

Internship Report On

“Sales and Marketing strategy implemented at Sigma Solutions”.

Prepared By

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19104002

An internship report submitted to the BBS department, in partial fulfillment of the requirement for the degree of Bachelor of Business Administration (BBA)

BRAC Business School

BRAC University

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Declaration:

It is hereby declared that,

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

Student's Full Name & Signature:

Student Full Name: Shahadat Hossain Shakil

Student ID: 19104002

Supervisor's Full Name & Signature:

Supervisor Full Name: Tania Akter

Designation: Senior Lecturer

BRAC Business School

BRAC University

Letter of transmitter

Tania Akter

Senior Lecturer

BRAC Business School

BRAC University

66 Mohakhali, Dhaka – 1212

Subject: Submission of internship report on, “Sales and Marketing strategy implemented at Sigma solutions”.

Dear ma'am",

I am writing to submit my internship report, which I have prepared based on my experience working with Sigma Solutions. I have made every effort to ensure that this report is comprehensive and informative. I have had the opportunity to work with Sigma Solutions for the past four months (January 2023–present), and it has been a great learning experience for me. As a sales intern, I had the opportunity to work with many people and learn useful information about sales and marketing. I developed business ties with numerous clients while an intern and participated in sales goals, planning, and forecasting.

This report provides an overview of the knowledge and understanding I acquired during my internship at Sigma Solutions. I express my heartfelt appreciation for your constant support, valuable guidance, and supervision throughout the process of completing and compiling this report.

Thank you again for your sound cooperation.

Sincerely Yours,

Shahadat Hossain Shakil

ID: 19104002

BRAC Business School, Brac University

Date: May 07, 2023

Non-Disclosure Agreement

[This page is for Non-Disclosure Agreement between the Company and The Student] This

agreement is made and entered into by and between [Sigma Solutions] and the

Undersigned student at BRAC University.....

Acknowledgment letter

I want to express my gratitude to a select group of people who gave me incredibly helpful advice and assistance in finishing my internship report. First, I give thanks to Almighty Allah for bestowing upon me the abilities and knowledge required to complete this task.

My special gratitude goes to my advisor, Tania Akter, Senior Lecturer at Brac Business School, who provided valuable advice on writing my report. She was always by my side and gave me her precious time whenever I needed her. I would also like to express my sincere gratitude to my Co Advisor, Afsana Akhter, Assistant Professor of Brac Business School.

I would like to express my gratitude to my organization, Sigma Solutions, and its CEO, Mohammad Mostafizur Rahman, for providing their professional knowledge on the issue to me and giving me motivation, support, and feedback during my internship program. He was very supportive and helpful. During my time at their offices in Dhaka, Bangladesh, I gained valuable experience that greatly enhanced my skills and knowledge.

I also want to express my gratitude to Brac University's administration and teachers for their guidance and assistance throughout my academic career.

Executive summary

The aim of this research was to demonstrate Sigma Solutions' sales and marketing analyses. Sigma Solutions is one of the top software development companies in our nation. Sigma Solutions also has a joint venture operation in Canada. Marketing and sales strategies are critical for the growth and expansion of Sigma Solutions. These strategies serve a crucial role in increasing sales, raising brand awareness, generating leads, fostering customer relationships, and gaining a competitive edge. As an intern from a business background, I got the opportunity to work with this organization and tried to put my effort into making an adept study. I have completed three parts of my report. In these chapters, I cover the organization's details as well as the marketing and sales strategies of our company. I have also done primary and secondary research and surveys. I have tried my best to provide a clear idea about which marketing and sales strategies are best for Sigma Solutions. In my report, I also included a history and analysis of the organization. Anyone can easily understand Sigma Solution's history, as well as its goal, vision, mission, commitment, and other details, after reading my report.

I talked about how to deal with internal and external issues that affect Sigma Solutions. In addition to analyzing Porter's Forces Model and SWOT (strengths, weaknesses, opportunities, and threats) data, I also did some research. I also talked about my experience working at Sigma Solutions and how it helped me expand my network and get more skills and real-world experience. Additionally, I looked at their marketing requirements and potential impacts of marketing tactics on the purchasing process. I also investigated how Sigma Solutions may improve sales and marketing to boost profitability. My conclusions, suggestions, and findings are summarized in the report's concluding section.

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List of Acronyms

AI- Artificial intelligence

ML- Machine learning

DL- Deep Learning

CRM- Customer Relationship Management

KPI- Key Performance Indicators

SEO- Search Engine Optimization

B2B- Business to Business

SME- Small and medium-sized enterprises

RFPS- Responding to client requests for proposals.

Chapter 1: Overview of Internship

1.1 Student Information

Student Name: Shahadat Hossain Shakil

Student ID: 19104002

Program: Bachelor of Business Administration (BBA)

Major: Marketing

Minor: Human Resource Management

1.2 Introduction

This report describes my overall experience and the things I acquired while working as a sales intern at Sigma Solutions. This section will cover the entirety of my internship, the responsibilities my department provided me, the challenges I had while working as an intern, and the results of those challenges. As a Sigma Solutions intern, I oversaw establishing connections with potential clients, staying in touch with current clients, generating leads, analyzing the market, and determining competitive advantages I encountered during my internship period, as well as the results of those challenges. During my time as an intern at Sigma Solutions, I oversaw developing connections with future customers, staying in touch with current customers, generating leads, examining the market, and building new relationships analyzing the market and establishing competitive advantages. I also worked with my team to ensure the data in the monthly sales records was correct. Throughout my internship, I learned a lot about sales, including prospecting, lead generation, sales data analysis, and client relationship management. Overall, my internship has helped me get practical experience and develop the abilities I need for a successful career.

I enjoyed the opportunity to engage with a group of creative and helpful people that were enthusiastic about learning during my internship. Because of their experience, I was able to

understand the value of dedication much better. My supervisor was also tremendously supportive and helpful; he was always accessible to respond to any queries I had and to help throughout my internship. In conclusion, my internship was a worthwhile and rewarding experience. I'm grateful that my team and Sigma Solutions provided me the opportunity to join them and collaborate with them.

1.3 Internship information

1.3.1 Internship period, Company name, Division/Department, Location:

Total Duration: 04 Months (09/01/2023 – 09/04/2023)

Name of the Company: Sigma Solutions

Department: Sales & Marketing Intern

Location: 5th floor, Abedin tower, House 35, Kamal Ataturk Avenue,

Banani C/A, PS- Gulsan, Dhaka-1205

1.3.2 Field Supervisor's Information

Supervisors Name: Mostafizur Rahman

Designation: Founder and CEO

1.4 Job Scope- Job Responsibilities

During my internship at Sigma Solutions, there were lot of responsibilities that I needed to follow.

The following are some of the tasks:

- Identifying, evaluating, and securing opportunities for business; coordinating activities to generate business; developing customized sales strategies aimed at specific targets.
- Forming and sustaining business connections with customers, both existing and potential.
- Understanding customer needs and providing suitable solutions and support; responding to inquiries from prospective customers and following up on calls; and dealing with requests for proposals (RFPs) from customers.
- Working together to win, keep, and grow customers with the leadership and sales team. Developing presentations and presenting them to prospective customers at conferences, trade exhibitions, seminars, and other events.
- Keeping a database of prospective clients' details utilizing tools like Salesforce, CRM, Excel, etc.
- Making cold calls, several outbound calls to potential customers, closing sales, and collaborating with customers during the closing process.
- Using CRM software to maintain a pipeline of all sales administration operations.
- Working with management to design and maintain short- and long-term business development objectives, as well as sales targets, planning, and forecasting.

1.5 Internship Outcomes

1.5.1 Contribution to the Company:

While I was an intern at Sigma Solutions, I was assigned a range of crucial and significant tasks to perform. I did everything I could to contribute significantly to my work. There were three interns at Sigma Solution, two from the sales department and one from the HR department. Everyone treats interns as full-time workers. I used to find and obtain business opportunities for Sigma Solutions, build relationships with new clients, comprehend client demands, deliver presentations to new clients, maintain client databases, reach sales quotas, and collaborate with management to hit sales goals and develop business plans. I believe I've contributed in some little way to the general effectiveness of the company. I think I've done my part to increase the business's overall effectiveness.

1.5.2 Benefits to Me:

After finishing all my courses, I had to complete an internship as part of my degree, and I am currently doing an internship at Sigma Solutions. This was my first job experience in the professional world, and it brought me many benefits. I will gain hands-on experience in the areas of sales and marketing, improving my skills and knowledge in this area. Additionally, I got to interact with many kinds of people and acclimate to the workplace environment. Doing an internship also gives me the opportunity to network with the corporate world, which may lead to future employment. It also helped me improve my interpersonal skills, especially in the areas of communication and collaboration. In addition, I have developed time management and organizational skills, as well as the ability to adapt to dynamic situations and function effectively under pressure. During the internship, I was able to gain comprehensive knowledge about the software industry, including the internal structure of the industry and the current situation. I also learned how to sell products effectively and the importance of marketing each product. Finally,

completing an internship will enhance my resume and make me more competitive for future applications. I am extremely grateful that Sigma Solutions gave me the chance to work with them.

1.5.3 Challenges/Obstacles:

My internship experience was highly rewarding and enjoyable for me. Even though I faced some challenges when I was an intern, throughout my internship, I have tried to be optimistic and proactive.

As it was my first job experience, I felt uncomfortable in my office. But slowly, my seniors and supervisor helped me adapt to the environment of the office. Since I'm an intern working for Sigma Solutions as a sales representative, my company's revenue is determined by how well I do. Making sales is quite hard work, and I had no prior background in this field. It was also incredibly challenging for me to physically visit 3–4 offices every day and engage in communication with new people. Despite my initial nervousness, I was able to succeed with the assistance of my supervisor and was motivated to visit different offices. It was initially a little frightening, but as I met new people and explored new places, it gradually became exciting and enjoyable for me. Additionally, I had to create two or three business proposals for my company, which took time. I had trouble handling some customers because they were overly demanding. There was also a monthly sales target for me, which added to the pressure I felt to achieve it. I got many rejections from customers, which was very disappointing for me.

Although there were some challenges, they provided excellent opportunities for me to learn new things and gain valuable knowledge.

5.4 Recommendations:

After successfully completing the internship program, I have the following recommendations for

Sigma Solutions:

- They should hire interns more and give them more training.
- They ought to put more effort into their digital marketing plans.
- They should hire more sales representatives.
- They should hire more permanent employees in their business development department.
- They should provide the interns with the required internal access.
- They should focus on their branding.
- They should maintain good communication with other departments, such as sales, marketing, and operations.

2.1 overview of the Company:

Overview of Sigma Solutions:

Sigma Solutions is a company that focuses on software development and specializes in computer vision, artificial intelligence (AI), machine learning (ML), and deep learning (DL). Sigma solutions started their journey in 2018. Sigma solution is dedicated to introducing innovative technologies that utilize ML, AI, and DL to achieve excellence. In the company there are many enthusiastic individuals who are committed to building the predictive and forecasting analysis for industry contributes value to organizations. Sigma Solution's main objective is to offer its clients high quality goods and services at competitive pricing while ensuring the highest level of satisfaction.

Because our organization is dedicated to offering IT services that encompass the following aspects:

1. High standard of quality
2. Utilization of advanced technology.
3. Incorporation of innovative solutions and continued support.

In the world of modern era, every single action holds significant importance. A decision that may appear minor to an untrained observer can have a major impact on an organization in an instant. Due to the increased complexities and intense competition in the corporate world, simply doing the bare minimum is no longer a viable option. Our goal is to provide businesses with the "extra edge" they need to surpass their competitors by offering innovative and practical solutions that enhance their current products and services in unimaginable ways. We strongly believe that technology is a powerful agent for change, and we are committed to creating a stable environment that allows all business stakeholders to benefit from the opportunities and advantages provided by innovation and technology.

Objective of Sigma Solutions:

The objective of Sigma Solutions is to provide innovative and reliable software solutions to its clients while maintaining high quality standards. To achieve this goal, the company engages in various activities, including providing affordable and exceptional software solutions to help its clients grow, forging strong partnerships with them, recruiting highly qualified professionals, and utilizing advanced technology. Ultimately, the aim of Sigma Solutions is to generate lasting value for their clients, employees, and other stakeholders while also positively influencing the industry's expansion and development.

Logo of Sigma Solutions:



Figure 1: Sigma Solutions logo Source: sigmasolutions.com.bd

Key Clients of Sigma Solutions:



Figure 2: Sigma Solutions key clients Source: sigmasolutions.com.bd

Company Products:

Within a very short period Sigma Solutions established themselves as a good and trustworthy software company. They currently have projects with about 7 clients demonstrates Sigma Solution's strong operational position. Sigma Solutions offers the following services:

Telecom: Sigma Solutions' business strategy places a significant emphasis on the telecom sector.

For a considerable time, Sigma Solutions has provided dependable IT services to the telecom industry. Currently, Sigma Solutions is working with ROBI and Airtel, offering professional service outsourcing as a partner on a project-to-project basis.

Commercial: Sigma has a significant presence in the commercial sector as well. Sigma Solutions creates CRM software for Rope Access Middle East, a call center platform for Rokomari and Eboighar, an e-invoice platform called Fatoora for Saudi Arabia, and other things.

TowerTouch: Which is a comprehensive solution designed for centralized management of Network Towers. Drawing on extensive experience in the M2M and telemetry markets, as well as offering off-the-shelf solutions for industrial automation and IT management, which can address even the most complex objectives raised by tower operators. These solutions are especially wellsuited for multi-tenant cell tower infrastructures, where multiple service providers can benefit from sharing tower services.

Call Center: Our call center is designed to help businesses improve customer experience through advanced features such as Affinity, SMS sending, and Operational Mode. Our Sigma Call Center software is also flexible and can integrate with other systems you may be using, making it easier to manage your call center operations. Our Call Center offers a range of features that can help any business stand out from the competition.

SMARTCOMM: Smatcomm is capable to do social media maintaining smarter, more efficient, and effective way. Using SMARTCOMM, anyone can consolidate their different social media accounts in one platform and manage everything in a single place very quickly and effectively. We

are committed to expanding others business and ensuring that promotional calls have a positive and lasting impact on consumers' minds by leveraging the data we gather from the calls we make.

Pixmama: Pixmama is the biggest platform for digital content, offering a wide range of images that showcase Bangladesh's diversity, including its people, traditions, culture, and values, as well as the unique regional customs, habits, lifestyles, foods, and festivals that define it. We have accumulated an extensive and constantly expanding collection of professional stock images that have been contributed by a diverse community of professional stock photographers. Many brands throughout the country have utilized our content to meet their advertising, marketing, and publishing needs, and have expressed great satisfaction with our services.

Weecare: Weecare is a value-added service that has been specifically designed for the healthcare industry. Hospitals can offer this service to patients or their family members. Often patients forget to take their medication on schedule. Additionally, some patients do not have someone who can remind them to take their medication at the appropriate time. By using a scheduled recorded voice call to remind patients to take their medication at the right time, hospitals can demonstrate greater responsibility towards their patients. Patients or their family members can purchase this service for the patient directly from the hospital.

Vision, Mission, and Values of Sigma Solutions:

MISSION:

- Enhancing businesses of all scales
- Resolving current issues and adding value to existing products and services
- intelligent and creative utilization of information and technology.
- bringing about excellence, inventiveness, and uniqueness.
- create good relationships with other companies and enrich our global reach.

VISION:

The vision of Sigma Solutions is to enable businesses to grow exponentially with the help of the latest technology.

To maintain our standing as a highly advanced provider of IT solutions and services, we aim to integrate AI and machine learning to achieve excellence. This entails incorporating these technologies into our offerings, constantly enhancing them to keep up with industry advancements, and demonstrating our expertise through thought leadership and real-world examples. As a result, we anticipate further recognition and trust as a leading innovator in the field of IT solutions and services.

VALUES:

Our primary goal is to ensure complete client satisfaction, which we achieve through a focus on quality, technology, innovation, and collaborative success. We prioritize delivering top-notch technology solutions and fostering innovation to meet our clients' needs and exceed their expectations. Ultimately, we believe in working together with our clients to achieve success and satisfaction for all parties involved.

2.2 Employment Practices and work environment:

At Sigma Solutions, both the workplace cultures and the employment policies are very inviting, which is important for both the company and the employees. Because these combinations enhance a worker's comfort and satisfaction at work. When they work in a supportive environment, employees are more likely to be successful in their professions and happy with their work. This could lead to higher levels of engagement and better performance. A positive workplace culture and employment policies can also enhance the company's brand and bring in new customers, partners, and investors. This can aid the company in establishing a name for itself and winning over

customers. I finished a four-month internship at Sigma Solutions, where I learned useful skills that will improve my practical knowledge. Additionally, I also had the chance to broaden my network both inside and outside the organization by making new friends. The CEO and staff at Sigma Solutions treated me with respect and as a member of their team even though I was an intern. I love how the business firmly forbids sexual harassment, bullying, and discrimination while fostering a welcoming workplace for people of all genders. Finally, Sigma Solutions is a place where I feel respected, appreciated, and cherished.

2.3 Marketing practices:

Sigma Solution is a start-up company that started its operation in 2018. 2018 saw the launch of the startup business Sigma Solution. They apply a variety of marketing techniques, including social media marketing, video tutorials, targeted emails, traditional marketing, and so on. Sigma Solutions believes that marketing is crucial because it raises awareness of and encourages potential customers to use their brand, goods, and services. Sigma Solutions may attract new clients, keep old ones, and boost sales and profitability by using effective marketing techniques. By differentiating their goods and establishing a solid name in the market, marketing helps Sigma Solutions to stay one step ahead of their rivals. In the end, Sigma Solutions may see business development and success as the outcome of a well-executed marketing strategy. Sigma Solutions also practices traditional marketing techniques. Numerous software solutions are offered by Sigma Solutions, including a call center, a CRM system, Smartcomm, We Care, Pixmama, etc. They use some salespeople and carry out research to determine which businesses require their goods and who their potential customers are. Salespeople then go to those offices, promote their products, and discuss how essential their products are. Every day, they visit three or four offices. Mohammad Mostafizur Rahman, the CEO of Sigma Solution, believes that meeting clients in person is preferable in the software industry. Field visits are crucial for sales because they give salespeople the chance to interact directly with clients and potential clients. Compared to other means of communication like phone calls and emails, this is significantly more effective. In-person interactions with consumers help in the development of strong bonds and trust between salespeople and their clients. For establishing strong business relationships, this is crucial. It is not feasible in the context of digital

marketing. Additionally, it helps salespeople more effectively coordinate their proposals and product offerings by giving them a greater understanding of the wants and preferences of our customers. Additionally, salespeople can assist in gaining significant information about markets, rivalry, and market trends. Salespeople can learn how products and services are being utilized, what problems customers come across, and how to better serve consumers by seeing and interacting with clients in a natural setting. Salespeople can learn a few tricks on how to move forward. Field visits enable sellers to establish connections, acquire data, and eventually close more deals, making them an essential element of the sales process. Sigma Solution's marketing strategies will be more effective when traditional and digital marketing strategies are used together.

2.4 Industry and Competitive Strategy

SWOT analysis of Sigma Solutions:

By identifying a company's strengths, weaknesses, opportunities, and threats (SWOT), one may assess how strong it is. This method is essential for figuring out the organization's capabilities, constraints, opportunities, and risks. The SWOT analysis conducted by Sigma Solutions is summarized here:

Strength:

- One of Sigma Solutions' greatest strengths is its high-quality, client-oriented solutions.
- Sigma Solutions is capable of understanding clients' business operations, culture, and goals across industrial segments.
- Sigma Solutions has very innovative and unique products that set them apart from their competitors.

- Sigma Solution has strong technical expertise and experience in developing software. Moreover, they have a diverse and talented workforce.
- Customers can rely on Sigma Solutions because they provide exceptional software services and have a delightful customer experience.
- Uncompromised governance and regulatory alignment.
- Agile and flexible, able to quickly adapt to market changes and customer needs.
- continuous personnel training for employees both on and off work.
- Sigma Solutions values its team as its greatest asset and believes that their industry experience and knowledge enable them to produce the best outcomes for clients.

Weakness:

- For a developing company such as Sigma Solutions, the absence of promotional efforts poses a challenge.
- The company's brand image and recognition in the market are limited.
- The existence of other competing firms within the same sector is a factor to consider.
- There is a need for constant improvement in the business model and development.
- The company's digital marketing strategies are not strong enough.
- Sigma Solutions lacks established partnerships with other companies or influencers in the industry.

Opportunity:

- exploring opportunities to enter new markets and regions.
- Creating novel and innovative software products that can revolutionize the market.
- Boosting investments in research and development
- Forming strategic partnerships and collaborations with other companies.
- An increase in the need for technical solutions across a wide variety of industries.

Threats:

- The competition from established software companies with greater market share and recognition poses a significant challenge.
- Economic recessions and market instability may restrict IT expenditure.
- The technology industry is constantly evolving, with new advancements and updates being introduced frequently.
- In our country, many software companies are available. So, the firm is investing in the finest performance from the workforce.
- Regulatory threats are minimized by the organization through timely communication and action.

Porter's 5 forces analysis of Sigma Solutions:

<i>Factors</i>	<i>Low (1)</i>	<i>Medium (2)</i>	<i>High (3)</i>
Threat Of New Entrants			✓
Rivalry among existing firms			✓
Threat of substitutes		✓	
Bargaining power of Suppliers	✓		
Bargaining Power of Buyers	✓		

The market's competitiveness is $(3+3+2+1+1)/15*100\%$.

= 67%

The market's level of competition is moderate at 67%. Additionally, this indicates a moderate level of profitability. Given Sigma Solutions' average profitability compared to other industries, it can be said that the company's overall growth is quite slow.

2.5 Commitment of Sigma Solutions:

Sigma Solutions can enhance its reputation as a dependable and trustworthy collaborator, boost its competitiveness and overall performance, and generate enduring benefits for all stakeholders through commitment. However, the crucial aspect is maintaining its commitment. This will enable the company to build trust, advance customer satisfaction, enhance its standing in the software industry, promote employee engagement, and drive innovation.

The commitments of Sigma Solutions are as follows:

- Pay attention to customer satisfaction.
- Before our customers purchase any software from us, we reach a MOI agreement with them.
This ensures that their data is completely protected.
- delivering the best quality products and services for all SME with our best technology solutions.
- Ethical and responsible practices in every sector
- Regularly updating and maintaining software products and providing excellent customer service for clients. Moreover, we will provide free services to our clients if they face any difficulties using our software. • grow as our customers "grow."

2.6 Conclusion:

The information technology (IT) sector in Bangladesh to create employment and generate income. The IT industry in Bangladesh has made significant progress in recent years towards creating a "Digital Bangladesh." The software industry is a major contributor to the IT sector's revenues.

Sigma Solutions is a company that provides IT-enabled services in areas such as data analysis, ML and AI-based customized software, web solutions, networking solutions, graphic and multimedia solutions, and application maintenance and support. The company also offers project management services to fulfil all contractual obligations and consulting services to develop innovative and cost-effective information solutions. Additionally, Sigma Solutions provides PMP training to help candidates prepare for the exam and improve their skills. Respect, honesty, excellence, service, and care by combining our customers' ideas, innovations, and aspirations with the funding that may make them a reality, we promote sustainable and inclusive growth. Keep enhancing and promoting your goods and services to give customers a special experience that will encourage them to stay connected with us.

Chapter 3

1.1. Introduction

For every business, sales and marketing tactics are crucial. We have numerous software solutions for many different companies as a software company. Our main goal is to use our innovative technologies to help other businesses expand. Different types of sales and marketing tactics are used by every type of organization. Additionally, our business employs unique sales and marketing techniques for our customers. Our business prioritizes in person sales tactics over online ones since they are better for software companies. Traditional sales techniques are also the least expensive of all sales techniques. Additionally, it fosters a positive relationship between our customers and the business. Many people in our nation don't know how to use or interact with technology. As our sales representatives visited many offices in person, they gave presentations and showed them how to use software. Our sales team identifies potential clients who need our products, and then they visit them. The goal of this research is to analyze Sigma Solutions' existing sales and marketing strategies and offer suggestions for improvement. We will point out areas for improvement and offer suggestions for enhancing our sales and marketing efforts. The final purpose of this research is to determine which sales technique will work best for our business, as well as to assist it in growing its clientele, revenue, and brand recognition. Our salespeople made presentations and demonstrated software as they personally visited numerous offices. Our sales team finds prospective customers who could benefit from our products, and then they meet with them. The aim of this study is to evaluate the current sales and marketing tactics used by Sigma Solutions and make recommendations for enhancement. We will highlight areas in need of improvement and make recommendations for strengthening our sales and marketing initiatives. The goal of this research is to identify the ideal sales strategy for our company to help it expand its customer base, revenue, and brand recognition.

Literature review

Rouziès et al. (2005) talked about how the integration of sales and marketing activities is essential for organizational success, as both functions play a critical role in the customer acquisition and retention process. The authors note that while there is growing evidence of the benefits of sales and marketing integration, many organizations struggle to effectively integrate sales and marketing activities due to differences in goals, metrics, and processes. Additionally, it can be said that proper sales and marketing strategies will help software firms achieve success in their businesses.

Redding et al. (2015) finds out throughout their research that marketing automation can be an effective tool for aligning sales and marketing teams and improving business performance. However, it requires clear communication and collaboration between both teams to fully realize its benefits.

Ojala, A., and Tyrväinen, P. (2006) talked about the importance of market entry mode choice for small software firms, as it can significantly affect their growth and success. Moreover, they talked about the relationship between business models and market entry modes for small software firms.

3.1.1 Objectives

Broad Objectives

The primary goal of my internship is to acquire practical knowledge and gain as much experience as possible about the organization. Moreover, I can learn Sigma Solutions' sales strategies and marketing tactics. Through this internship, I can gain knowledge of management, marketing, operation but my major goal is to concentrate on Sigma Solutions' sales and marketing activities and determine which sales and marketing techniques could accelerate the growth of software companies like Sigma Solutions in a short period of time.

Specific objectives

- To give an overview of Sigma Solutions
- Analysis of the sales and marketing strategies of Sigma Solutions
- To identify the target market, describe the products.
- to know the customers' satisfaction with our product.
- To find out the problems, strategies, and solutions to those problems.

3.1.2 Significance:

This documentation could be used by the company to track their marketing and sales efforts over time and to help inform future decisions about sales activities. To comprehend how the company will do its sales and how they will gain more revenue from doing sales activities. Moreover, it could help the company determine which activities were most successful and which ones were less effective, which could inform future marketing efforts.

Methodology:

Primary data: The data are collected from the branch as well as my personal observations.

Secondary data: The data are also collected from the internet and other published materials.

For this report, I will conduct questionnaires with customers, employees, and employers. I plan to utilize descriptive and probability sampling techniques. My approach to gathering data will involve various methods, including interviews, questionnaires, observations, publications, surveys, and records.

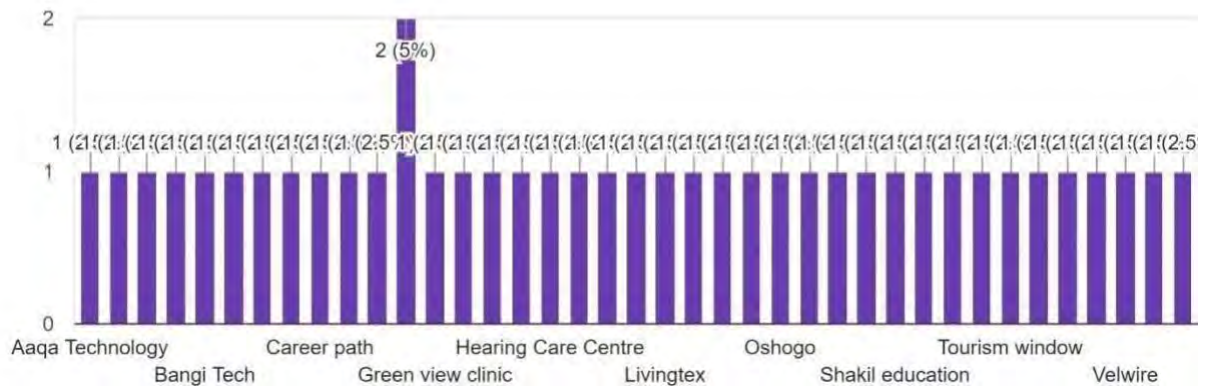
Finding and analyzing

This section will include all the information gathered through primary research. The data collected from Google Forms will be analyzed and presented visually to showcase the findings. Here are some of the responses I have received from the questionnaire so far.

My first question to my clients is, "What is their company name?" to identify them.

1. Company name?

40 responses



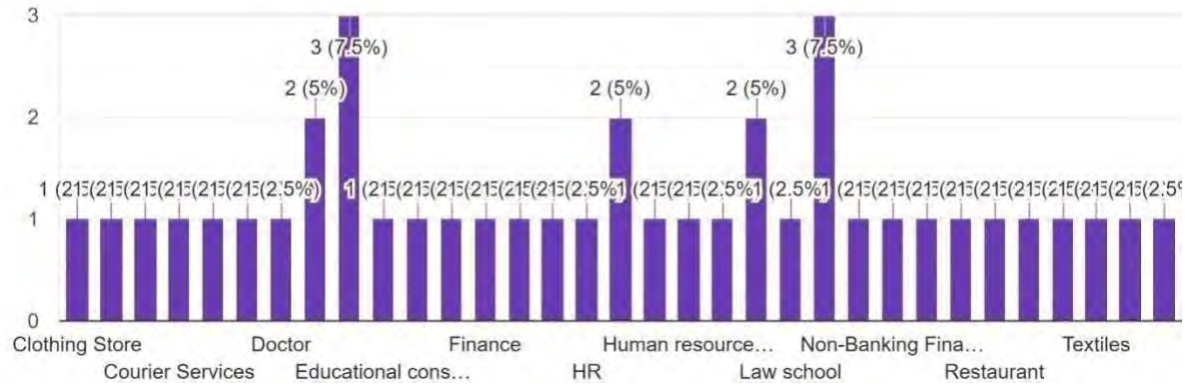
Source: From internal survey

From the survey, I have received 40 responses from our clients. I have seen that there are many companies that are helping me conduct my survey.

My second question to my client is "which sector does their company works in?"

2. Which sector do they work in?

40 responses



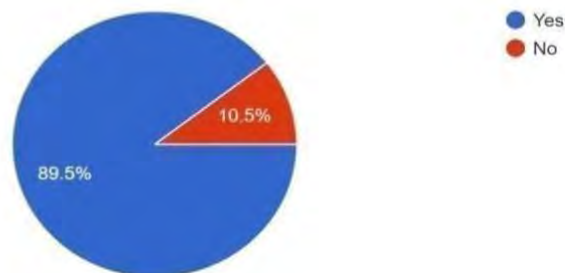
Source: From internal survey

In this question, I also got the same number of responses. I have seen that there are many companies like education consultancy, hospitals, financial firms, clothing stores, couriers, etc. that helped me with my survey. As a software company, we offer many solutions to many businesses, so we inquired about the industry of the company we were working with.

Source: From internal survey

3. Are you satisfied with our software?

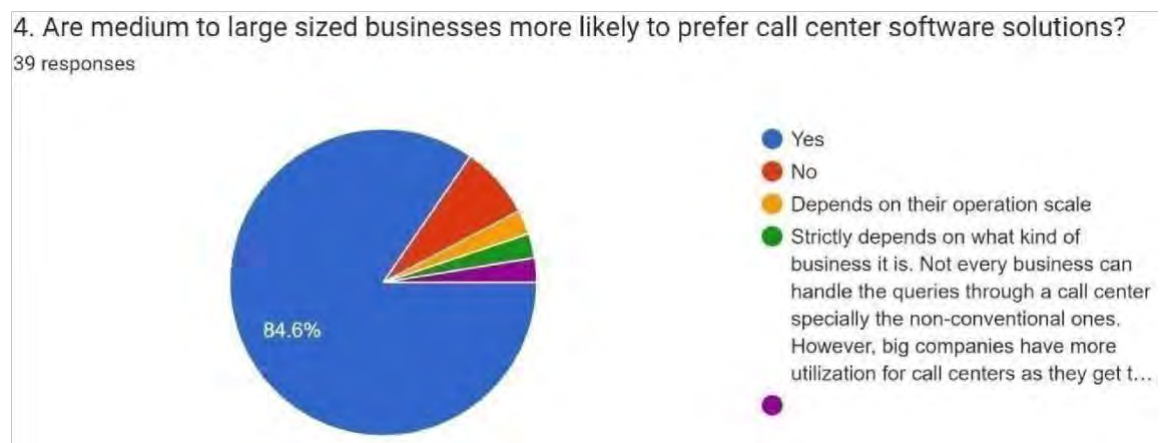
38 responses



Source: From internal survey

To determine how satisfied our customers were with our software, we asked them a question. The findings show that an incredible 89.5% of respondents are happy with the product, which is positive feedback for us. It's wonderful to hear that our clients are happy with our software.

Receiving positive comments from them shows that our product is in line with their expectations and needs, which is encouraging.



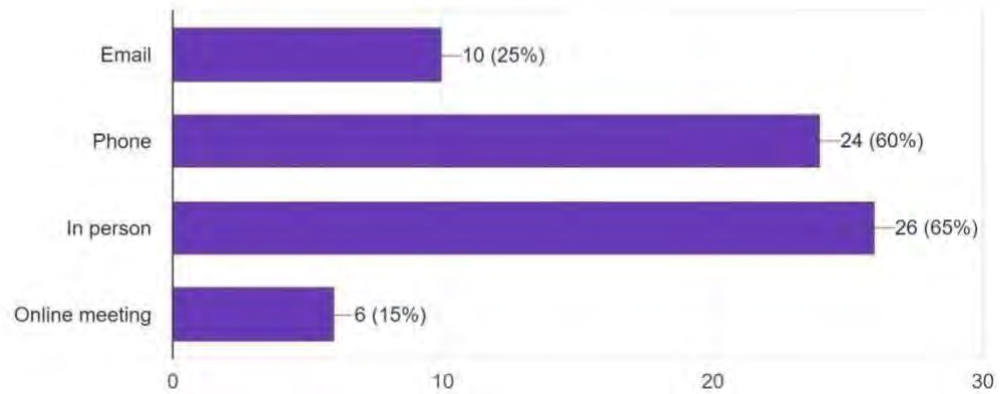
Source: From internal survey

We offer call center software as one of our company's products. I inquired about the ideal type of company that would benefit from using our solutions.

According to our survey, most of our clients (84.6%) believe that our solutions, such as call centers, are essential for medium- to large-sized businesses. However, there are some who feel otherwise, with 7.7% thinking that it may not be suitable for these types of companies. A small percentage (2.6%) of clients believe that the need for call centers depends on their company's scale of operations, while another 2.6% think it varies based on the nature of the business. It is important to note that not all businesses can handle queries through a call center, especially nonconventional ones. Nonetheless, larger companies tend to benefit more from call centers as they receive a high volume of general queries and requests.

5. How do you prefer to interact with sales representatives?

40 responses

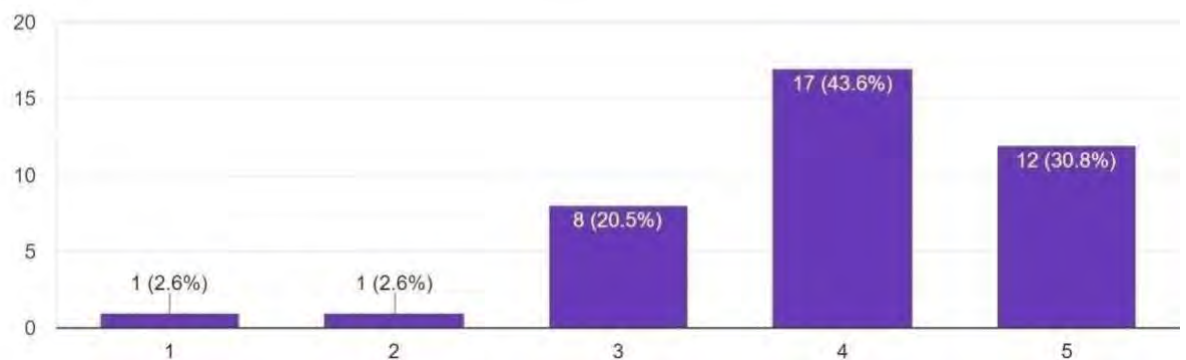


Source: From internal survey

In this survey, we inquired about our clients' preferred methods of communication with salespeople. The results indicate that most individuals (65%) prefer face-to-face interactions, and our sales strategy is also to visit our clients in person and sell our software to them. 60% of clients say that they love to interact with us via phone call. 10% of clients want to connect with us by email, and lastly, 15% want to connect with us via online meeting.

6. How satisfied are you with our customer service?

39 responses



Source: From internal survey

In this question, I asked our clients whether they were satisfied with our customer service or not. Here, I have used a liner scale for a measure of their satisfaction. 20% of our clients are neutral, 43.6% are satisfied, and 30.8% are very satisfied with our customer service. 2.6% of our clients are not satisfied with our customer service.

7. Are sales and marketing efforts directed towards generating revenue?
39 responses

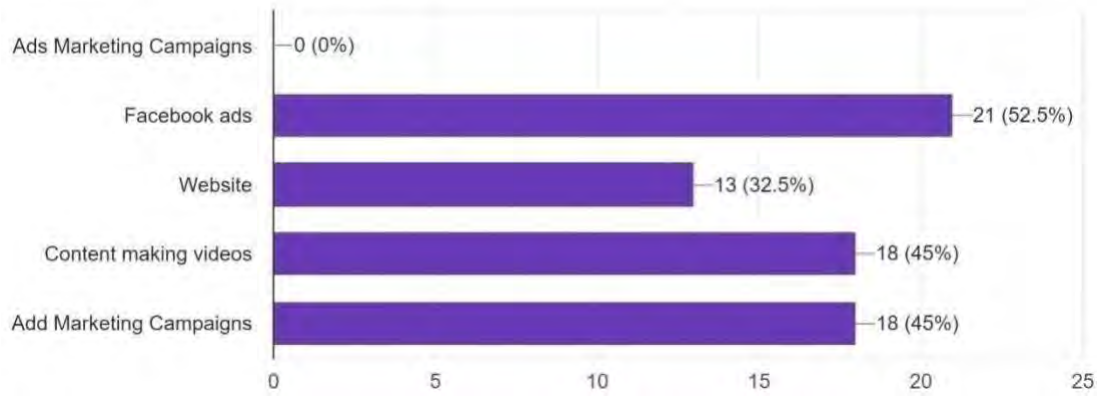


Source: From internal survey

In this question, I asked our clients: Are sales and marketing efforts directed towards generating revenue? 100% of our clients agree with this question. They think that companies generally focus their sales and marketing endeavors on generating income. The purpose of sales and marketing efforts is to promote revenue expansion and facilitate a company's success in the market.

8. Which digital sales and marketing methods will you prefer most to purchase software?

40 responses

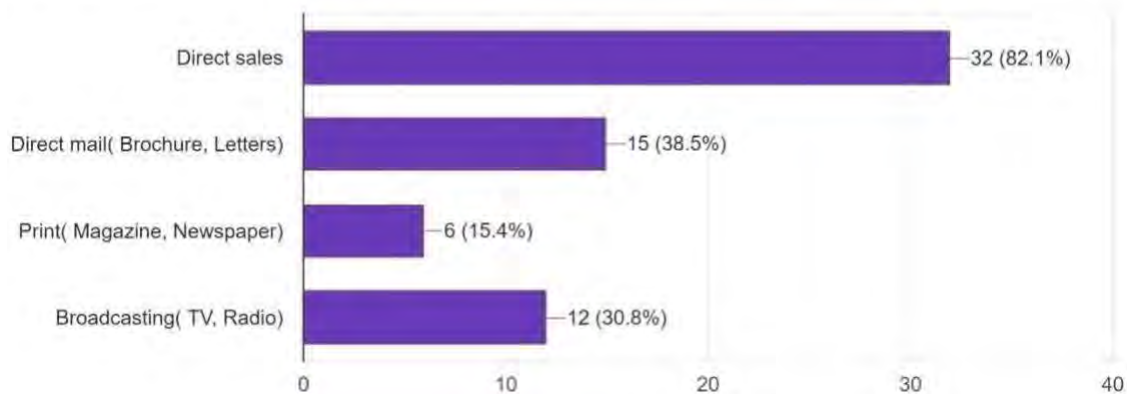


Source: From internal survey

In the next question, I asked them which digital sales and marketing methods they preferred the most to purchase software. Here, 52.5% of clients choose Facebook ads, which is the most among all the methods. Moreover, 45% of clients think that they prefer content-making videos and advertising campaigns for purchasing software. Lastly, 32.5% of clients also prefer websites to purchase software.

9. Which traditional sales and marketing methods will you prefer most to purchase software?

39 responses



Source: From internal survey

I asked our customers here which traditional sales and marketing approaches they liked most for making software purchases. Most customers here (82.1%) believe they prefer direct sales, which are conducted by Sigma Solutions. To sell our products, our salespeople go to the offices of our clients. 38.5% of people prefer direct mail, 15.4% prefer print, and lastly, 30.8% prefer the broadcasting method.

10. Are applying both traditional sales marketing and digital sales marketing will be effective for our company?

39 responses



Source: From internal survey

Out of all the respondents, most of our clients (94.9%) think that both traditional sales marketing and digital sales marketing will be effective for our company. Our company can expand its reach and interact with potential customers through various means by integrating both traditional and digital approaches. This can enhance the chances of generating leads and eventually boost the revenue growth of our company. On the other hand, 5.1% of clients do not agree with the statement.

11. Did our person-centric approach to the visit have any effect on your purchase decision?

40 responses

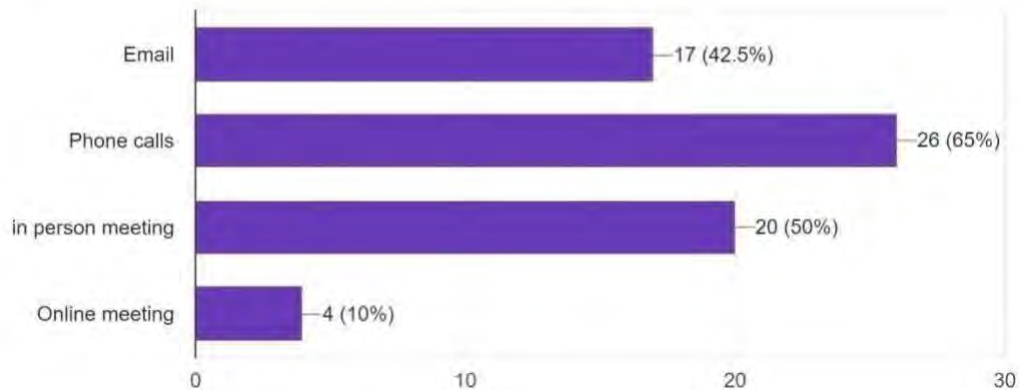


Source: From internal survey

Out of all respondents, 95% of our clients think that our person-centric visit has had a positive impact on their purchase decision for our product. A person-centered strategy can improve customer relationships, inspire confidence in our company, and ultimately influence customers' purchasing decisions. On the other hand, 5% of clients do not agree with this.

12. Which method of contact do you prefer with us after the sales?

40 responses

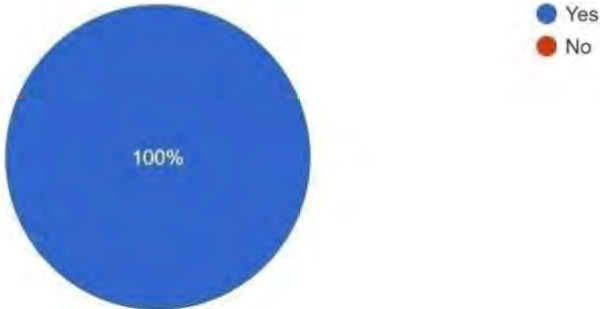


Source: From internal survey

The respondents were asked which method they prefer to use with us after sales. 42.5% of clients want to connect with us through email after sales; 65% think that they want to connect with us

over a phone call; and 50% of clients want to connect with us in person. Lastly, 10% of customers want an online meeting with us. It's crucial to stay connected with clients after-sale because it helps build relationships, spot potential business prospects, resolve issues, boost revenue growth, and creates a positive perception of our company.

13. Did our sales team effectively address customer objections and concerns during the selling process?
40 responses



Source: From internal survey

The survey participants were inquired about how well they affect customer objections and concerns while selling. A crucial duty of our sales team is to manage any issues or doubts that customers might have during the sales process, and they have some effective approaches for addressing such concerns. In this case, 100% of the respondents agreed that our team effect address customer objections and concerns during the selling process. They help our clients to their quires and concerns during the selling process.

14. Do you like our sales and marketing strategy?

39 responses



Source: From internal survey

The survey participants were asked about their opinion on our sales and marketing approach. As per the results, a majority, 97.4% of customers, expressed their satisfaction with our strategy. On the other hand, From the pie chart, we have seen that 2.6% of clients indicated their dissatisfaction with our sales and marketing strategy. Overall, the survey results demonstrate that our clients are pleased with the current sales and marketing strategies implemented by Sigma Solutions.

3.3 Findings

According to my broad objective, my focus is on enhancing Sigma Solutions' sales and marketing efforts by identifying effective techniques that can boost the growth of similar software companies. To achieve this goal, we conducted a survey where we asked our clients about their views on our company, products, services, and sales and marketing strategies. We also understand from the survey that sales and marketing efforts are directed towards generating revenue for our company. The ultimate objective of sales and marketing is to boost our product's or service's sales, which in turn brings in money for the business. From the survey, we have also found the customer satisfaction level of our clients. Which is essential for any business to maintain customer loyalty, increase sales, and improve their product or service. Most of our customers are satisfied with our services and products. The survey revealed that most of the clients prefer traditional sales and marketing methods, such as in-person visits. However, some clients also expressed a preference for digital

sales strategies. So, if we do both traditional and digital marketing, it would be best for a software company like us. Sales and marketing play a crucial role in influencing a buyer's purchasing decision by creating awareness, building trust, enhancing perceived value, creating an emotional connection, and making the buying process more convenient.

3.4 Summary and Conclusion:

In this report, I have tried to give an overview of Sigma Solutions. Though they are a start-up software company, they are doing well in the IT sector. During my internship, I observed their target market, operations, products, sales, and marketing strategy. They focus on in-person sales strategies, which are cheaper and create a good relationship between clients and the company. This research aims to analyze Sigma Solutions' existing sales and marketing strategies and determine which marketing strategy is best for them. Moreover, most of their clients want an in-person sales strategy. On the other hand, there are some clients who also want digital sales like Facebook ads, content-making videos, ad marketing campaigns, and so on. So, they have both kinds of customers who like digital sales as well as traditional sales. They should go with both types of marketing— digital as well as traditional—that would work best for their company.

3.5 Recommendations and Implication:

Here are some recommendations based on my experience during my internship at Sigma Solutions:

- They should put more emphasis on branding.
- They should increase their digital sales and marketing strategy. They should promote their products and services through social media marketing, content creation videos, SEO, online communications, and so on.
- They should do digital and traditional both marketing for their company.
- They should offer discounts to their new customers and to their old customers.
- They should invest more money in their marketing sector and hire more marketing employees for their company.
- They need to provide the best customer service to their clients as they are offering IT solutions. There are many people who don't have enough knowledge of IT. They should train them and give them prompt responses to their customers' queries.
- They should build good relationships and professional connections with renown companies.
- Every month, they should measure and evaluate the business's performance. This makes it easier to spot problem areas and make the required changes to succeed.

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