

Report on
**“Analysing the relationship between promotional activities
and sales”**

By

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Student ID – 17304113

An Internship Report submitted to **BRAC Business School** in partial fulfillment of the requirements for the degree of –

Bachelor of Business Administration

BRAC Business School

BRAC University

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Declaration

It is hereby declared that

1. The internship report submitted is my/our original work while completing my 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 complete 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.

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Mondira Sen

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17304113

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Shihab Kabir Shuvo

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Lecturer, BRAC Business School

Letter of Transmittal

Date: 15/8/2022

Shihab Kabir Shuvo

Lecturer, BRAC Business School

BRAC University

66 Mohakhali, Dhaka-1212

Subject: Internship Report Submission

Dear Sir / Madam,

This is my utmost pleasure to prepare my internship report named “Analysing the relationship between promotional activities and sales” according to the provided set of guidelines.

I have attempted my best to finish the report with the essential data and recommended proposition in a manner as compact as possible.

Sincerely yours,

Mondira Sen

ID: 17304113

BRAC Business School

BRAC University

Date: 15/8/2022

Non-Disclosure Agreement

This agreement is made and entered into by and between adorsho praniSheb Ltd. and Mondira Sen, the undersigned student from BRAC Business School, BRAC University for strictly prohibiting the disclosure of the confidential information of the mentioned firm.

Executive Summary

adorsho praniSheba, the cloud-based cattle identification well-being monitoring, and insurance platform employs IoT, Big Data, Machine Learning, and Artificial Intelligence - among other technologies - to create a connected cattle network and is already revolutionizing the cattle rearing industry. Farm animals are the most valuable assets of the smallholder livestock farmers in Bangladesh yet they do not have any insurance to protect themselves against the loss of valuable animals. Due to the lack of a cattle identification mechanism, insurance providers in Bangladesh have been highly averse to offering cattle insurance policies. adorsho praniSheba is the first IT based agro firm that successfully introduces a cattle insurance policy with its face recognition technology. Not only that, but it also has an E-commerce platform that sells fresh meat and other necessary items. This start-up company has services like praniSheba financials, praniSheba Vet, praniSheba Shop, and praniSheba Shard Farming. The purpose of my report is to understand the relationship between promotional activities and sales of adorsho praniSheba.

Keywords: Rearing, Online, Campaign, Promotion, E-commerce

List of Acronyms

apS	adorsho praniSheba
BD	Bangladesh
CRM	Customer Relationship Management
HR	Human Resources

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Chapter 1

Overview of Internship

1.1 Student Information

Name: Mondira Sen

ID -17304113

Program - Bachelor of Business Administration

Major - Marketing & Computer Information Management

1.2 Internship Information

1.2.1 Internship Details:

Period: March 2022 - June 2022

Company Name - adorsho praniSheba Ltd.

Department - Sales & Marketing

Address - Haque Tower (Level-8), J-28/8/D, Mohakhali C/A Dhaka, 1212

1.2.2 Internship Company Supervisor's Information

Supervisor's Name: Md. Hasan Ali

Position: Senior Manager, Sales & Marketing

Email: hasan.ali@pranisheba.com.bd

Phone: 01784010236

1.2.3 Job Scope

The organization that I work for is a start-up company, that has services like praniSheba financials, praniSheba Vet, praniSheba Shop, and praniSheba Shared Farming.

My work involves managing Shared Farming Investment and promotional activities. Along with managing clients (Investors) from different companies and individuals, I also work closely with top management to choose the best strategy for each campaign. Aside from that, my supervisor and I work together to manage the website and engage in Facebook marketing initiatives. This involves, but is not limited to, displaying any ongoing projects properly, positioning specific products based on market demand, permitting advertisements on websites, and conducting in-depth research to determine what new activities we should conduct next to promote our brand. praniSheba Shared Farming promotes the linkage of smallholders to markets in circumstances where transaction costs of direct engagement with markets are high. It has enabled the use of technology and the integration of smallholders into an economy that embraces modernization and globalization. In praniSheba Shared Farming, an adolescent bull aged between 24-30 months is bought and given to a smallholder livestock farmer in a cattle-rearing district in Bangladesh. For the next 4-6 months, the cattle are reared. After 4-6 months of proper rearing and feeding, the cow is sold at the most profitable price to our designated vendors or local markets.

To remedy the mortal blow that Covid-19 has delivered to small farmers, we propose a praniSheba shared farming scheme here in this proposal in which anyone can participate. Starting from middle-class urban citizens of Bangladesh to NRBs living and working across the world can invest in a cow or two under this scheme and help bring a poverty-stricken farming family out of the grinding poverty that has befallen them owing to Covid-19. praniSheba shared farming is a high-yielding investment opportunity for anyone who also wants their investment to contribute to the development of the rural economy of Bangladesh and the farmers who are part and parcel of that economy.

My operations include, but not limited to -

1. Reaching out to business clients with whom we have solid ties via cellular service or E-mail.
2. Using social media to connect with customers who are interested in our offerings.
3. Actively taking part in top management meetings and briefings regarding the future direction of adorsho praniSheba Ltd.

1.3 Internship Outcomes

1.3.1 Contribution to the company

First of all, I did not join this company as its Product Manager. I joined this company as an intern and was later promoted to Product Manager. So, as an intern, my functions were mainly content creation, helping to prepare investor reports & doing some marketing activities. Afterward, due to my performance in those tasks, the company made me their permanent employee and appointed me as their product manager. Now I have to -

1. Take full precedence over the brand's identity (PraniSheba Shared Farming)
2. Ensuring that communication with our investors remains clear.
3. Ensuring all marketing activities are up to our standards
4. Looking over all digital assets, which includes but is not limited to - our website, mobile App, and Facebook page.

1.3.2 Benefits of this internship

I believe occupations do not carry specific benefits that can be carried over to other occupations. Each occupation is unique, and the thinking that one occupation's skills can be carried forward to another is very far-fetched. What we gain from working is called experience, and that experience helps us adapt to newer workplaces which will undoubtedly have a different way of doing things. So let me talk about my experiences - first of all, I think I have learned the act of talking to different types of people better. This is something I was never used to before, being an introvert. Secondly, I have learned how to properly make thorough planning before initiating something. I have learned as an irregular marketer, what is it exactly that our country-people like in ads. On top of all this, I have learned how individual's effort shape businesses.

1.3.3 Problems faced

As with all other occupations, this occupation had its fair share of problems.

1. Sometimes working hours exceeded that of my contract.
2. Sometimes due to my good performance, I was given excessive assignments even though I was an intern back then,
3. I had trouble communicating with departments with which I was not personally acquainted.
4. I was initially anxious to deny assignments that were given to me excessively, however, now that I am more experienced, I know which assignments are actually meant for me.

1.3.4 Recommendations

I really think my organization has a tendency to make interns work harder than they should. I think this is partly because of the reluctance of permanent employees, who are always on the task to offload their own work. Our organization should have more empathetic managers in place, who will take notice of these & mend them accordingly.

I also think apS would benefit from an HR manager, which is something they now lack. Due to this, employees do not have a point of reference for their jobs, appointment letters need to be made by department heads & other issues.

Chapter 2 : Organization's Overview, Operations, and a Strategic Audit

2.1 Objective

- I. Learn about the organization's operations cycle of the Communications team.
- II. Introduction to the dairy & meat industry.
- III. Learn how clients are managed.
- IV. Get a thought regarding the organization's way of attaining investors.
- V. Getting an idea regarding how individual brands are doing promotions.
- VI. Measure the organization's position among other contenders (if any).

2.1.1 Methodology

- Website
- Social Media Platforms
- Experience
- Rational observation

2.1.2 Scope

Primarily addressing the organization's overall mode of operation. How it operates and how it chooses to interact with customers and suppliers. Unique departmental working cycles, the governance structure, the operational framework, and finally the organization's advantage over rivals who deal with uniform goods.

2.1.3 Limitations

Even while the workplace in question has a lot of beneficial effects on its employees, it is always advisable to use caution when handling data that are essential to the operation of the firm. I was only given permission to give extremely general details on the topic I choose to work on for this internship report. In accordance with my agreement with my employer, I shall withhold information that I already possess.

2.1.4 Significance

In this report, I've included the organizational structure, corporate overview, general information about the relevant department, management work, and a placement analysis.

2.2 Overview of the Company

With the use of IoT, Big Data, Machine Learning, and Artificial Intelligence, among other technologies, Adorsho praniSheba, a cloud-based platform for cattle identification, wellness monitoring, and insurance, has already revolutionized the cattle raising sector. Smallholder livestock farmers in Bangladesh consider their farms to be their most precious assets, yet they lack any kind of insurance to guard against the loss of priceless animals. Insurance companies in Bangladesh have been adamantly opposed to providing any cow insurance coverage due to the absence of a cattle identification system.

Again, based on a baseline survey we conducted, over 80% of farmers have little access to knowledge on contemporary cow production procedures, which causes them to frequently overlook simple activities like vaccination and cattle deworming. Adorsho praniSheba, the first and only IoT-based cattle well-being monitoring and insurance platform in Bangladesh, addresses all of these problems by safeguarding and insuring the asset value of large cattle by sending incredibly helpful messages like early illness warnings on the one hand and compensation for cattle loss on the other.

2.3 Management Practices

2.3.1 Management Responsibilities

The top management of praniSheba is frequently involved in a wide range of roles and responsibilities, including but not limited to managing funds, maintaining relationships with both investors and farmers, supervising marketing budget & expenses, evaluating the performance of the customer service team, and holding corporate meetings to decide the next step for the business.

Additionally, when hiring specialists for positions that are more strategically important than others, Top Management is personally involved.

Fida Haq, who is our company's managing director and CEO, individually supervises all divisions and occasionally puts in extra effort on his own initiative as a result of workers taking any kind of absence.

Md. Hasan Ali, who is the senior manager of sales and marketing of praniSheba, individually supervises the field employees and overall operations of cattle purchase and distribution. He is also involved with investment collection and assigning cattle to investors.

The person in charge of the customer care division is **Md. Mehedi Hasan**, who also serves as the head of digital marketing. When a customer service representative (CS) is having problems finding the solution to a particular question, he personally takes over and consults with clients.

Aside from this, praniSheba has an excellent IT and Tech team who works relentlessly for the innovative services praniSheba provides such as Facial recognition of cattle, cow shade device, Bolus, and digital assets like website and mobile App.

2.4 Marketing Practices

2.4.1 Impact of Facebook marketing on business

In addition to its website, praniSheba also maintains a Facebook page that is used for its main marketing activities. In addition, the page has been designed in a way that customers can see new

offer or on going investment opportunities and also view new products from praniSheba Shop directly and place orders if they so wish.



Figure 1

Figure (1) – PraniSheba Facebook Page

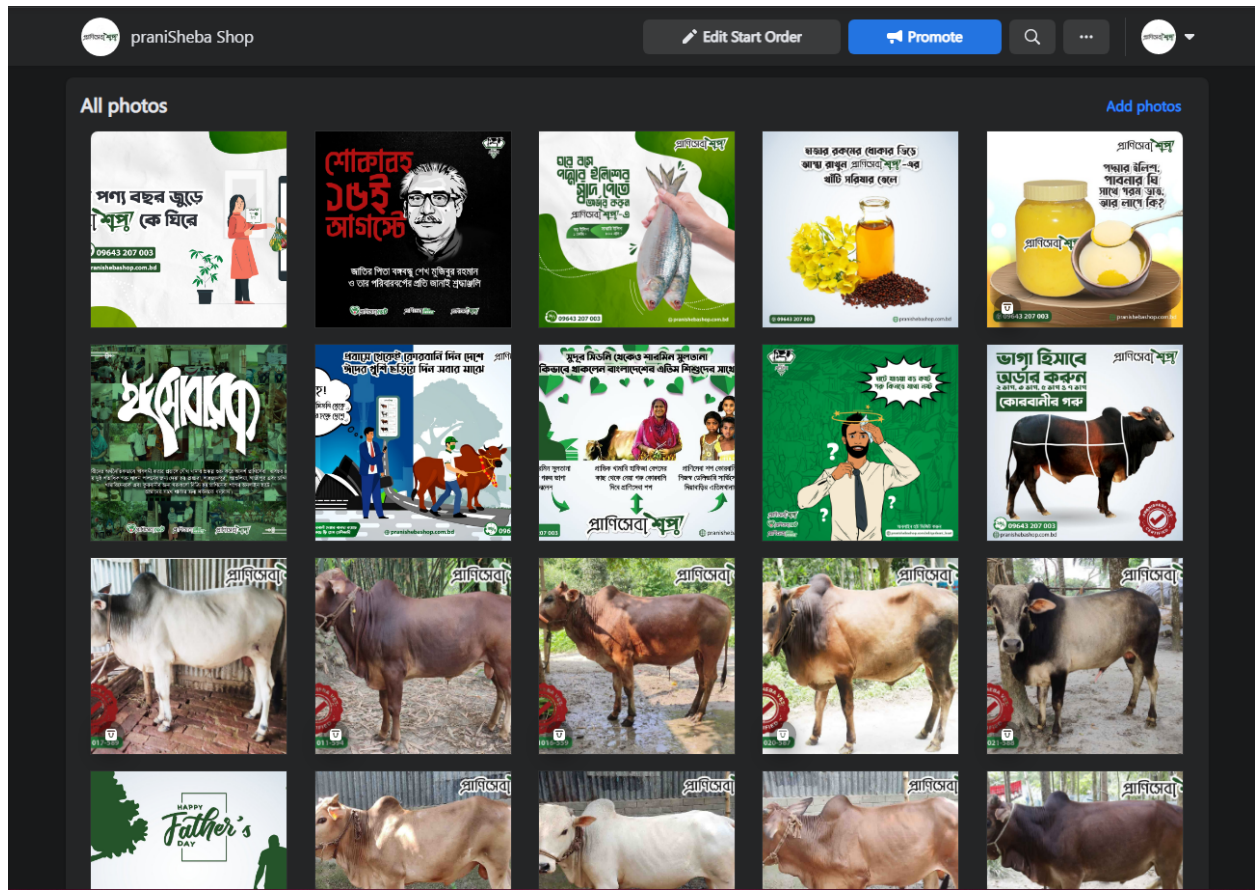


Figure 2
 Figure (2) – PraniSheba Shop items (Facebook)

Daily posts on sales and promotions are published through this page. Customers can message the page directly for customer support and queries, and also for placing orders through both messenger and website.

2.4.2 The Website

PraniSheba has four websites which offers four different categories of services. A user can register on the website and gain access to member advantages. PraniSheba main website works as a lending platfor for farmers. PraniSheba helps farmers to build cattle farms by providing loan and insurance facilities by including farmers as easy-package clients. PraniSheba Joutho Khamar website is specifically for investors who want to invest their money for a good return. On the praniSheba shop website, a user can compare and contrast various products from the website's

own line-up as well as conduct detailed tracking after placing an order. This enables consumers to instantly compare products of various grades and double-check their compatibility. And lastly, praniSheba Vet website is for people in general who have pets or cattle. This website provides online veterinary services to clients with the help of our expert veterinarian team.

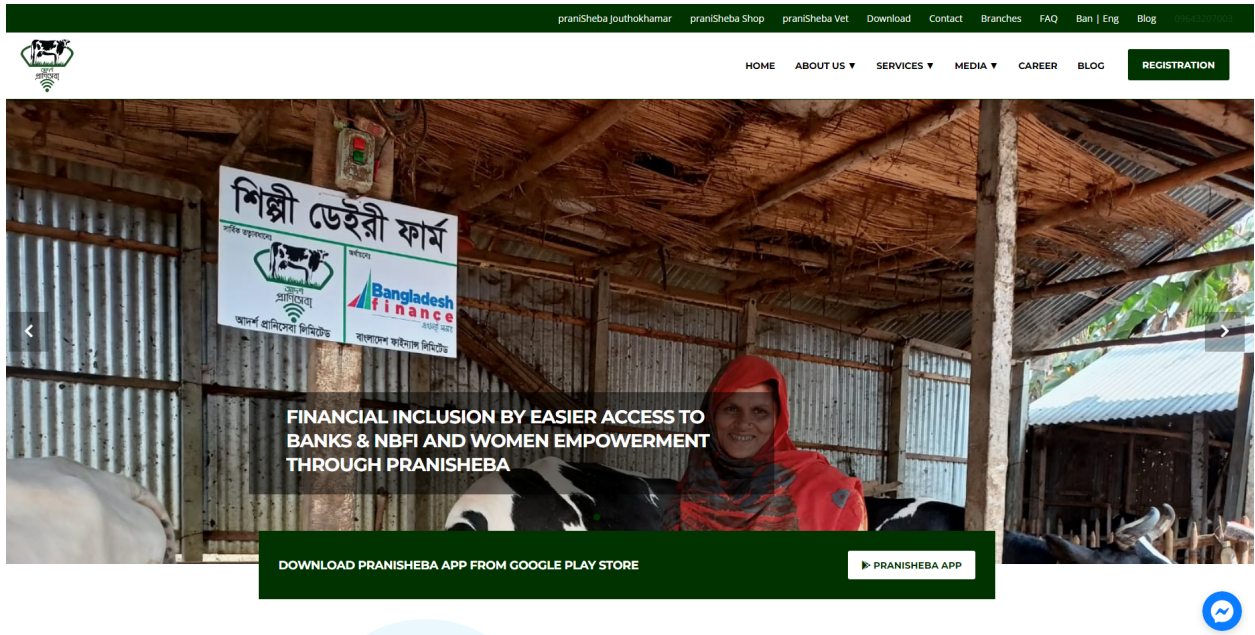


Figure 3

Figure (3) – Adorsho praniSheba Website Homepage

INVESTMENT PLAN

High return on investment opportunity for you to contribute to the development of the rural economy

LOGIN

REGISTER

DOWNLOAD NOW



BDT 20M

TOTAL INVESTMENT

BDT 35M

FARM PRODUCE

BDT 10M

RETURN FOR FARM FUNDERS

150+

REGISTERED FARMERS

Figure 4

Figure (4) – PraniSheba Joutho Khamar Website

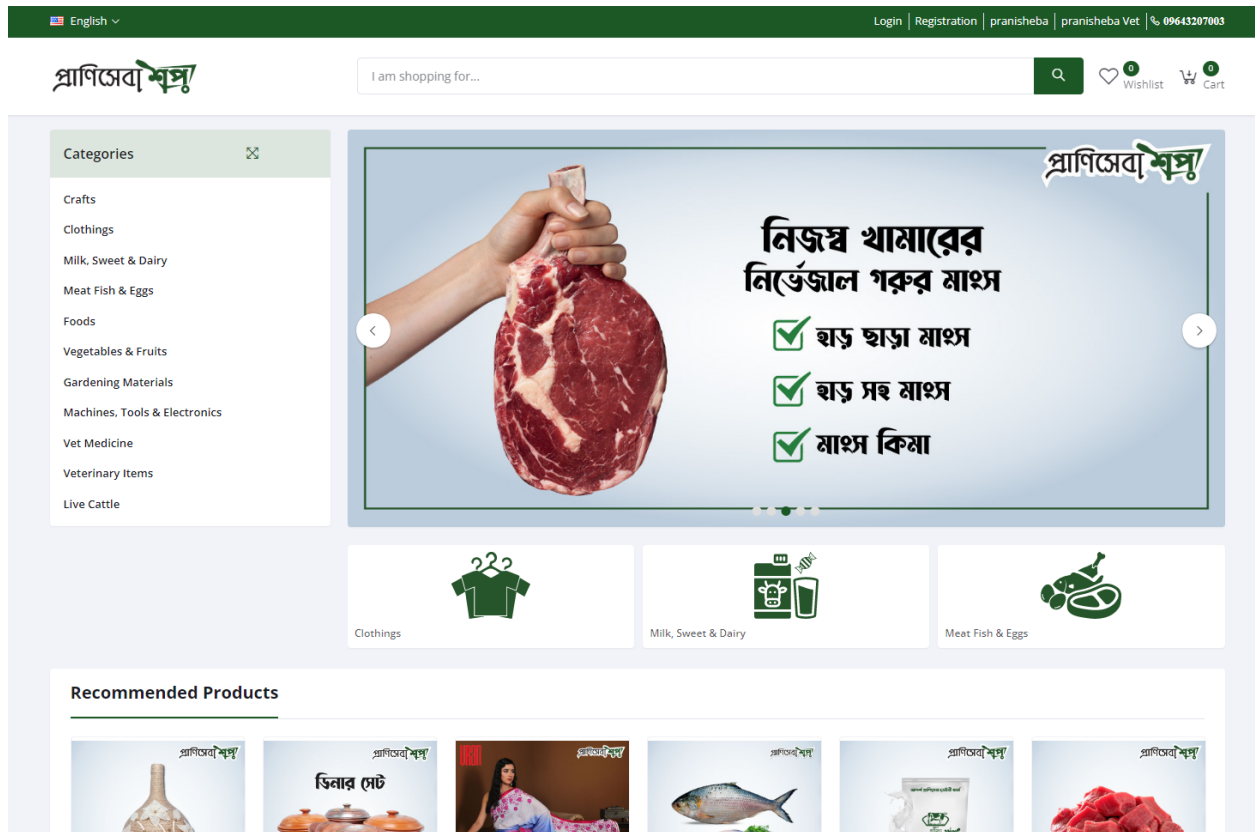


Figure 5

Figure (5) – PraniSheba Shop Website Home page

The website offers a huge selection of product lineups from which customers can select their preferred ones. This comprises Fresh meat and dairy products, fish and vegetables, pottery items, cane items, clothes, and also live cattle. The customer can browse every product that is currently on sale or is part of a promotion by hovering their mouse on the products slides. Customers can also purchase live cattle by clicking on the “Live cattle” button to view available cattle.



What is praniSheba Vet?

PraniSheba Vet is the first and only Govt. approved online veterinary hospital for the livestock sectors (Cattle, Buffalo, Sheep, Goat, Horse, Poultry, & Pet) of Bangladesh. It provides quality & specialty animal health care consultation services by experienced & expert Veterinarians. PraniSheba Vet is serving remote and localized delivery in real-time and instantaneous veterinary care. Through praniSheba Vet, farmers' problems are solved & ensured under a large number of Veterinarian groups as prescription or consultancy support based on information technology enable services through Email or SMS.

Figure 6

Figure (6) – PraniSheba Vet Website

2.4.3 Teams

The teams that makeup praniSheba carry out operations for numerous departments. All teams are made up of team players that synchronize their work with one another and keep everything running smoothly.

1. **Business Development Team:** Members of this team create, develop, and carry out future advancements. This team is in charge of selecting suppliers and deciding which brands to approach next for fundraising
2. **Sales Team:** This team is in charge of managing investors, purchasing cattle, and distributing them to farmers. This team also helps farmers by providing financial aid like loans and insurance services.
3. **Customer Service Team:** Customer service is the most significant addition to any business. It should go without saying that a business that struggles to manage its clients won't be able to advance past the initial stage of development. PraniSheba takes customer

service very seriously because of this. The CS staff is typically responsible for responding to support queries and troubleshooting daily problems like arranging vet appointments, managing investors and answering questions of clients, and selling shop items to customers. The CS team also handles problems like the consumer not receiving their purchase on time or delivery errors.

4. **Tech Team:** The IoT firmware team designs and tests firmware on our own hardware. They design the firmware to ensure an alert system for critical environmental conditions for cows. The machine learning team works on data collection, preprocessing, and designing artificial intelligence models for the cattle identification system. They also design user-friendly web interfaces and mobile apps for pleasant user experiences. Lastly, the IoT hardware team designs and prepares hardware in-house of adorsho praniSheba. The enclosure is also designed by them to maintain airflow for precise detection of environmental entities.
5. **Vet Team:** We have a team of expert vets who provides 24/7 online services to clients in need of treatments for their pets.

2.5 Financial & Accounting Performance

I don't know much about the accounting department's internal statistics because I'm from another department. The company's whole cash flow is managed by the finance division, nevertheless. commonly, they deal with-

1. Interdepartmental finances
2. Evaluation of taxes
3. Salary streams
4. Loans and other insurance-related expenses.
5. Keeping track of operational costs
6. Preparation of monthly financial documents

Even though I don't know much about how this department operates, the work it does is extremely important to praniSheba's success. Any organization's financial health is crucial as it helps to run its operations.

2.6 Operations Management and Information System Practices

2.6.1 Operations Management

HR & Admin:

All assignments relating to management and human resources must be handled by this department. The HR Division is responsible for organizing meetings, enrollments, and execution evaluations. The HR department handles the data needed to run the office, including creating special letters, issuing IDs and visiting cards to staff, assisting deliverymen, monitoring staff attendance, gauging & preparing evaluations for employee performance, and issuing appointment or experience letters to pertinent employees.

2.7 Industry & Competitive analysis

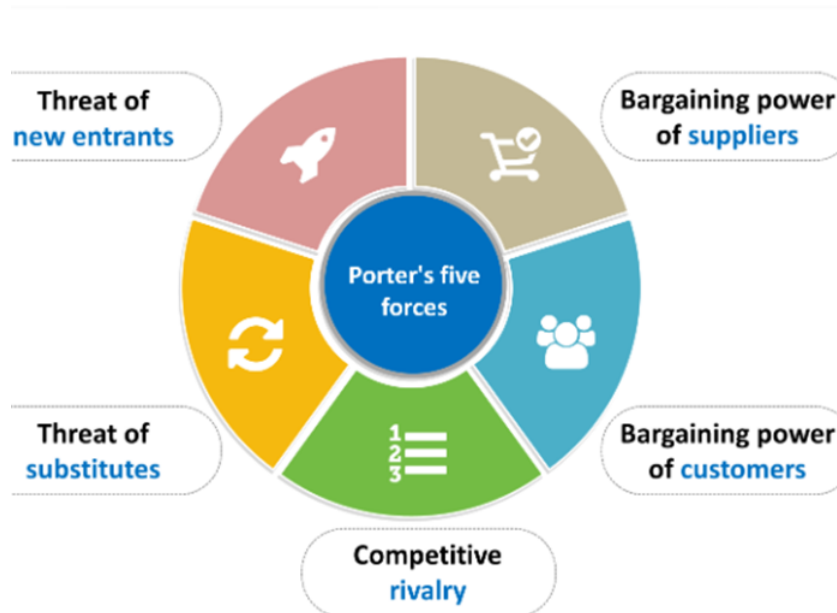
2.7.1 SWOT Analysis of adorsoho praniSheba

SWOT Analysis	
Strengths <ul style="list-style-type: none">• Very low competition as the number of competitors is not high.• The formula of the business is profitable for both parties, which is why investors are eager.	Weaknesses <ul style="list-style-type: none">• Communication between different farms can be full of lag.• Company has fewer departments than it needs.
Opportunities <ul style="list-style-type: none">• Investors are becoming more aware about investment opportunities, leading to more clout.• The ongoing inflation enables people to invest in cattle than save their money.	Threats <ul style="list-style-type: none">• The industry has a low barrier to entry, especially in a country that is rich with agriculture.

Table 1: SWOT Analysis

2.7.2 Porter's Analysis of adorsho praniSheba

Porter's five forces



- 1. Threat of new Entrants** – The threat of new entrants remains high, as this is indeed a profitable venture that is also open to pursuing from any interested party. Bangladesh being rich in agriculture & farming helps eliminate any shortage of manpower.
- 2. Customer Bargaining Power** – Customer bargaining power is relatively low, as cattle prices & rate of investment are fixed. Due to a lack of competing firms, the scope for bargaining is low.
- 3. Supplier Bargaining Power** – Supplier bargaining power for Pranisheba, is also very low. Suppliers have yet to come across a platform that makes their job easy for them. The act of growing cattle for the purpose of commerce was never easier for our farmers.

4. **Threat of substitutes** – The only other substitute for cattle is local unhygienic dairy markets. Those are a far fetch from the target customer of PraniSheba.

5. **Competitive Rivalry** – iFarmer poses a threat however, apart from that there aren't many other competitors offering similar services.

2.8 Recommendations

- Include more promotional strategies to engage with a broader range of consumers.
- When addressing complex inquiries, customer service agents can respond more quickly.
- Assigning a dedicated customer service team for separate services like praniSheba Vet and praniSheba Joutho Khamar.
- PraniSheba can attempt more offline marketing besides online marketing for rapid brand recognition.

Chapter 3:

Project Part: How online promotional activities affect sales for adorsho praniSheba

3.1 Introduction

Without a doubt, marketing is a sunk cost. The parameters used to assess the results of marketing efforts usually leave much to the imagination. Although I am aware of the limitations of this endeavor, I can nonetheless state its correlation as accurately as I can for the sake of this report.

3.1.1 Objectives

The main goal is to gain an understanding of how apS's various online promotional activities affect online purchasing in its favor. Adorsho praniSheba constantly tries to identify elements that could pique consumer interest and conduct promotional activities that cater to those interests.

- Understanding the link between online advertising and purchasing; recognizing the engagement-influencing factors.
- Information that is pertinent to the cause.
- To comprehend how Facebook product boosting is impacting the product's level of traction.
- To emphasize the significance of website sales campaigns and determine whether or not promotional offers (discounts) have an impact on sales.

- To determine the impact of brand-specific marketing across all media on product sales for that particular brand.

3.1.2 Significance of the Study

Despite the fact that this report only contains surface-level information on internal activities (due to confidentiality concerns), I will do my best to identify potential correlations wherever feasible and present initial statistics indicating how promotional efforts have boosted our sales. This might provide insight into how a customer in this sector responds to marketing efforts.

3.2 Methodology

- I conducted interviews with the sales team members.
- The sample is made up of people who engage with praniSheba, whether online or offline.
- This covers active customers in addition to others. Approximately 100 persons would make up the sample.
- Only recurring customers received survey forms, and measurement was done using Google Analytics & Social Media for Businesses.

3.3 Findings & Analysis

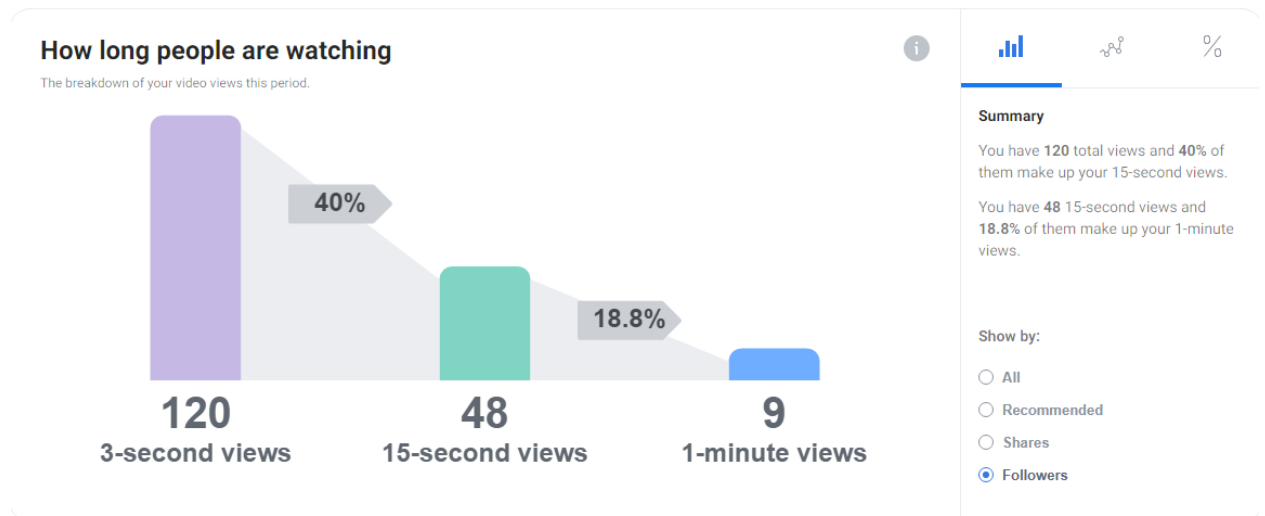


Figure (7): Overview of adorsho praniSheba FB post (video) view trend

From this analysis we can understand, more than 50% of followers loose interest in watching videos on our social medias if the video length crosses 5 seconds or more. So the promotional videos should be short and precise, with a clear message that catches people’s attention.

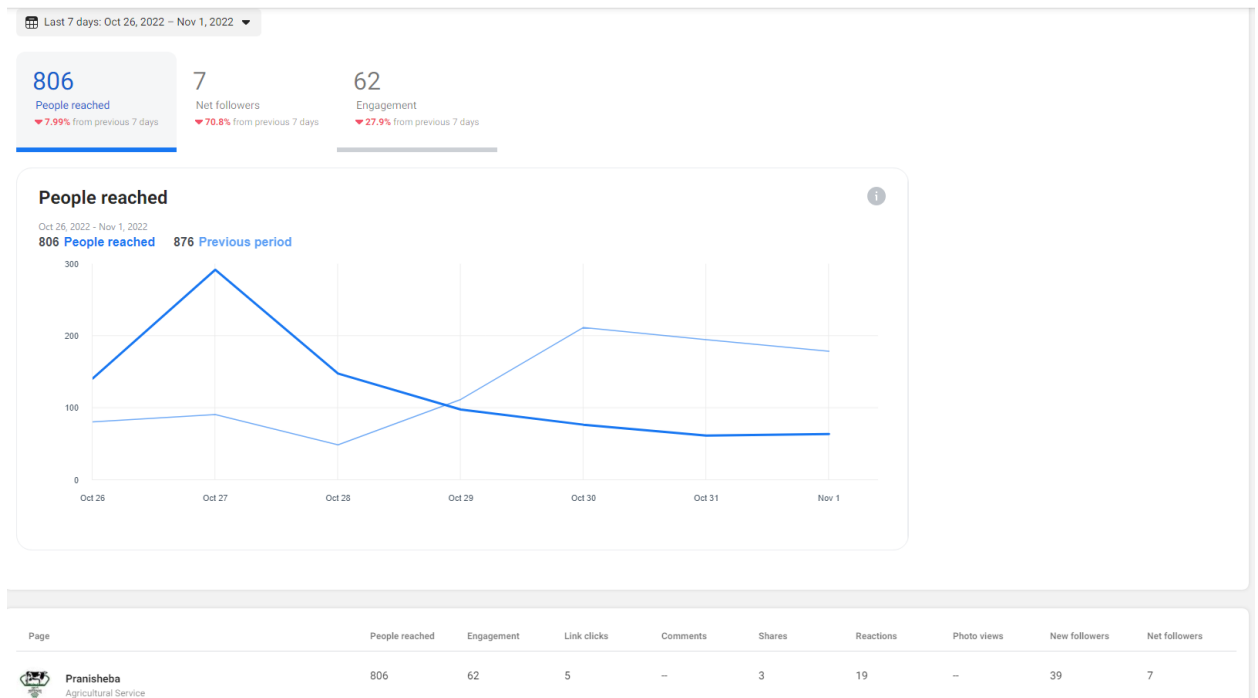


Figure (8): Adorsho praniSheba FB post reach

Pranisheba Published by Shohana Tanzim Atoshi · August 25 ·

আপনার গবাদি প্রাণিটির টিকা সম্পর্কিত সকল সতর্কবার্তা পাবেন মোবাইলে SMS-এ প্রাণিসেবার ইজি প্যাকেজের মাধ্যমে।

ইজি প্যাকেজ সম্পর্কে বিস্তারিত জানতে কল করুন 📞 09643207003
অথবা
ভিজিট করুন 📍

<https://www.pranisheba.com.bd/#package>

আপনার ফার্মের নাম মকবুল ডেয়ারী, গরুর
চ্যাপ নং ১০০০, এটিকে ২০.০৩.২২ তারিখে
টিকা দেয়া হয়েছিল। পরবর্তী টিকা দেয়ার
তারিখ ২০.০৯.২২

pranisheba.com.bd 09643 207 003

7,106 People reached 190 Engagements — Distribution score [Boost post](#)

Figure (8.1): Adorsho praniSheba FB post reach

As we can see, depending on the post boost number of reach increases significantly.

Figure (8) and Figure (8.1). As a result, we are led to assume that Facebook marketing initiatives undoubtedly boost visitors to our website.



Figure (9): Adorsho praniSheba Jouthokhamar FB post reach

This image, **Figure (9)**, shows how important it is for a brand to make constant engagement with its customers through ad campaigns or promotional activities. The graph demonstrates the sharp decline in customer interaction, as the volume of promotional activity on our Facebook page shrank.

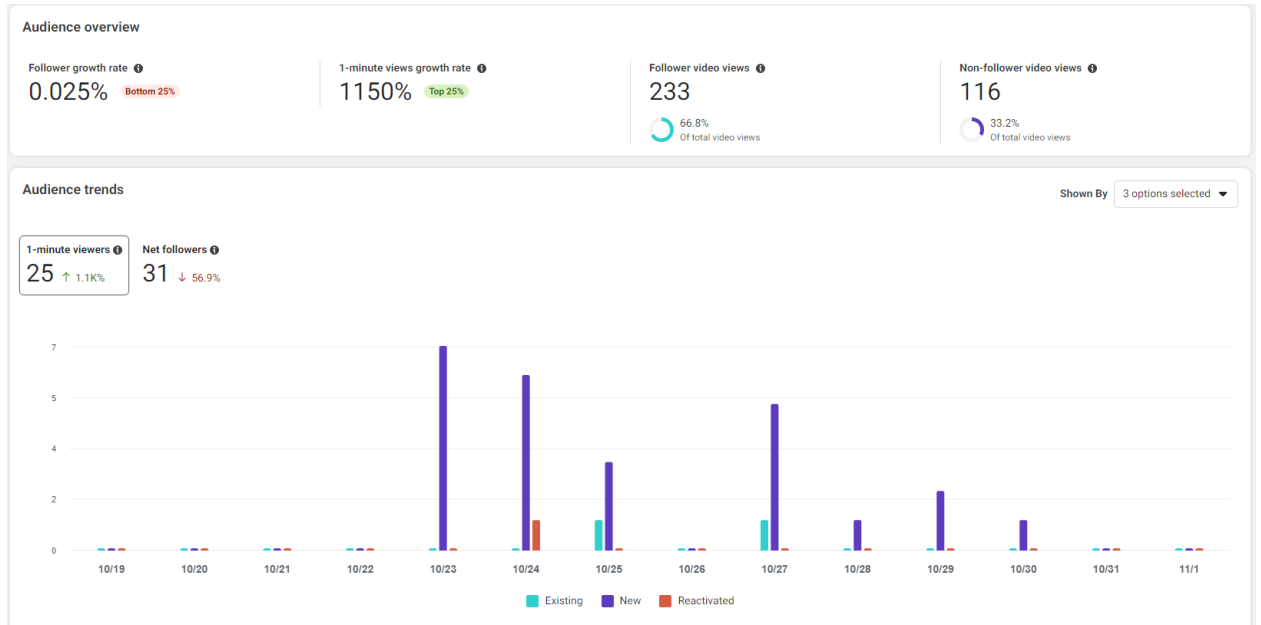


Figure (10): Adorsho praniSheba FB page audience overview

From this graph we can assume the number of new followers has increased over time because of various promotional activities on our FB page that got customers' attention. Those activities were successful to draw customers into our sales funnel as people were following our page to know about our next move or offer.

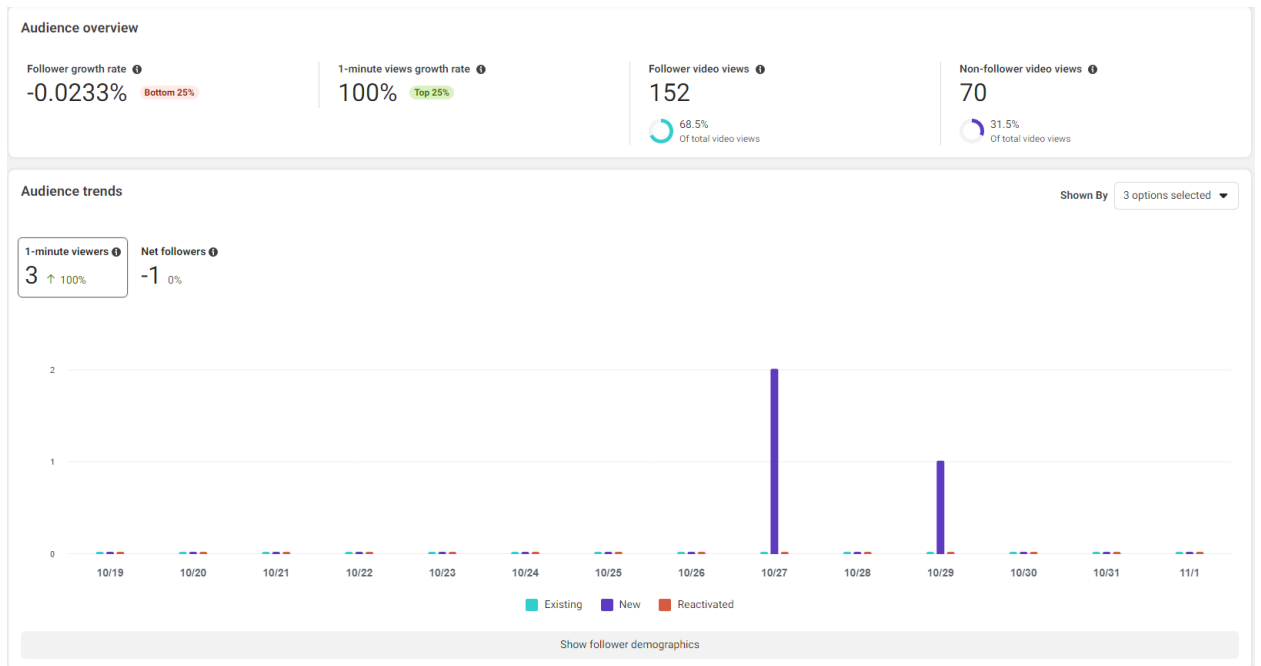


Figure (11): Adorsho praniSheba Jouthokhamar FB page audience overview

If we compare Figure (11) with Figure (10), we can see that the number of followers is significantly high in Figure (10) as the number of promotional activities was high on our praniSheba Fb page than the praniSheba Jouthokhamar Fb page. So, we can say, promotional activities lead to more customer engagement and draws people’s attention.

3.3.1 Survey Insights

The image shows a screenshot of a Google Forms survey titled "Adorsho PraniSheba Survey Form". The form is displayed on a mobile device interface, with the user's email address "mondira.sen28@gmail.com" and a "Switch account" link visible at the top. The survey contains four multiple-choice questions, each with radio button options:

- Question 1: "What medium (Inside of Social Media only) led you to approach us?" with options: Facebook Page, Facebook Group, and Instagram Discovery.
- Question 2: "Where did you hear about Adorsho PraniSheba" with options: Friend/Acquaintance, Facebook, and Other.
- Question 3: "What is your medium of choice?" with options: Social Media and Others.
- Question 4: "Did our promotional activities convince you to invest with us, further?" with options: Yes and No.

I have conducted a survey on our office employees, interns, and their fellow mates to know about their thoughts regarding adorsho praniSheba. Approximately 60 people participated in the survey and the results are shown below.

What medium inside of social media only, led you to approach us?

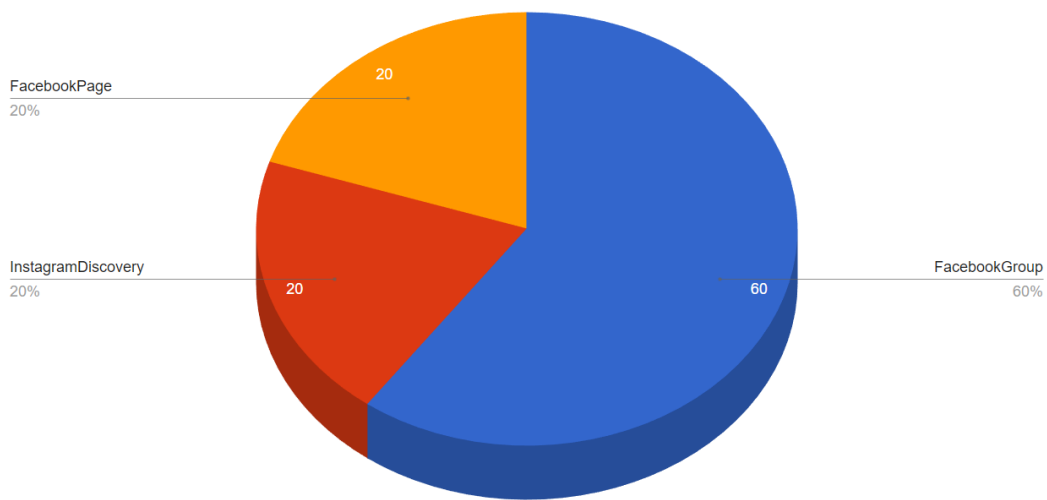


Table 2: Q.1. What medium inside of social media only, led you to approach us?

Most of our customers have known about praniSheba from social media, as we promote it intensively on social media platforms. The survey result has shown among all social media platform majority of the people got to know about us from Facebook groups and others from Instagram and Facebook pages.

Where did you hear about Adorsho Pranisheba

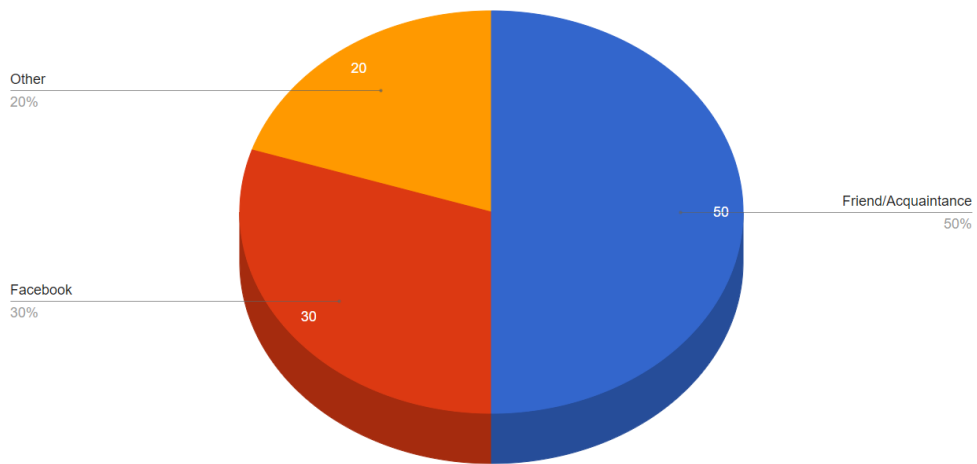


Table 3: Q.2. Where did you hear about adorsho praniSheba?

The answers to this particular query were not a surprise, since we had seen that typing "Livestock investment in bd" into Google will bring us a results page with PraniSheba at the top. Our staff did a fantastic job with search engine optimization. This is why we anticipated that whenever consumers searched for phrases related to cattle purchase online or livestock investment, they would come across pranisheba.com.bd.

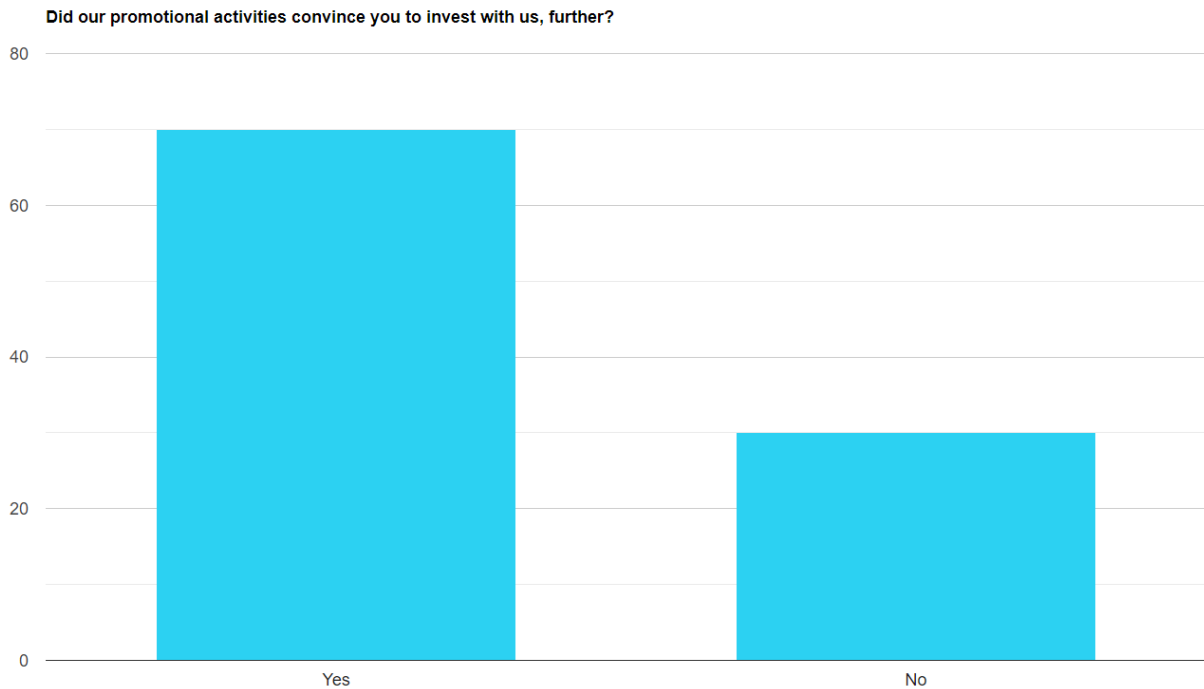


Table 4: Q.3. Did our promotional activities convince you to invest with us further?

The survey result clearly shows that our promotional activity has created interest in people and many of them were eager to invest in our company project (JouthoKhamar).

3.3.2 Survey Findings

- Most of our clients found us online while looking for a product or a secured investment method, notably on search engines like Google and Facebook.
- Our sales have increased as a result of positive word-of-mouth about praniSheba spreading through Facebook networks. This word of mouth was not intentionally spread; instead, it was brought about by clients due to our wide range of specialized services, including live-stock investment, fresh dairy products, meats, and online vet services.
- Through social media marketing many new customers got to know about us and were satisfied after taking our services, which eventually led us to positive word of mouth.

3.4 Summary & Conclusion

Print media and other physical outlets have passed their prime. A growing number of people are using digital means in various areas of their lives. Today, a lot of firms can follow suit and make the essential changes in response to the current situation, necessitating that those businesses increase their web visibility. A corporation that only employs offline techniques cannot monopolize the market for a number of different reasons. But there has been progress in finding a way for businesses to reach people online-

- Gain a wider audience.
- Better records to keep
- Retain regular clients.
- Reduce advertising expenses.
- Keep portfolio up to date.
- At times of emergence (pandemic), keep activities going.

On top of everything else, advertising campaigns conducted online have a better probability of successfully reaching the target demographic than those involving printed materials on paper or cardboard. Thanks to the invention and widespread usage of several tools that aid in the work, marketing expenses, once considered a sunk cost, can now to some extent be quantified. More businesses continue to strive to have a stronger online presence because there is a significant positive association between online marketing efforts and sales.

3.5 Recommendations

- Two of PraniSheba Shop's specialties are fresh dairy products and red meat. The enterprise also sells a wide variety of goods, such as handloom sarees, crafts, pottery products, and more. PraniSheba needs to start a Facebook group just for these product categories in order to reach a niche clientele with a preference for these cultural things.

- Ads that are specifically targeted should be used as another marketing method by praniSheba. The requirements of each consumer vary from one another. PraniSheba should customize its adverts in accordance with the preferences and needs of each consumer in order to generate successful sales leads.
- A startup company that offers a wide range of goods and services must have a substantial budget for marketing campaigns. However, this component is typically disregarded because marketing expenses seem to be sunk costs. I think a competent team needs to be assembled for praniSheba because the marketing department organizes and produces all materials that represent the company and serves as its public face. Connecting with potential customers, buyers, investors, and/or the community while creating a comprehensive image that favorably represents the company is the role of the marketing department. All of these projects won't get done if the marketing budget is insufficient.