BENGAL SOLUTIONS
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MARKETING STRATEGY OF WEBSITE DESIGN & DEVELOPMENT FOR ASHIYAN GROUP

Submitted to:

Ms. Sohana Wadud Ahmad

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BRAC University

Submitted by:

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BBS Department

BRAC University

BRAC UNIVERSITY

To

Sohana Wadud Ahmad

Lecturer (Internship Supervisor)

BRAC Business School

BRAC University

Subject: Submission of Internship Report

Dear Madam,

It gives me enormous pleasure to submit the internship report on **Marketing Strategy for Website Design & Development of Ashiyan Group** as per your instruction. I expect this report to be informative as well as comprehensive.

Working in Bengal Solutions Limited was an inspiring experience for me. I feel the immense knowledge and experience will facilitate me a lot in my future career life. With my limited knowledge, I have tried my level best to prepare the report worthwhile.

Your acceptance and appreciation would surely inspire me. For any further explanations about the report, I will be gladly available to clarify the ins and outs.

Sincerely Yours

Md. Ashif Minhaj

ID – 08104032

BBS Department

BRAC University

ACKNOWLEDGEMENT

I have completed my internship in Bengal Solutions Limited at Mohakhali DOHS from May 20th to August 20th. My internship report won't be possible without contribution of few people.

At first I desire to express our deepest sense of gratitude of almighty Allah.

With profound regard I gratefully acknowledge my respected teacher Ms. Sohana Wadud Ahmad, Lecturer, BRAC Business School, BRAC University for her generous help and day to day suggestion in the process of my internship report.

Next I would like to show my gratitude towards Mr. Md. Johir Uddin, Chairman, along with my onsite supervisor, Mr. Md. Tanvir Anowar, System Analyst, Bengal Solutions Limited, Mohakhali DOHS. They have been extremely supportive to me. I cannot thank enough to all the personnel of Bengal Solutions Limited. They have explained everything I asked for in details. Throughout time they were never impatience. They did not allow me to feel uncomfortable for even a single moment. I am really grateful to all for their supportive and friendly behavior.

I am also grateful to the Human Resource Department of Bengal Solutions Limited for granting me the opportunity to make my internship program in this organization.

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Executive Summery

Bengal Solutions Limited is one of the biggest IT firm in Bangladesh, commenced its operations from mid-2005 and has since been able to establish one of the largest networks of five branches in four different countries. Bengal Solutions Limited offers all kinds of Commercial Corporate and Personal web based services include software solutions. Bengal Solutions Limited is one of the IT firm which facilitate all kind of facilities that an IT firm offers. It is working locally as well as internationally.

Customers are very important for every business. IT firm in Bangladesh has grown significantly as "service-industry" overtime. My report is based on the marketing strategy of Bengal Solutions Limited for Ashiyan Group. In this report I tried to lift up a general condition of marketing strategy of Bengal Solutions Limited as IT firm promised and delivered to the customers.

The first part of the report contains information of the organization itself, the products and services that IT firm is providing to the customer and vision for the future. The second part of the report contains the nature of job, my duties and responsibilities towards the job and some suggestions how they can improve their current marketing strategy. The third part contains the project part that I was involved in my internship. In this part I have discussed about marketing strategy of Bengal Solutions Limited, employee's behavior and cooperation to the customer. The last part contains the concluding part. Before drawing any conclusion based on this report it may be noted that there might be lack in data, but still it may be useful for designing any further study.

Part-A

Bengal Solutions Limited

1.1 Introduction:

Bangladesh is a country of population over 150 million with literacy rate of more than 50 percent. In the last two decades, the country has fetched remarkable economic progress with GDP growth rate of more than 5 per cent. It is argued that there is a tremendous prospect for the country to leapfrog into industrialized economy through the development of the IT sector. Because Bangladesh has high potential to become a huge source of skilled human resources with its cultural adoption capability, English language skills, analytical capability and a large number of educated and energetic youths with bright aptitude, good quality and natural ability in software development. A recent study shows that the wage rate of IT professionals in Bangladesh is almost half of the Indian IT professionals. However, the IT sector has not yet been growing as much as expected. The country obtained US$ 33 million by exporting software in 2009. Although the export earnings from the software sector increased by eight million dollars in 2009, compared to 2008, the share of software export is only 0.2 per cent of the country's total export (BASIS 2010). The IT sector mainly concentrates in Dhaka, the capital city of Bangladesh. There is only one IT clusters namely the IT incubator center, which was established in November 2002, where around 50 IT firms are now doing business.

Software and IT service industry in Bangladesh has crossed a long road over the last few decades. It has matured. The industry no more remains at the sideline. It joined the mainstream. Not only the industry is contributing significantly in the national income, but also it has been playing very crucial role in creating high quality employment for a sizable portion of young graduates of the country.

1.2 History of Bengal Solutions Limited

Bengal Solutions Ltd.; is a global software firm on a mission to create brilliant software's, websites and blazing fast browser based applications. The spectrum of this company was started in 2005. Our development offices span the world, with teams in Australia, Great Britain and Bangladesh. We provide an end to - end service, including customized software, business automation, website appraisal, project management, website development, website update and maintenance, search engine optimization and web marketing, e-Commerce, and graphic design – to name just a few. By removing the borders and boundaries which usually keep brilliant people apart, our international teams provide an uncompromised talent pool from which to select the most suitable individuals. Through this unique approach we offer creative, distinctive, and effective solutions to build competitive advantage and value for businesses of any size. All this is complex, but it couldn't be simpler for you: Our experienced IT consultants provide a single, local point of contact and act as advocates for your project, selecting suitable team members, drawing up schedules and guiding our significant resources to action. What is more, we practice development transparency, making work logs, work in progress previews, schedules and other development information available in real time via our client portal. Bengal Solutions Ltd.; closely monitors latest industry leading technologies, software updates and security patches and offers most reliable secured and effective solutions for your organization that definitely beat most of our competitors, with vastly superior customer service and production quality. We enjoy repeat business from almost every client we have worked with.

1.3 Bengal Solutions Limited Services:

As a total IT firm in Bangladesh, Bengal Solutions is capable to afford its customers almost any kind of IT services. Our highly skilled team in various sectors presents you with customized solutions that best fit your business and technology needs. Bengal Solutions Includes following services:

Business Automation:

Office Automation or Business process automation, or BPA, is the process a business uses to contain costs. It consists of integrating applications, restructuring labor resources, and using software applications throughout the organization. Our industry leading developers can implement all kind of business intelligence that help you to automate your business process by reducing your time, effort and cost.

Custom Software:

Total business or office automation is really worthy. But sometimes it is not that much cost effective for small or medium sized organization or you may face problems with current installed software in your organization. In that case you need custom software that only best fit with your organization. We are happy to do this custom development only for you.

Network Solutions:

It's more or less as a part of Business Process Automation (BPA). If you are running organizations with sufficient number of work stations you need a secured effective network amongst your work stations. For us networking is not just wiring some PCs together. We implement latest network technologies that includes complex host server or even cloud servers.

Mobile Applications:

It is so obvious that future of web is totally depends on mobile devices. Bengal Solutions Ltd.; understood its importance and setup a dedicated mobile application team for you. We can develop mobile applications for I-Phone, Android and windows.

Web Applications:

Web application includes functional website to complex business application. In today's world most of the complex desktop software comes in the form of web application. It gives you the freedom to run your application while you are not even connected with your office intranet.

E-Commerce Solutions:

In this web era you can even run a business without having your own physical office. Everything is virtual now. You can display your products online and even sell and collect revenues online via your website and our ecommerce solutions always give you the latest technological favor for your business.

Technologies Languages BSL Speak
C++, ASP.NET, Java EE, PHP, Perl, JavaScript, AJAX, XHTML, CSS, JAVA

Databases Systems
MySQL, PostgreSql, Doctrine, Hibernate

Frameworks
SEAM, Symfony, Codeigniter, CakePHP, Zend, Dotnet Nuke

CMS
Wordpress, Joomla, Drupal, Typo3, Magento, OScommerce

Server Platforms
Linux, Mac OS X and Windows table
With the new website layout and would recommend Bengal Solutions to anyone. Colin B – Memory Foam Mattress.

Our Procedures:

According to your demand, we will provide profile of our professionals who have the expertise of relevant information technologies and skill-sets you require, as you can communicate with them to take an interview. At the commencement of new strategic partnerships, when the service begins, we can communicate directly by email, instant messenger, or telephone, so that the development team members can respond promptly working in conjunction with your team.

You can control the progress of the offshore team by web-based project management tools. We can submit daily or weekly progress reports tailored to customer needs.

Accumulate Requirements:

Efficient cooperation can prove expected result with minimal effort. We need the following minimum prerequisites to create an unbeaten conduit between us: We never start the project without understanding project requirements. Proper documented project specification or the detailed requirement about what you want. Open communication through email, chat or telephone for time to time response about our work.

Project & Team Management:

We like to share good things, so we're working hard to make our project and team management system available to all. If you are impressed by our system, let us know and we will get in touch when it is available for public consumption.

"Bengal Solutions Limited is one of the most extraordinary IT team in South Asia. I'm really pleased with their talents and efforts on my projects. Wish them good luck". Mike Shahrokni President Image Maker Inc.

Development Process:

We use an agile development Methodology, which calls for iterative production, centered on collaboration of multi-skilled team members, combined with lots of frequent, transparent progress documentation and analysis. We are quite fussy about quality, too. We communicate with clients by phone, e-mail, web messenger, and our development platform. This makes it easy to get in touch at any time, while keeping a rigorous log of requirements and a firm grip on the final objective. We can provide contracts and payment plans which suit your business, with hourly, total quote, and installment based options to suit your cash flow.

Pre-production:

Once formalities are sorted, we will talk in much more detail about goals for your application, Including ideas you have for the site, target audience, relevant statistics, and any other factors which influence the design and development of the project. We will also take relevant technical data, including FTP logins, art resources, and other planned content.

Production:

Once we have the UI design and content outlined, we will move into production. Your project manager creates an account with our project tracking system, which provides frequent development updates from the team themselves, and will produce weekly development summaries of progress. Once the application has reached an agreed stage of completion, we will publish it on your web servers, in a temporary folder. This gives your team a chance to check functionality and content, and our team a chance to complete final testing on your hardware and software platform.

OUR PRODUCTS	
ERP Solutions	Varsity Management System
HR software	
Accounting Software	Online Voting System
POS and Inventory	
Hospital Management System	Online Ticket Management System

Our Ventures and Partners:

Root Axis is an AUS, UK based IT firm. From the last two years Bengal Solutions Ltd. is managing its total development process that includes software, application or web developments for their clients. Swanky Apple is a merging IT firm in UK driving by some industry leading IT geeks in Europe. Bengal Solutions Ltd. is acting as their offshore development office.

Some of Our Satisfied Clients:

Some of our Local client list (Local website development):

- www.carbon51.com
- www.arvioda.com
- www.apgicl.com
- www.dufinance.ac.bd
- www.iidfcsequrities.com
- www.bicm.ac.bd
- www.bangabarta.com
- www.tippystacos.com
- www.newdredgeco.net
- www.gannettinvestments.com
- www.namestall.com
- www.amaderbari.com
- www.goldenmahbubair.com
- www.orcazbd.com
- www.zaarafashions.com
- www.petbd.org
- www.papyrusbd.com
- www.nizam-enterprise.com
- www.globesatbd.com
- www.oikko.net
- www.bdfancypigeon.com

Outsource (International) website:

- www.rootaxis.com
- www.loafit.co.uk
- www.fruityserver.co.uk
- www.eliasgourmetpizza.com.au
- www.yimple.com
- www.officemachines.ie
- www.visionbh.com
- www.go-gulf.com
- www.imagemaker.ca
- www.cadcoventures.ca
- www.tawhidarrahman.com
- www.iheartstreetphoto.co.uk
- www.socialvisor.com
- www.spiritgrow.org
- www.gametaste.com
- www.ramair.co.uk
- www.innvprofs.com
- www.alexas-angels.com
- www.airolusion.com
- www.vtselevator.com
- www.displays4media.co.uk
- www.castroandoropeza.com
- www.conciergequestionnaire.com
- www.ultimamusic.com
- www.accountexact.com

Business:
- www.agequityrelease.com
- www.serbizyo.com
- www.navmanwireless.com.au
- www.chalet.net.au
- www.harddmoneyloans.com
- www.dsigns.com
- www.aerialforce.co.uk
- www.angleritech.com
- www.thinktechsoftware.com
- www.datarecoverytx.com
- www.contrastmedia.co.za
- www.vangelisti.com

Blog/Word press:

- www.webupdate24.com
- www.amog.com www.shopjq.com
- www.visionbh.com/devblog
- www.tawhidarrahman.com/blog
- www.socialvisor.com/blog
- www.yimple.com/blog
- www.movingquotes.org
- www.batteries-online.fr
- www.skysruf.nl
- www.711football.com
- www.oregonlawyernotes.com

Ecommerce:

- www.lovemyuniforms.com
- www.thebetterhomes.co.uk
- www.studioav.co.uk

Bengal Solutions Limited

1.4 Organization Organogram:
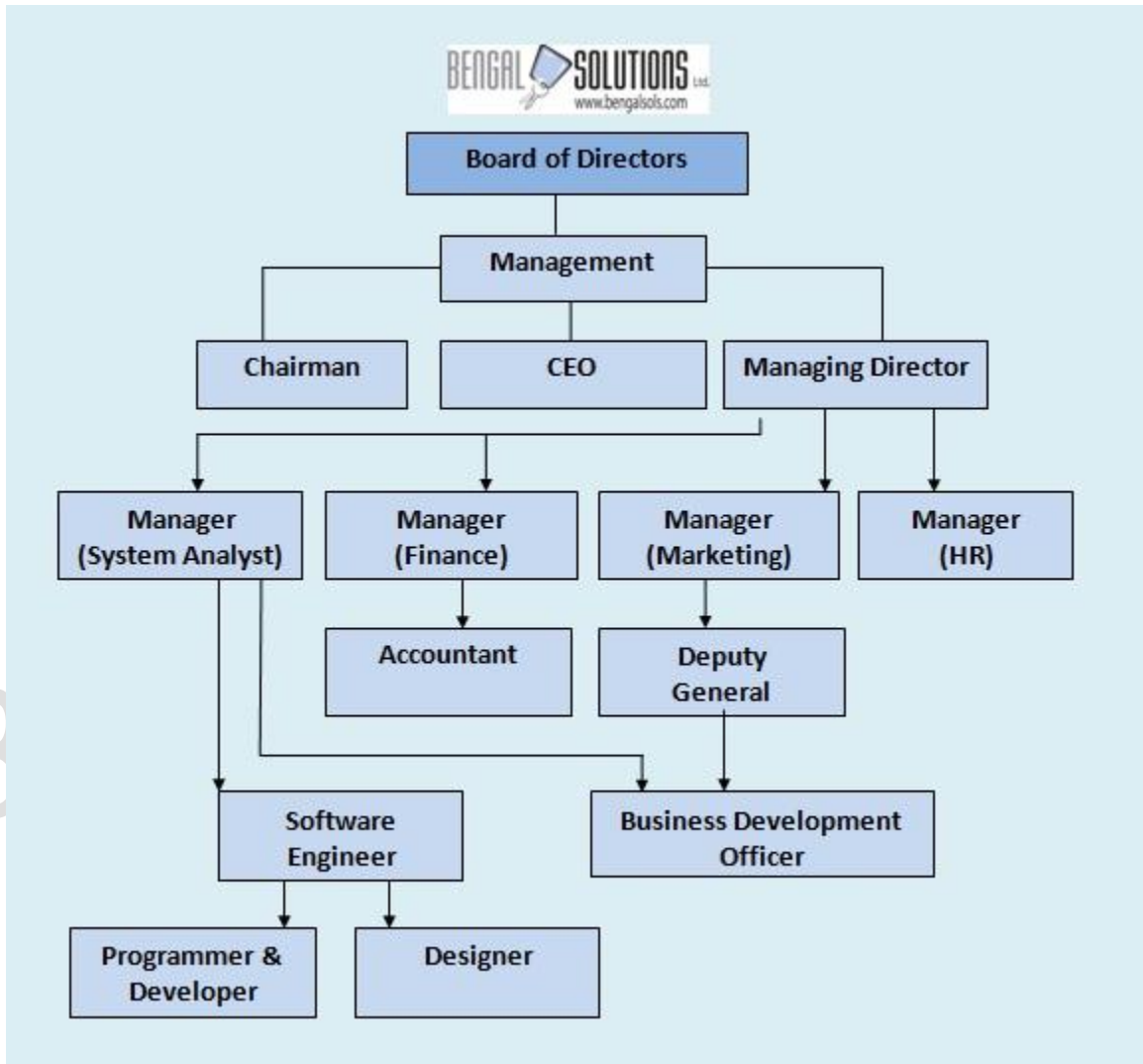
1.5 Missions:

To Provide the Whole Package:

Bengal Solutions was founded and has expanded with one central tenant informing our growth: To provide the whole package. Providing the whole package is not easy in IT sector; it means having programmers who specialize in any one of about fifty different language and popular API variations, designers who are comfortable being creative in a number of mediums and software packages, and production consultants who understand the benefits and drawbacks of all of these competing systems. We think it's worth it though. You will be confident that we have chosen the right platform, design and development process for your customized software's or web applications informed by your goals, not limited by developer ability.

A Commitment to Outstanding Services:

What good is great development talent if you have no way to effectively harness it? This is a problem posed every time you search for a software firm. We understand that, so we made the process as simple as possible. When you chose us to develop your software, website or web application, you'll be assigned to be your project manager and if it is business automation we will even assign a consultant for your project. You'll work with your consultant to establish objectives for a project, create a schedule, track development progress and provide feedback.

Exceptional Products at Unrivaled Prices:

Last, but certainly not least, Bengal Solutions is committed to providing all these exceptional services at a unique quality that cannot be beaten. Our business model allows us to dedicate development resources only where and when they are needed, dramatically reducing overheads and allowing us to apply exceptionally talented individuals to the areas they are most suited too.

Part-B

2.1 Description/nature of the job:

In Bengal Solutions Limited I have worked as a Business Development Officer. As a service and product oriented company the major responsibilities were to visit the clients physically and take the requirement for their website and software. I have done some other works too. In the following there is a short description of my work.

2.2 Responsibilities:

Mass/Direct Marketing:

Bengal Solutions Limited is mainly works internationally. Recently they have started local marketing. For this reason they have recruited some Business Development Officer and I was also an officer of them. In a new market their need some mass marketing where capturing and increasing client profile is very important. So there need some field work. In a week at least three days I have visited 10 offices per day for meeting clients. Also I have visited those clients who called me on phone.

Taking Requirements:

By visiting clients directly and giving them our offer/proposal who were interested to give work to us, I have visited there again to take the requirements for website or software. Sometimes we show some demo website or software for attracting clients or giving them an idea of our work.

Maintain Database:

After visiting of our clients when I came to the office, I have putted all the visited information to our office database for future work. This database was always updated by me. From this database I have called the clients time to time for knowing their updates. This will help to keep in touch with the clients. Phone call is very much important for an IT firm in Bangladesh as it is not so much well known to our country and people have lack of information about IT work.

Managing Clients:

Understanding a client about website, software or applications is a tough work in Bangladesh. There are lots of organizations where the owner is not so much well educated. I have done a massive work for those who don't know what is website or software, how this works and why this is necessary for an organization. This direct marketing helped me because I have closely monitored the client's behavior and their demand. So understanding client's psychology is an achievement for me.

2.3 Different Aspect of Job Performance:

During my internship program my job performance was an important issue for myself as well as for the company. As local marketing was started by a new team where I was a member, it was a challenging task for me to perform perfectly. Throughout the three months internship period first month was my training period. In the first month my learning was perfect to work in field. From the second month I have started field work as well as the office task. I have managed of average 7-8 work in every month for the company which was as impressive as a new employee for an IT firm. My supervisor was very pleased for my work and depending on me he recruited five new developers in the firm to doing work timely and efficiently. There was some lacking in my work too. As a business graduate I do not have sufficient knowledge about IT work, so sometimes I could not talk to my clients on website or software designs.

2.4 Critical observations and recommendations:

Bengal Solutions Limited is one of the potential IT firm in the IT sector. It is quite difficult to give suggestions on how to improve the condition of Bengal Solutions Limited. As we know that nothing is perfect, there is always room for improvement, so I have found during my internship that Bengal Solutions can take the following suggestions.

- ➢ General working conditions ought to be improved.

- ➢ Should increase the manpower for quick client service.

- ➢ Branches can be increased in the country for local marketing.

- ➢ They have many attractive product/ services but they do not promote their products. They can do advertise of their product/ services so that more people get attracted to it. They can give massive add to the television, billboard and newspaper as well as social networking sites like Facebook or Twitter.

- ➢ Management should arrange appropriate training facilities to their staff to be always helpful, courteous and knowledgeable.

- ➢ Should have complaint management where the customers can give their feedback about the services.

- ➢ Take the customer's problem as their own responsibility to solve quickly and personally follow up to make sure the customer is satisfied.

- ➢ They should either renovate the office space or let it have a larger space to their need.

Part-C

3.1 Summery

An IT firm performs an essential function in the economy of a country. Being a service industry an IT firm provides various services to its customers. So, every IT firm have to think about their customer first, because the customers are the sovereign. Marketing is one of the most essential parts of any organization. Starting with the product promotion to giving the best service to the customers marketing is everywhere. Financial success often depends on marketing ability. My report basically prepared on how Bengal Solutions Limited applied their marketing strategy on Ashiyan Group for delivering superior service, better and faster answering the inquiries, delivery the services on-time and quicker resolution of complaints etc. and the topic is "**Marketing Strategy of Website Design and Development for Ashiyan Group".**

Bengal Solutions Limited

Description

3.2 Objective of the Project:

(a) Broad Objective:

The ultimate objective of the study is to gain real life exposure in any kind of service sector and get a clear idea about marketing and sales strategy as well as promoting brand.

(b) Specific Objectives:

- ➢ Clients perceptions about website design and development

- ➢ Different positioning strategy of Bengal Solutions Limited

- ➢ Market monitoring of Bengal Solutions Limited program

- ➢ To determine the origin of consumer perception and positioning strategy in terms of IT firms in Bangladesh

- ➢ Informative promotional activity to inform consumer about the product and services

- ➢ About the Communication of different media

- ➢ To understand the selling activity and working climate

- ➢ To experience the problem solving strategy

3.3 Methodology:

Methodology contains two types' of data, information we got for presenting the internship report. First we used Primary data and then Secondary.

Primary Data: In Bengal Solutions Ltd. I was recruited as a Business Development Officer where my job is to do mass marketing to capture and increase the client profile in local market as Bengal Solutions Ltd. is mainly work internationally. During my job I have experienced a lot of important things about marketing strategy which is now helping me to do my report. In Bengal Solutions Ltd. we have arranged a team meeting of marketing people lead by our marketing head where we have shared our every day's experience. We have also discussed about whether we need to change our marketing strategy or we will continue with our current marketing strategy. From those team meeting I have gathered a lot of vital information about the marketing strategy of Bengal Solutions Ltd.

Secondary Data: For secondary data I have used the website of Bengal Solutions Ltd. Besides this I have also used the profile of Bengal Solutions Ltd. which has been provided by my onsite supervisor Mr. Tanvir Anowar (System Analyst).

3.4 Limitations:

The present study was not out of limitations. I have faced some obstacles at the time of preparing this report. But as an intern it was a great opportunity for me to know the sales activities and the marketing strategy. Some constraints are as follow-

1. One of the major limitations is the shortage of time. Since the officials had no enough time to respond toward my query but they had tried their best to help me to provide information.

2. Because of the limitations of various sources of information the report doesn't contain many important information and data. So, I was incapable to provide valuable information.

3. The main constraints of the study are inadequate access of information, which has hampered the scope of analysis required for the study.

Chapter-1

Overview of Ashiyan Group:

Ashiyan Group is one of the pioneers in the Real Estate sector is a private limited Company. The Company has entered into business in the Real Estates sector as Land Developer in the year of 2005.

Ashiyan Land Development Ltd, a Sister Concern of Ashiyan Group, have been honing upon developing their prime project named 'Ashiyan City'. The basic demand of a civil citizen is food, shelter, clothes and medicine. But considering the present scenario shelter is the main problem to all. Dhaka is now one of the fast growing and densely populated metro-cites in the world. It has been an unplanned city with disorganized facilities for residents. But there should be a change; it is the demand of time. And the change maker is none other than – Ashiyan Land Development Limited.

Their vision is to undertake large to medium scale land projects in and around Dhaka Metropolitan City within the next 5-8 years with a view to providing customized and modern living facilities to people from different strata of the society. They are committed to positive contribution to the National Economy, Employment generation: representing a globally acclaimed local entity.

Their mission is to provide and handover the plots including utility services to their clients, while providing all the modern amenities of an integrated township and remaining responsible to the posterity for healthy and peaceful living.

Under the Ashiyan Group there are some projects which are Ashiyan City, Ashiyan Shitolchaya, Ashiyan Education City, Ashiyan Medical etc. For making themselves famous in worldwide, they want to develop an exclusive website where all the information of Ashiyan Group will be shown attractively. As an IT firm Bengal Solutions Limited has taken the website project and how Bengal Solutions Limited applied the marketing strategy upon them, I will describe that.

What is Marketing?

Marketing is the management process through which goods and services move from concept to the customer. As a philosophy, marketing is based on thinking about the business in terms of customer needs and their satisfaction. Marketing differs from selling because selling concerns itself with the tricks and techniques of getting people to exchange their cash for your product. It is not concerned with the values that the exchange is all about. And it does not, as marketing invariably does, view the entire business process as consisting of a tightly integrated effort to discover, create, arouse, and satisfy customer needs.

What is Marketing Strategy?

A marketing strategy defines objectives and describes the way company going to satisfy customers in own chosen markets. It does not have to be written down but it is easier to communicate to outsiders. Marketing Strategy includes –

1. Marketing Mix
2. Target Market
3. Competition

Marketing Mix

The Marketing mix is a set of four decisions which need to be taken before launching any new product. These variables are also known as the 4P's of marketing. These four variables help the firm in making strategic decisions necessary for the smooth running of any product / organization. These variables are

1. Product
2. Price
3. Place
4. Promotions

Product:

Product and Service is the main item for an IT firm. Therefore Product is also the first variable in the marketing mix. Product decisions are the first decisions which need to take before making any marketing plan. A product can be divided into three parts - The core product, the augmented product and the tertiary product.

Price:

Pricing of a product depends on a lot of different variables and hence it is constantly updated. Major consideration in pricing is the costing of the product, the advertising and marketing expenses, any price fluctuations in the market, distribution costs etc. Pricing affects the targeting and positioning of a product. Pricing is used for sales promotions in the form of trade discounts. Thus based on these factors there are several pricing strategies, one of which is implemented for the marketing mix.

Place:

Place refers to the distribution channel of a product. The place where the product is distributed depends on the product and pricing decisions, as well as any STP (situation/ target/ proposal) decisions taken by a firm.

Promotion:

Promotions in the marketing mix include the complete integrated marketing communications as well as sales promotions. If the product is completely new in the market, it needs brand / product awareness promotions, whereas if the product is already existing then it will need brand recall promotions. Promotions also decide the segmentation targeting and positioning of the product. The right kind of promotions affects all the other three variables – the product, price and place. If the promotions are effective, a company might have to increase distribution points, might get to increase the price because of the rising brand equity of the product, and the profitability might support a company in launching even more products.

Relating marketing mix with project

For Ashiyan Group how Bengal Solutions Limited applied marketing mix strategy, I am describing below:

Product:

1. **Ashiyan Group's demand from the product/service:**

   Ashiyan Group has an existing website which they built up 3-4 years ago. Now they are planning to sell their product internationally. So they want to develop their website exclusively where their all information will be shown attractively. If a company wants to be famous in international market they must need a website which looks better. Their existing website is not so attractive, so they demanded an exclusive site to us and Bengal Solutions Limited can give them such type of website. BSL has a competitive expertise of constructing of international websites and they have diversification in designing. Beside this, Bengal Solutions Limited can provide all types of IT solutions to the customer and the product quality is very high.

Image of Ashiyan Group Website

2. **Area of using the website:**

   Ashiyan Group has a land of 200 bigha in Ashiyan City. This is a huge amount of land property, so they want to sell those land property to the foreign Bangladeshi. To sell those properties in online or know them about these property offers they want to use this exclusive website.

3. **Bengal Solutions Limited make differentiation vs. competitors:**

   At present competition in IT sector is very high and a lot of new IT firm are coming with new ideas and existing firm are also doing well. Ashiyan Group called 4-5 IT firm to show the demo of a website. Among them Bengal Solutions Limited is selected as the best website designer. Differentiation between BSL and the competitors are very clear that, BSL works internationally and have different taste of website as well as can give offer the best affordable price to the clients. Satisfied client list of Bengal Solutions Limited is very reach and this is one of the reasons to beat competitors.

4. **Size and color of the product/ service:**

   Color of the website of Ashiyan Group is matched up with their logo color and the total site size is 12 MB which is very easy to show on the web. Bengal Solutions Limited always delivers user friendly website and software. Also they use the matching color and short space to make friendly website.

5. **Features to meet customer needs:**

   Bengal Solutions Limited offered some features for Ashiyan Group website which are –

   ➢ User interface design [home, inner pages, admin interface and all forms]
   ➢ Animation at the top of the home page showing various activity or service
     of the Company.
   ➢ Representation of company service and product
   ➢ Data searching option
   ➢ Scrolling News [Dynamic news update, presentation as per need]

- ➢ User query collection and view system
- ➢ News archive and representation of current news
- ➢ Image gallery
- ➢ Feedback form
- ➢ Site Map
- ➢ Online Sell
- ➢ Career Opportunities [online job adding and apply]
- ➢ Blog [Blog for publishing credit rating related article]
- ➢ Face book and Twitter page and link to the page
- ➢ Search engine optimization basic package [SEO is the most incredible unpaid marketing strategy now a days. We will provide basic SEO]
- ➢ Online Chat option

Price:

1. **Value of the product or service to the buyer:**

   Bengal Solutions Limited has offered an affordable price to Ashiyan Group. Basically BSL offers website design and development price by observing and examining the client's financial condition. As Ashiyan Group is one of the prominent companies in Bangladesh so, Bengal Solutions Limited offered a price which was reasonable for them and also successfully competing with the competitors. It helped Ashiyan Group to take decision quickly to place order of their website to Bengal Solutions Limited.

2. **Price sensitive customer or not? Reason of a small decrease in price:**

   Ashiyan Group was not so much price sensitive. They told us not to worry about the price but to construct a custom made demo website for them which are one of a kind. But the cause of offering an affordable price to Ashiyan Group is that, they have given us a lot of link in Chittagong by which we can grab the website order of 70 schools under Chittagong City Corporation. So we have provided an affordable price for them and they helped us gaining extra market share.

3. Bengal Solutions Limited price compare with the competitors:

In order to compare the price with the competitors, Bengal Solutions Limited always offer the best price to the clients. Consequently BSL has offered the best possible price for Ashiyan Group. Here goes the competitive comparing price list of Bengal Solutions Limited-

Bengal Solutions Limited		Price/tk/year	Main Competitors		Price/tk
Domain Name	.com, .net, .org, .biz	1000/-	Domain Name	.com, .net, .org, .biz	1200/- to 1500/-
	.com.bd	1500/-		.com.bd	1800/- to 2000/-
Hosting	100 MB	500/-	Hosting	100 MB	2000/-
	500 MB	2000/-		500 MB	4500/-
	1 GB	3500/-		1 GB	6000/-
Design	Basic	8000/-	Design	Basic	10000/-
	Standard (Int)	20000/-		Standard	25000/-
	Exclusive	40000/-		Exclusive	50000/-
Development	Basic SEO	5500/-	Development	Basic SEO	No Service Available
	Standard SEO	20000/-		Standard	20000/-

Place:

1. **Place where Ashiyan Group's customer look for product or service:**

   Ashiyan Group office is located at Gulshan-2 the highly commercial place of Dhaka. For many customers it's hard to go the office physically. In the era of information and technology, people from developing countries are now communicating with each other through live chat, mailing and gather information from website. Similarly, the customer of Ashiyan Group can see on web about the current activity of the organization and information about new offerings.

2. **Kind of area where customers will look for:**

   For the local clients of Ashiyan Group, it is easy to maintain relationship between the two parties. But for the international clients it is necessary to maintain relationship through website and mail. There will be some area of the new site where customer can buy the land and see the position of the land in 3 dimensional way.

Promotion:

1. **Promotional activity of Ashiyan Group by new website:**

   Ashiyan Group does promote their products or services on radio, TV, newspaper, and billboard. They just have a website which is not an international standard. Ashiyan Group is planning to promote their land property and education city through their new website where all the information will be put down in a categorized way. As the new site will look very attractive so promoting their product through website is a clever decision.

2. **SEO promotion:**

   SEO is short for "search engine optimization." To have a website optimized for the search engines means to attempt to have top placement in the results pages whenever a specific keyword is typed into the query box. After doing this SEO if anyone searches for related firm then he/she can find the firm on the first page of a search engine. For the organizations who need website or software they search on internet and which sites are come in the first page they contact with those firm. So SEO is an essential strategy for every firm because who come first people think they are the best.

When customer will search in the internet for best land property & development firm they will find Ashiyan Group on the first page of Google. So SEO is a big opportunity for an organization to promote their brand image through internet.

Competitors Analysis:

1. Competition that threaten BSL success:

Bengal Solutions Limited has faced pure competition in this project as new comers are doing a great work in this field and they have low barriers to entry. Besides this their main competitors are doing a lot of work on designing a website. On the other hand, there are some IT firms which are the sister concern of group of companies so that their capitals are huge and for that reason they provide website or software services at a very lower cost by giving loss for the first few months. BSL faced this competition in the Ashiyan Group project but the quality of design, rich portfolio, experience and price was attractive for Ashiyan Group.

2. Main competitors tactical strategies:

Zaman IT, A to Z etc. companies poses the greatest threat as they are doing local market from the very beginning. Their strategic or tactical elements is not actually that much strong but their main strength is that they have already started local marketing before Bengal Solutions Limited. They are also giving the full facility of a website but charging the higher price which will create bad impression in market as clients do not like hidden charge or untold charges.

Chapter-2

SWOT analysis of Bengal Solutions Limited:

Strengths:

➢ **ISO 9001-2005:**

Bengal Solutions Limited is certified under ISO 9001-2005 and so it meets the requirement of international standard and has a value in the mind of concern people. It helped Bengal Solutions Limited to attract Ashiyan Group.

➢ **Strong security system:**

BSL has a greater security system. There are different hidden security cameras which capture all the moments. Also their website and software security system is very high as they are using US or Australian server rather than using Indian server. Website of Ashiyan Group needs strong security system as the organization will sell their product through website. Bengal Solutions Limited has given them this surety of security system for website.

➢ **High quality product:**

BSL is using advance technology like they have latest software and server and the machinery is also latest by which the quality of website and software constructing is very high. Using this advance technology BSL will provide quality website to Ashiyan Group.

➢ **Tremendous market positioning:**

BSL is one of the pioneer IT firm in Bangladesh, so it has got the position in the mind of its customer. At present situation informational and technological knowledge sharing business is going through cut throat competition, where positioning a brand image is crucial. Positioning comes with immense cost and effort which BSL has successfully portrait to consumer mindset. And BSL is continuing this effort to put and stay on the top of the food chain. Because of this tactical approach clients are still loyal with it.

- ➤ **Highly qualified and skilled management:**

The management of BSL is very strong and they have been hiring experienced people both locally and internationally throughout its inception. Majority of them are hired as programmer, designer, software engineer and marketing executive.

- ➤ **Highly motivated workforce:**

They are providing better pay to their employees and also bonus to them which motivate the workforce and they are doing well at work setting. Apart from that they are giving their employees facilities of Convenience like personal phone along with bill provided by the company too, which is a big deal for motivating the employees.

- ➤ **Adequate financial resources:**

Bengal Solutions Limited is doing business from 2005 and thought this seven years of business they have undertook several prospective projects which were of moderate success. All this projects contributed greatly to the gross profit of BSL so far. That is why it has maintained and builds up sufficient financial resources to meet up needs sudden risks and regular expenses.

Weaknesses:

- ➤ **Centralized decision making:**

The decisions are made by the upper management which is weakness of the BSL because they have not any proper idea about the prevailing situation and their decision can be un-fruitful for the company.

- ➤ **Less promotional activities:**

The advertising and promotional cost of the BSL is very low. It is an advantage for BSL competitors for grabbing easy market share.

Opportunities:

➢ **Promotional activity planning:**

Bengal Solutions Limited is planning to give advertisement on newspapers and billboards as well as posturing. Competitor IT firms just gives posters on wall but BSL is planning huge promotional work which will make turnovers in a shortest possible time by beating competitors.

➢ **Organization can expand Product Lines:**

Currently BSL is not dealing with "Satellite Car Detection Software", so they can expand their product line by making Satellite Car Detection Software. They also have better market reputation.

➢ **Organization can hire more well-educated and experienced person:**

They can take advantages by hiring more skilled people and they should hire young, fresh and energetic staff for their betterment.

➢ **Technological factor:**

Technological advancement in all the sectors of the country has changed the entire socio-economic environment. Especially in the IT sector there are lots of technological developments. BSL's excellent computerized machines and devices have made extension in its present setup of well advanced technology from HP, Dell, and Fujitsu etc.

Threats:

➢ **Changing demand due to buyer's needs:**

Bengal Solutions Limited is following a static mindset to serve their product to the market. But due to the recent unpredictable changes that are taking place radically in the field of information and technology it would be an inappropriate approach to serve the whole market according to some static strategies. It will take diversified strategies to work through an according to the changes.

➢ **Unsupportive government policies:**

Government policies are changing day by day so it is always a threat for not only Bengal Solutions Limited but for any company to survive in such an environment.

➢ **Clients lack of knowledge about IT:**

Because of the high illiteracy rate in Bangladesh most of the people don't know what an IT sector really do, why website and software is important for a business firm. So they can't benefit themselves with the recent technological upgradation of information.

Chapter-3

Findings & Analysis:

After analyzing all the data, now I am describing the real scenario of the project. There are some phases of this project.

1st phase: Bengal Solutions Limited has a website which is www.bengalsols.com. The General Manager (Marketing) of Ashiyan Group named Md. Rezaul Basher had searched on web for best web development company. He found Bengal Solutions Limited on the first page of the search engine. He analizes our portfolio with other firms and invite some IT firms in their office.

2nd phase: Me and and one of my colegue have visited Ashiyan Group office and talked with the Marketing GM of Ashiyan Group. He told us to show a demo of a website which will be most attractive. They told not to worry about the price because they have another project on medical city.

3rd phase: After visiting their office I have informed my boss along with the best designer of Bengal Solutions Limited about the requirment of Ashiyan Group. Our designer has started to make the demo.

4th phase: After making the demo again I have visited their office to show him. Another IT firms also show their demo to the GM of Ashiyan Group. He has selected three design from three IT firms. He immediately informed the CEO of Ashiyan Group to check the demo whether it was ok or not. CEO of Ashiyan Group saw the presentation of three firms and he was impressed to see our design. He told us that they will not discuss about this matter with another company and request us to submit a qoutation for the website. Also they told me if we give them an affordable price they will give us the project of school website under Chittagong City Corporation.

5th phase: Bengal Solutions Limited have submited a qoutation and GM of Ashiyan Group liked it. They have given BSL the work order for the website. Now Bengal Solutions Limited is working on this website.

My learning from the project:

From the project of Ashiyan Group I have learnt a lot of things which are-

1. How to communicate with the customers
2. What manners should follow when communicate with a customer
3. How to attract/influence a customer
4. How a website helps an organization in the long run
5. How to beat the competitors
6. How to fix the price
7. How to sell/burgain with customers
8. What are the times of promoting products
9. How to promote products
10. Strategical development of website.

SWOT analysis of Ashiyan Group website

Strength:

➢ **Uniqe Look:** Both 2D and 3D flash and animation have been used to develop this website to impose a fresh and uniqe look, which is state of the art.

➢ **Security:** The taken security system of Ashiyan Group website is very effective to prevent hacking or any kind of phising. The IT department of Ashiyan Group will be trained up by BSL to protect their site.

➢ **Highly informative:** The information for the customer through the website of Ashiyan Group are highly structured and categorized. So that clients of them can find and gather information with an ease.

➢ **Benchmark:** The design of Ashiyan Group website is itself a pioneer in the field of land and property related website in terms of design, formulations, structuring, information filtering, and look.

Weakness:

➢ **Loading time:** Ashiyan Group's website is mainly a high quality image based website which takes time to load on display. Also flash has been used which is time consuming for clients in terms of Bangladesh.

➢ **Complicated Design:** Clients who are used to the normal website will face problem on the first stage of browsing this new version of website because the design is complecated.

Opportunities:

➢ **International Business:** Ashiyan Group has an existing website which is not an international standard. They want to recognize themselves internationally and also want to sell their land to those Bangladeshi who lives in abroad.

➢ **Viewers data:** Ashiyan Group could check their website to search how many clients visited their site and which country they are from. This statistical data will help them to make more strategy for the future.

Threats:

➢ **Coping:** Due to the weak law of Bangladesh about piracy it could a thread for Ashiyan Group that anyone of their competitor can copy their basic design for new website.

➢ **Server crash:** Though BSL is using USA or Australian server but we all know that technology is not always 100% perfect. It could be a threat for Ashiyan Group if server will crash and their data will remove.

Conclusion:

We should study marketing strategy because we all use marketing techniques in every aspects of business. If we want to work in business, we need to know about marketing strategy because marketing people play a vital role in business activities. Marketing jobs are inherently interesting because of the variety of people encountered and activities undertaken. In addition, it offers the opportunities for financial rewards and promotions. After conducting this report successfully I have found that Bengal Solutions Limited can be able to create a significant position to our economy and try to boost up the economy of Bangladesh. In conclusion I can strongly predict that Bengal Solutions Limited contains a great future ahead of it.

Bengal Solutions Limited

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Bengal Solutions Limited

THE END