers place an order on their websites, a pickup team is sent by the hub managers to pick up the parcel and deliver it to the mother hub. All the parcels are sorted in the mother hub and assigned by the zone managers to the dispatch team zone-wise to be delivered to the respective destinations. The riders use high technology and use-friendly

app where they give real-time updates regarding the whereabouts of the parcel from time to time to the customers, merchants, and the NOW database. Finally, when the parcel reaches the customer, they are asked to send an opt to the delivery man to approve that the customer has received the parcel.

Process: NOW has a team for each segment of the logistics such as a pickup team, sorting team, dispatch team, etc. Their pickup team pick up the parcels between 7 am to 9 am and deliver them to the Mother hub. From there, the sorting team sort the parcels, and then the zone managers assign the parcels to the delivery men zone-wise with necessary information. The dispatch team starts delivery from 11.30 is giving real-time updates about the whereabouts of the parcels via the NOW employee app. There is also an active admin support team for the delivery of men in case if they face any issues regarding the deliveries. After all the deliveries are completed by 8 pm, the hub managers separate the return-parcels and the canceled-parcels. The return-parcels are rescheduled for the next day and the canceled parcels are returned to their respective merchants. Then, one of the accounts managers sort the payment and lock them into the client accounts to be distributed the next day after cross-checking.

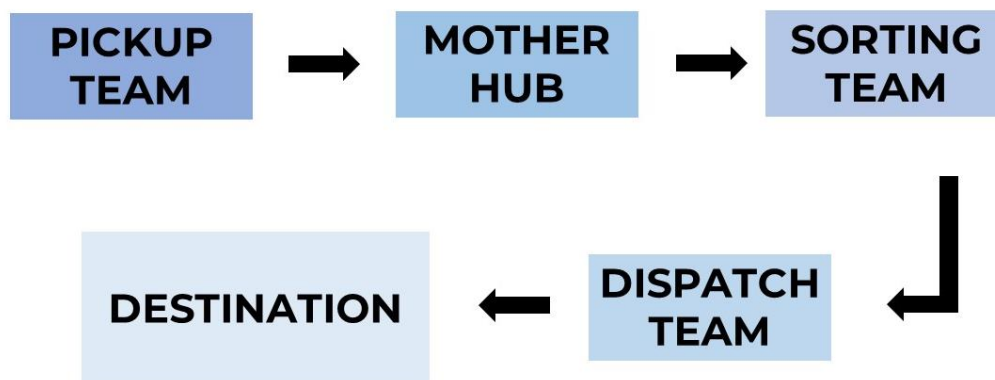


Figure 5: Logistics Service Process Overview

3.4 Summary and Conclusions

NOW is a customer-centric organization that thrives to come up with the most feasible solutions to provide the best quality service. With a blend of diverse adaptive work culture and the effective implementation of the 7Ps of the Services Marketing Mix, NOW prospers to ensure the best customer service experience resulting in one of the fastest-growing startups of Bangladesh.

Working at NOW has been a very wonderful experience for me where I got the opportunity to grow into a responsible person with enhanced critical thinking skills. It would be a pleasure for me to be a permanent part of the NOW team and I would recommend NOW to the hard-working youth as a great place to work. In conclusion, I would like to express my utmost gratitude to NOW for allowing me to be a part of their dynamic and hard-working team.

3.5 Recommendations:

- ✓ They need to make efficient use of the updated marketing tools
- ✓ They need to increase their social media presence and make effective use of digital marketing tools such as SEO to educate their target customers about what they do.
- ✓ Technological advancement is required in many of the processes to save time.
- ✓ The work-life-balance needs to be ensured for its employees.
- ✓ More dedicated training sessions are required for the interns which will keep them more engaged in the internship program.

References:

1. *Now Bd. (n.d).* Retrieved January 12, 2021, from <http://www.now.com.bd/>
2. *Munchies by Now Store (2021, January 11).* Retrieved January 12, 2021, from <https://munchies.now.com.bd/>