

Report On

**Factors in adopting product and service - case
of D Smart Uniform Solution**

By

Md Shakibur Rahman Shifat
Student ID: 19304068

**An internship report submitted to the Brac Business School in partial fulfillment of
the requirements for the degree of Bachelor of Business Administration.**

Brac Business School,
Brac University
Submission date :

Declaration

It is hereby declared that

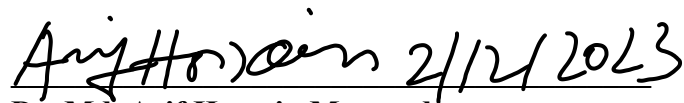
1. The internship report submitted is my own original work while completing a degree at Brac University.
2. The report does not contain material previously published or written by a third party, except where this is appropriately cited through full and accurate reference.
3. The report does not contain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

Student's Full Name & Signature:

Md Shakibur Rahman Shifat

ID: 19304068

Supervisor's Full Name & Signature:



Dr. Md. Arif Hossain Mazumdar

Assistant Professor

Brac Business School,

Brac University

Letter of Transmittal

Dr. Md. Arif Hossain Mazumdar

Assistant Professor

BRAC Business School

BRAC University

66 Mohakhali, Dhaka-1212

Subject: Report On Factors in adopting product and service - case of D Smart Uniform Solution

Dear Sir,

It is a great pleasure for me that I have completed my internship report on

“Factors in adopting product and service - case of D Smart Uniform Solution”.

I have applied all the knowledge, skills, and understanding I acquired while working as an intern at the D smart Uniform Solution. Without your proper guidance and support, the report could not be finished.

I anticipated that the report would portray my internship experience accurately.

Sincerely yours,

Md. Shakibur Rahman Shifat

ID: 19304068

BRAC Business School

BRAC University

Date:

Non-Disclosure Agreement

This agreement is developed and made between D Smart Uniform Solution and Md Shakibur Rahman Shifat, BRAC University Student.

I, Md. Shakibur Rahman Shifat, hereby certifies that this report will not contain any confidential, harmful, or otherwise critical information that is hazardous to the D Smart uniform solution. This report will be complied with the supervision of the office supervisor and will be based on my everyday experiences. As a result, my internship program's evaluation report will not be published online; it will be preserved at BRAC University.

Lastly, I clarify that this report will not be harmful to the company and the information sources have been mentioned appropriately.

Acknowledgment

I'd like to start by thanking my All-Powerful Allah for this opportunity. Furthermore, I want to thank Dr. Md. Arif Hossain Mazumdar, an assistant professor at the BRAC Business School, who served as my adviser and guided me through the report's completion. I also like to thank Md. Izaz Uddin, the chief program officer of D Smart Uniform Solution, for his supervision of the workplace during my internship. I also want to thank my classmates and coworkers for their unwavering support.

Executive Summary

This report is prepared as per the requirement of the internship phases of the BBA program of BRAC University. The study is based on the name “Factors in adopting new product and service - case of D Smart Uniform Solution” the title suggests. The report consists of information on the marketing activity, operation, and sales activity of the D smart Uniform Solution. This report studies the organization’s true potential in the upcoming times. Firstly, the significant features are the noticeable aspects of the organization which have been described in detail during the company overview part (the process of providing the service, USP, Valuable clients, sales and marketing, and (SWOT) analysis. Secondly, this report provides an in-depth analysis of the factors that are impacting the adoption of new products and services. These factors influence the adoption of the new product and service among consumers. Thirdly, the technology adoption model has been analyzed to find relevance with the factors impacting the adoption. After a tentative model has been made to support the analysis that is the Product and service acceptance model (in reference to D Smart Uniform Solution). During my research, an honest and authentic depiction of the factors that are impacting the D Smart Uniform Solution product and service adoption has been given.

Keywords: Adoption of new product, Adoption of new service Factor affecting the adoption of new product or service, Product, Service.

Table of Contents

Declaration.....	i
Letter of Transmittal	ii
Non-Disclosure Agreement	iii
Acknowledgment.....	iv
Executive Summary	v
Table of Contents.....	
Chapter -01	1
Overview of the Internship	1
1.1 Student Information	1
1.2 Information about the Internship	1
1.3 Internship Outcomes:.....	2
Chapter -02.....	4
Overview of the D Smart Uniform Solution	4
2.2 Service and Product	6
2.3 Clients`	8
2.4 Process of providing the service	9
2.5 Unique selling point	9
2.6 Sales and marketing	10
2.6 SWOT Analysis of DSUS.....	11
Chapter -03.....	12
3.1 Introduction:.....	12
3.2 Objective of the Report.....	12
3.2.1 Scope	12
3.3 Methodology	13
3.3.1 Methods.....	13
3.3.2 Overview of the data collected and used.	13
3.3.3 Sample	15
3.4 Literature review	15
3.5 Product, and Service acceptance model:.....	17
3.6 Product and Service Acceptance Model (In reference to D smart Uniform Solution)	18
Figure 3.6.1: Product, and Service Acceptance Model (In reference to D smart Uniform Solution)	20
3.7 Key Findings and Analysis.....	20

Observation and Recommendation23
Limitations24
Conclusion24
Reference.....25

Chapter -01

Overview of the Internship

1.1 Student Information

Name: Md.Shakibur rahman Shifat

ID:19304068

Major: Human Resource Management

Minor: Marketing

1.2 Information about the Internship

1.2.1 Company Information

Period: 3 months (15th May 2023 to 20th July)

Company Name: D smart uniform solution

Department: Marketing & Business Development

Address: 23/2 SEL HUQ Sky Park, Shyamoli, Mirpur Road, Dhaka, Bangladesh

1.2.2 Internship Company Supervisor's Information:

Name: Md. Izaz Uddin

Position: Chief Program Officer

Department: Marketing & Business Development

Address: 23/2 SEL HUQ Sky Park, Shyamoli, Mirpur Road, Dhaka, Bangladesh

1.3 Internship Outcomes:

1.3.1 Job Scope - Job Description

Work closely with the business development team to generate leads of potential clients daily. Cold call those potential clients for appointments to discuss the product and services. Schedule weekly b2b client meetings and potential client meetings; work with the production team to make samples upon the requirements of the clients; onboard clients, maintain liaison with existing clients; maintain liaison with partners and supporting vendors; write CRM reports; and write weekly work update reports.

Developing interpersonal skills, maintaining team manners, showing team-building capacity, and working under pressure Be respectful of organizational rules and regulations.

Job Responsibilities:

- Lead generation .
- Finding potential clients and communicating with them through calls .
- Fix an introductory meeting with potential clients.
- Making detailed proposals for the company's products and services
- Sending detailed proposals to contact people from the clients.
- Weekly field visits (schools and educational institutions visit).
- Maintain liaison with existing clients.
- Maintain communication with clients and onboard them.
- Collect data from online platforms to find potential clients.
- Prepare reports.
- Prepare PowerPoint slides,,

1.3.2 Student Contribution to the Company

I firmly believe I have made the following contribution to the company:

1. Make a detailed list of Educational institutions list
2. Conduct cold calling and fix appointments with 30 clients.
3. Attend meetings with 4 educational institutions and onboard one institutional client.
4. Make a strategy for the College campaign and marketing for D Smart Uniform
5. Maintain day-to-day communication with our partner Eduman (Software company)
6. Provide supporting documents, and information to Eduman and guide their affiliate coordinator to generate sales for D smart uniform solution
7. Also regularly doing work that is given by my supervisor

1.3.3 Benefits to the Student

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

1. Wide understanding of marketing and customer acquisition for a service-based company
2. Good knowledge of lead generation
3. Cold calling to b2b clients
4. Learned a lot about traditional marketing and sales
5. Fieldwork experience (random educational institution visit)
6. Presenting to B2B clients about D smart products and services
7. How to onboard new clients and sign contracts
8. Improvement in soft skills

1.3.4 Problem faced during the job

I have faced several problems while doing my job, when I joined all the work was not formally distributed and sometimes I got confused about what to do or what not to do. I give priority to which work first as I am dealing with a significant number of educational institutions and several responsibilities. But my supervisor is so helpful and always guides me.

Chapter -02

Overview of the D Smart Uniform Solution

2.1 Company Overview

D Smart Uniform Solution is a socially conscious business venture that combines elements of the business and education sectors. We aim to tackle one of the biggest challenges in the education field, specifically in primary, secondary, and post-secondary education: student dropouts due to a lack of educational resources, including uniforms. We are fully committed to addressing these challenges and creating a better world for future generations.

It is well-known that schools, high schools, and colleges enforce a standardized dress code for their students. A uniform signifies a student's school community. However, obtaining the required uniforms can be problematic. Students often need help finding tailors with the exact fabric color and quality, resulting in variations in the uniforms they collect. Moreover, the cost of obtaining uniforms from different tailors is often high.

To address this issue, we embarked on a journey to provide every student with the precise uniform they need, ensuring the highest quality at a lower cost. Additionally, we offer free uniforms and educational equipment to students in need and those from underprivileged backgrounds. Our mission also involves generating employment opportunities for thousands of individuals and upgrading infrastructure.

In developing countries, such as Bangladesh, Sustainable Development Goal 4 (SDG-4) focusing on quality education takes precedence. However, a significant portion of the population still lacks access to primary and secondary education. Studies show that nearly 30% of people in Bangladesh are deprived of these educational opportunities, with some being forced to abandon their schooling due to poverty and societal superstitions. The government of Bangladesh has initiated efforts to address this issue, which inspires us to contribute to the education sector to eradicate illiteracy in our country.

2.2 Service and Product

No	Category	Product Name	No.	Category	Product Name
1.	Educational Institute Uniforms	<ol style="list-style-type: none"> 1. School Uniforms 2. College Uniforms 3. Madrasha Uniforms 4. Kindergarten Uniforms 5. Nursing Institute Uniforms 	8.	Events Uniforms	<ol style="list-style-type: none"> 1. Caterings 2. Table clothes 3. Carten 4. Chair covers 5. Carpets 6. Sofa and pillow cover 7. Mats
2.	Medical Uniforms	<ol style="list-style-type: none"> 1. Doctor's Uniforms 2. Nurse Uniforms 3. Patient Uniforms 	9.	Winter clothes	<ol style="list-style-type: none"> 1. Sweater, 2. cardigan, 3. sweatshirt 4. blazer 5. Complete Suit 6. Track Suit 7. Shocks 8. Hand gloves
3.	Corporate Uniforms	<ol style="list-style-type: none"> 1. Office Uniforms 2. Bank Uniforms 3. Other Uniforms 	10.	Bags	<ol style="list-style-type: none"> 1. School, College Bags, 2. Official Bags, 3. Laptop Bags, 4. Travel Bags, 5. Food Delivery Bags, 6. Others Bags
4.	Security Uniforms	<ol style="list-style-type: none"> 1. Security Guard Uniforms 2. Security Agency's Uniforms 3. Other Uniforms 	11.	Shoes	<ol style="list-style-type: none"> 1. School/ College Shoes, 2. Hospital shoes, 3. Industrial Shoes, 4. Sports Shoes, 5. Other Shoes
5.	Armed Force Uniforms	<ol style="list-style-type: none"> 1. Police Uniforms 2. Navy Uniforms 3. Fire brigade Uniforms 4. Military Uniforms 5. Other Uniforms 	12.	Raincoats	<ol style="list-style-type: none"> 1. School, College Raincoat, 2. Industrial Raincoat, 3. Corporate Raincoat, 4. Others Raincoat

6.	Industrial Uniforms	<ol style="list-style-type: none"> 1. Garments Industry Uniforms 2. Tracksuit 3. Other Uniforms 	13.	Stationary	<ol style="list-style-type: none"> 1. Stapler, 2. Eraser, 3. Push-pin, 4. Drawing pin (U.K)/ Thumbtack (U.S), 5. Paper clip, 6. Rubber stamp, 7. Highlighter, 8. Fountain pen, 9. Pencil,
7.	Digital Products	<ol style="list-style-type: none"> 1. Digital biometric attendance System 2. Digital School bell 3. Bags with GPS tracker 4. School management software 			

2.3 Clients`

Educational Institutional Clients	Corporate clients
Daffodil International School	Agranni Bank Ltd
10 Munites School	BRAC
সবার জন্ম শিক্ষা	NICHIGO
Puran Bazar Degree College	World Health organization(WHO)
চাঁদপুর সরকারি কলেজে	Mojaru
কারিগরি শিক্ষা বোর্ড বাংলাদেশে	Panda Mart
সইদপুর সরকারি বিজ্ঞান কলেজে	Word Health Organization(WHO)
Narsing Institute Midford, Dhaka	আনুন
Nevi College	BRAC Bank
Daffodil Institution of IT	Shohoz
Radiant School & College	Sunny Corporation
Daffodil International Academy	Golder Harvest
Daffodil International College	Shuvo IT
Daffodil Polytechnic Institute	Hungry Naki
নগরবাড়ী মেরেটাইম স্কুল ও কলেজে	MGX Equipment Services
	Walton Tailor Line National Bank Ltd. Masco Bazar Evaly

2.4 Process of providing the service

D Smart Uniform Solution is a one-stop solution for all types of institutions that have uniforms. Besides they have all the other equipment related to the uniform such as stationery, first aid boxes, helmets, shoes, bags, etc. They have separate teams like marketing, production, and distribution. As a startup, they are well-organized. They have all the teams though they consist of a few people. The structure of management has formed this company to deal with more than its capacity.

The marketing team initially communicates with the clients and finalizes the deals. After that, the work order is delivered to the production team to produce the products. At last, complete products are packaged and handed over to the delivery team to be delivered to the destination.

Every team must go through different types of hassle yet for the marketing team it's more challenging than the others. On top of that, the marketing team finds out the potential customers based on basic data, which requires a lot of time. Physical presence is a must for them to make the deal happen, which is a tough job to do. The production team must deal with production quality. No matter how good all the other things were but the products must be top-notch to turn them into repeat clients. Keeping this in mind the production team works under pressure. The delivery team is in a flexible position compared to the others. Their work starts after everyone's work is done. However, careful and easy delivery is what they are here to ensure. All the parts of the whole process are done by this D Smart Uniforms Solution. As a result, they call it a one-stop solution, and this is how they provide the service.

2.5 Unique selling point

Every business sector is becoming industrialized to grow. The larger the production the more the business could grow. Keeping this in mind, D Smart Uniform Solution is working to replace the traditional tailoring service with the industrial tailoring service. All these years people are used to the traditional tailoring service as it has many benefits such as customization, altering, time flexibility, easy communication, etc. On the contrary, industrial tailoring does not have such benefits.

To connect industrial involvement with traditional service D Smart Uniform Solution is trying to make the service as customer friendly as possible. As a result, the marketing and production team have come up with some USPs to build this as a brand. These are:

- They keep the price lower by 20%-30% than the usual price. Besides, as production is happening in a huge amount the cost is automatically getting reduced. This is a plus point for serving the best at the lowest possible expense.
- The service of making uniforms in an industrial setup by having contractual agreements with only the schools and making the service completely hassle-free for the guardians is completely new in the industrial field as well as in the business market. This has become a plus point for the growth of the company as it does not have competitors yet.
- D Smart Uniform Solution is a one-stop solution for students and their guardians. It has a production team where the team goes to the schools to take measurements, buy the fabric, customize every uniform for each student, and deliver it to the schools.
- As the service is industrialized the delivery time automatically becomes shorter than it takes with traditional service.
- As they provide this service industrially the quality is controlled with an industrial standard. Fabric stitching, washing, and ironing in every stage of the industrial standard is maintained by the professional production team.
- D Smart Uniform Solution has a customization service team where depending on the client's demand the production team creates customized uniforms with their required design and color combination. This service is unique in the textile industry.

2.6 Sales and marketing

D Smart Uniform Solution has separate teams for increasing its sales and marketing its products and services, but they collaborate to generate the maximum growth of this company. The Business Development team, Creative team, and Production team work together to increase growth. Under Business Development they have marketing, branding, promotion, collaborating with the clients, and planning taken care of. The Creative team takes care of the digital marketing and builds concepts to promote the brand. The production team handles the quality of the product or the service as the business development team is briefed after collaborating with the clients in person.

Activities that are done to increase sales and marketing:

- Cold mail sent to educational institutions.
- Visiting educational institutions with an appointment
- Cold calling to educational institutions
- Regular social media engagement
- Idea generation to serve the best as per client's requirements.
- A most engaging approach to their mission and vision
- Maintaining the quality control
- Keeping a good relationship with the existing client
- Vast market research by collecting first-hand information from the market.
- By providing authentic products to the customers

2.6 SWOT Analysis of DSUS



Figure 2.6: SWOT analysis of D smart uniform solution

Chapter -03

The Project

Factors in Adopting Product and Service Analysis

3.1 Introduction:

Considering adoption is synonymous with the first-time purchase of a new product, it is very difficult to persuade that adoption should be treated as a broader idea that covers more than a single purchase event (ANTIL, 1988). The reality of the situation has described the importance of repeat purchases and consumer commitment to new products and services. What here proposed is only adoption happens if there is a psychological commitment to the products and service attributes. So, these commitments further lead to acceptance and continued purchase and use over a period of time. In addition, users will have a positive attitude and several psychological commitments to the product. Adoption involves both psychological and behavioral commitment to the product and service over time.

3.2 Objective of the Report

The primary objective of the report is to understand the factors that are affecting the adoption of new products and services among consumers, where the product and service are new in the industry.

3.2.1 Scope

The scope of the report is given below-

- All the information that is used for analysis was collected from the internal data that are collected from websites, and the data was gathered when interacting with potential clients and existing customers.
- The analysis of the data will help us find the factors that are affecting the adoption of the product and services among customers.

- The geographic scope of the report is limited to the Bangladesh market.

3.3 Methodology

The comprehensive stages of the study are referred to as methodology in my internship report. Some techniques are applied to get the outcomes needed to establish the target. The approaches I applied to complete this project are clarified in this section.

3.3.1 Methods

To achieve the necessary results to establish the objective two basic methods were used -

1. Qualitative Analysis

As there is existing data on educational institutions which are the primary target customer of the business. Over the time of interaction with the potential client, I note the reaction in our datasheet, which clearly emphasizes the factors that are affecting the adoption of new services and products. In this case the product and services of D smart Uniform Solution.

2. Quantitative Analysis (Reaction of the clients and Comparison of the literature review and the obtained data from the qualitative analysis)

While discussing the service of the D smart uniform solution I get a variety of reactions from potential clients which also emphasize market acceptance, client awareness regarding the product and service, and its adoption.

3.3.2 Overview of the data collected and used.

The study will be a mixture of quantitative and qualitative parts. An overview of the data collection and the relevant use of the reports are mentioned below-

a. Data Type:

The report is based on both primary and secondary data-

Primary data - The primary is the list of different types of educational institutions which I consider B2B clients for D smart uniform Solution. So the data consists of the name of the institution, Location, Website, Contacts, session, date of establishment, Remarks, and meeting updates. I have collected the data over my working period in the D smart uniform solution and it was also one of my assigned tasks under the lead generation. The total data set contains the list of Schools, colleges, and Madrasas. Also, there are categories English medium school, Bengali medium school, English Medium Madrasa, and traditional Madrasa.

Secondary data:: The data sources are

- Website of the educational institution
- Government database of the school
- An existing database of the organization

b. Data Sources:

Primary Data source: Primary data is collected from the websites of the schools, colleges, and educational institutions and the reaction of the potential clients is generated from one-to-one conversations over phone calls and meetings.

Secondary Data source: (database By D Smart Uniform Solution)

- School list of Dhaka City
- English Medium School List
- College List of Dhaka City

3.3.3 Sample

For this paper, I have gathered a sample size of 207 schools, and colleges from all the schools and colleges of Dhaka city. All the data is collected by online search and lead generation process through calling potential clients. In this research, the sample is all the educational institutions (Schools and colleges). I am using this data for the research as this data is generated while I am solely looking for potential clients and lead generation under the guidance of my supervisor.

3.4 Literature review

Several factors can influence the adoption of innovative products and services. Here are some frequently cited factors:

- ***Perceived usefulness and benefits:*** The extent to which a new product or service is adopted depends on how beneficial it is seen to be. People are more likely to try something new if they believe it will enhance their productivity, efficiency, or quality of life. Davis, F. D. (1989).
- ***Perceived ease of use:*** The usability of a new product or service can influence its acceptance. Individuals are more likely to adopt a new product or service if they believe it is simple to grasp, learn, and use. Venkatesh, V., Morris, M. G., Davis, G. B., & Davis, F. D. (2003).
- ***Compatibility:*** A new product or service's compatibility with a person's previous values, experiences, and necessities is referred to as compatibility. The probability of adoption increases with compatibility. Rogers, E. M. (2003).
- ***Relative advantage:*** That extent to which a new product or service is seen to be superior over current options is referred to as relative advantage. Individuals are more inclined to choose something new if they believe it offers considerable benefits over existing ones. Rogers, E. M. (2003).

- ***Social influence:*** Social influence, such as recommendations from others, social norms, and the opinions of opinion leaders, can have a significant impact on the adoption of new products and services. People are more likely to adopt a new product or service if they perceive it to be well-liked and endorsed by reputable individuals. Valente, T. W. (1995)

Here are some factors that can influence the non-adoption of new products and services:

- ***Perceived lack of need:*** If potential adopters do not perceive a new product or service as necessary or relevant to their needs, they are less likely to adopt it. Rogers, E. M. (2003).
- ***Incompatibility with existing systems or practices:*** If a new product or service is incompatible with existing technologies, processes, or established practices, it can hinder adoption. Venkatesh, V., & Davis, F. D. (2000).
- ***Lack of perceived benefits or advantages:*** If potential adopters do not see clear benefits or advantages in switching to a new product or service compared to existing alternatives, they may choose not to adopt it. Bagozzi, R. P., & Dholakia, U. M. (2002)
- ***Complexity or difficulty of use:*** If a new product or service is perceived as complex or difficult to understand and use, it can deter potential adopters from trying it. Davis, F. D., Bagozzi, R. P., & Warshaw, P. R. (1992)
- ***Lack of trust or credibility:*** If potential adopters have concerns about the trustworthiness, reliability, or credibility of a new product or service, it can create skepticism and hinder adoption. Gefen, D., Karahanna, E., & Straub, D. W. (2003)

3.5 Product, and Service acceptance model:

Technology Acceptance Model (TAM) (Davis, 1989)

The adoption of a new product and service is the decision of a group of individuals to use an innovation. According to Beal and Bohlen (1956) states that people believe new ideas through a series of complex mental processes where adoption is the final action.

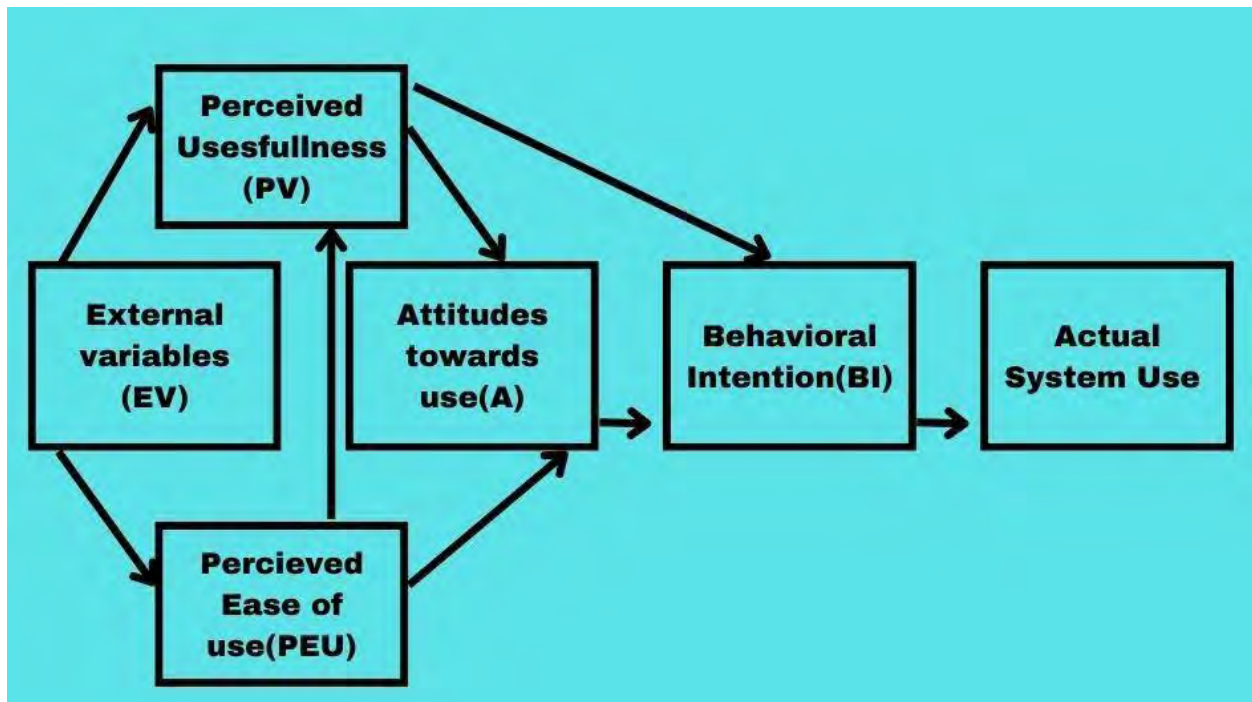


Figure 3.5.1: Technology Acceptance Model (TAM) (Davis, 1989)

One of the most important models in the research on technology use is the Technology Acceptance Model (TAM; Davis, 1989), which is depicted in Figure 1 and was originally created for new end-users of information systems for organizations (Gefen & Straub, 2000). TAM describes the variables influencing an individual's behavior with regard to embracing and utilizing new technologies. According to Davis et al. (1989, p. 985), the user's "subjective probability that using a specific application system will increase his or her job performance within an organizational context" is the major predictor of acceptance. According to Davis et al. (1989, p. 985), perceived ease of use (PEU) is "the extent to which the user expects the target system to be free of effort.

" The attitude (A) of a person towards using the system is determined by PU and PEU working together. Last but not least, behavioral intention (BI), which is influenced by PU and attitude, affects how the system is actually used.

Above mention, The above-mentioned model is closely associated with the same concept of the adoption of new products and services. Here perceived usefulness and perceived ease of use are the two main factors in the adoption of a new product and service. So, perceived usefulness refers to using a particular system to increase overall performance. The Perceived ease of usefulness is to which extent the procedure is free to use. These two factors drive the consumer attitude toward using the new product and service.

3.6 Product and Service Acceptance Model (In reference to D smart Uniform Solution)

The process by which new customers learn how to use and become familiar with a product or service is referred to as the product adoption process. The adoption of a product is the opposite of churn. When users choose not to use your product, this is known as churn. Customers who choose to accept your product have already decided to utilize it.

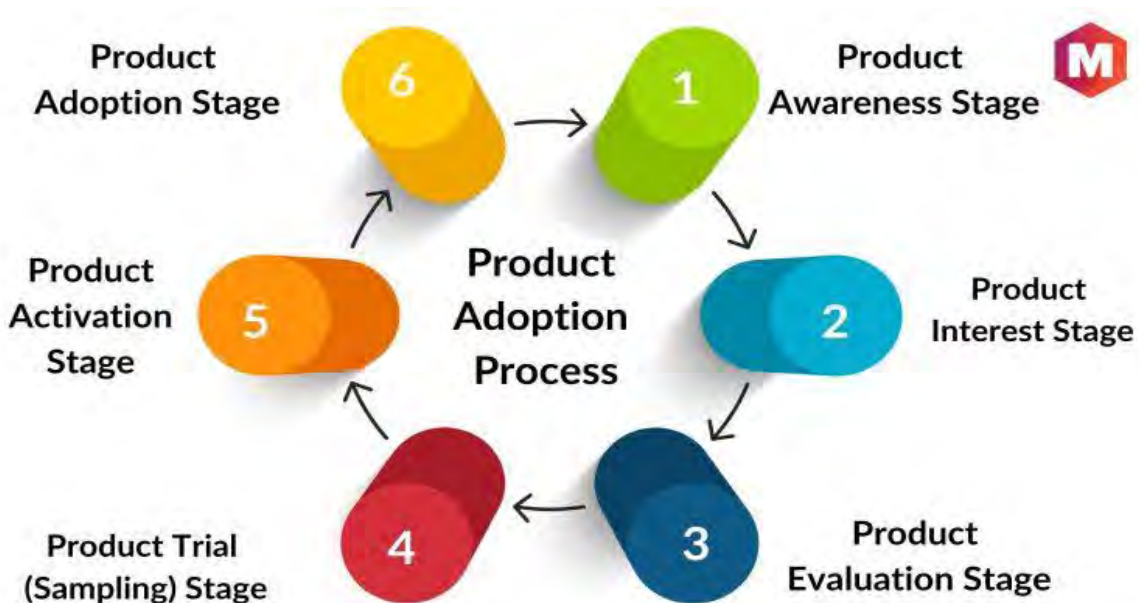


Figure 3.6.1: Product, and Service Acceptance Model (In reference to D smart Uniform Solution)

Here in this diagram, we can see 6 stages by which a product and service are adopted. Each step is described below

1. Product/Service Awareness Stage:

This is the very first stage of the product and service adoption process. The customer will look for information regarding the product and service on different online sources and websites to know more about the product and service. At this stage, it will be really helpful to teach the customer about the product. The customer might have an idea about the problem but doesn't have an idea about the solution. Information related to the product or service might help them to make them more aware of the product or service. It's crucial to make sure that the product or service is first both completely recognizable and practical. Draw buyers' attention to the many product aspects so they can form an opinion.

2. Product / Service Interest Stage:

The customer will be more interested in the product / Service we offer and will try to know more about the product. In this stage, we have to follow the customer's steps and get proper. Providing some segmented information regarding the product/ service might be a great help for the customer.

3. Product/service evaluation stage:

Customers will now start to question whether or not the product is worthwhile trying at this point. We must assist potential clients in accurately evaluating the product. They must examine many facets of our product and comprehend how it differs from the competitors.

4. Product / Service trial stage:

Users will test out your product at this stage of the procedure to see how it works to address prospects' difficulties. This is the stage that is crucial since it will determine whether or not buyers desire to use the product frequently. To increase user confidence, you can provide money-back guarantees or free trials to prospective customers.

5. Product Activation stage:

The prospects will determine at this point whether the product has any value and will be embraced moving forward or not. The clients will take positive or negative action at this step, which is the last in the process.

6. Product/Service adoption stage:

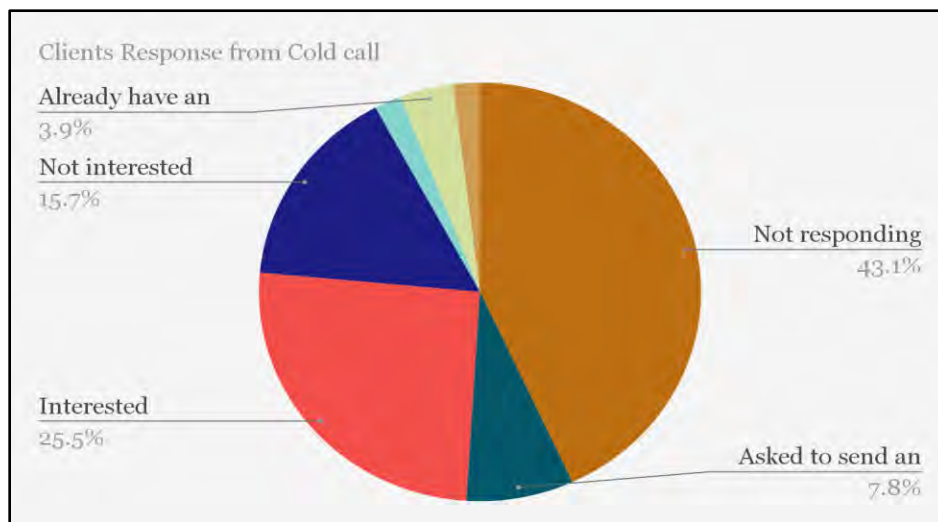
At this stage, the customer starts using or taking the service regularly as the customer already has trust in the product and service. So, customer adopt the product/service

3.7 Key Findings and Analysis

This specific portion of the paper will describe the data obtained from cold calling and how the result of the data collection is related to the research objective. The data that is collected and generated from different educational institutions have been analyzed by using Google spreadsheets to figure out percentage analysis of the reaction from different educational institutions(B2B clients of D smart uniform solution). In this following section, the data analysis is presented using different graphical tools such as pie charts. The findings and analysis are discussed below with a graphical illustration-

- **Clients' response from cold call**

Calling clients was one of my responsibilities from there I obtained significant data that represented the consumers' interests regarding the new product and service of D smart uniform solution



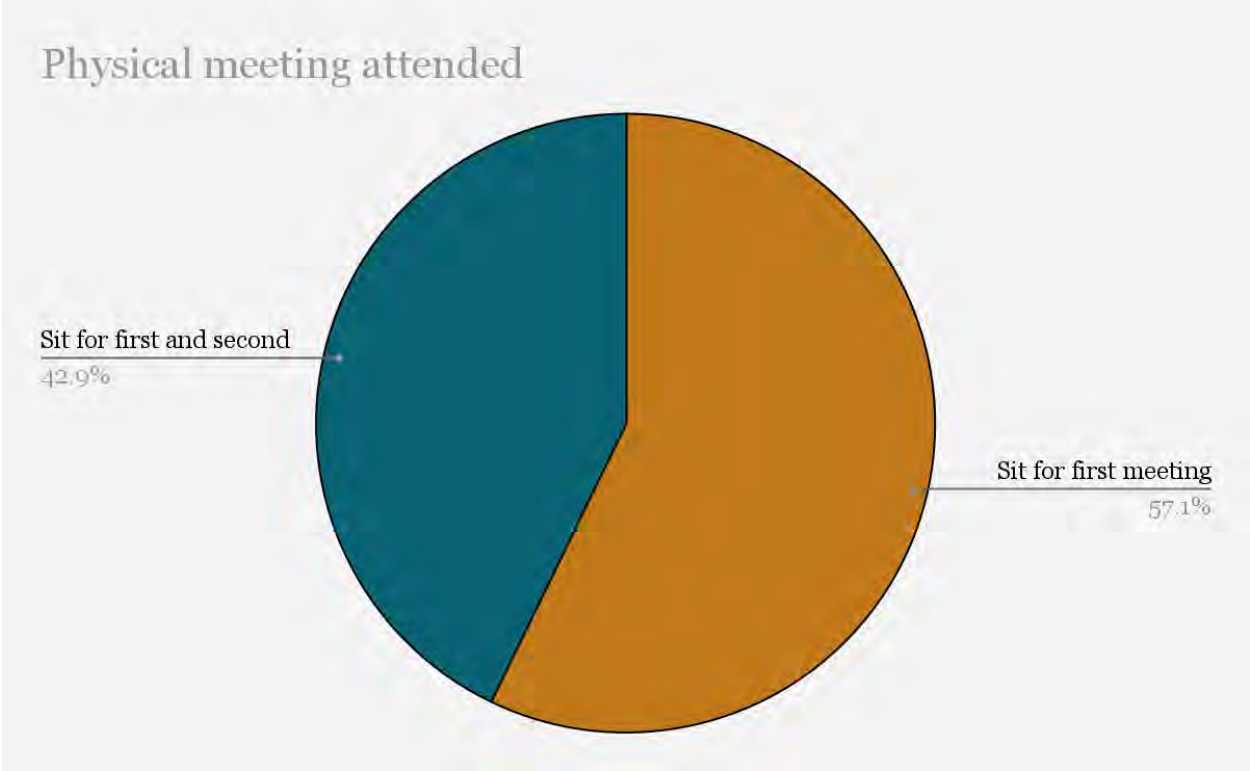
Clients' Response from Cold Call English Medium School

Figure 3.7.1

The above pie chart describes the B2 B clients' responses from the cold call. Here I use some common response titles that I have received from potential clients when I first call them. So, the responses are asked to send an email, not interested, interested, not responding, already have a vendor. The above pie chart shows that in the initial cold call, 43.1% of B2B clients did not respond to our service. 15.07% of clients are not interested after listening to our service. 25.5% of clients are interested in our service after listening about our service. After listening about the service 3.9% of clients share that they already have a vendor for this service. After having a detailed conversation 7.8% of potential clients asked to send a proposal email from the service.

- **The physical meeting attended by the sales team**

After the cold calling the selling team attended the physical meeting to discuss the D smart product and services



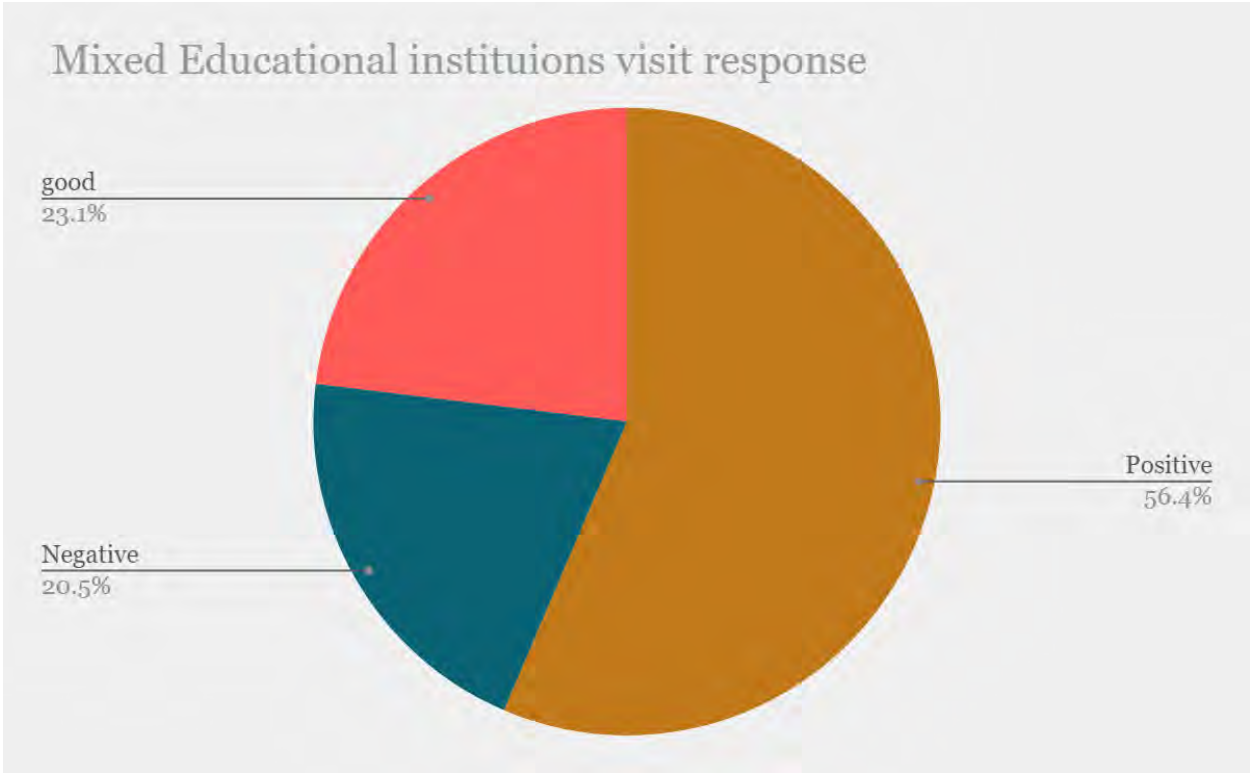
Physical meetings attended by interested clients English medium school

Figure 3.7.2

The above pie chart demonstrates the percentage of B2B clients who sat on meeting with the D smart uniform team after the cold call and discussed the services and some of them asked for a sample for the uniform and a quotation. From interested clients, 57.1% of clients sit for the first meeting and discuss our services learn more about services, and make the decision whether they need such kind of services or not. Among them, 42.9% of clients are positive about our services and want to proceed further with our services.

- **Mixed Educational Institutions Visit Response**

This is the response from mixed educational institution random visit without appointment



Mixed Educational Institutions Visit Response

Figure 3.7.3

The above chart shows the response from the random market visit (Educational institutions visit across Dhaka city). The chart shows the responses of 78 mixed educational institutions response that I have visited randomly with my team to get an idea about the market and their response. Here I use 3 indicators one is Positive (used for those educational institutions that are very much interested in our service and want to proceed further with us). The second indicator is good(which denotes that institutions are interested but they already have a vendor or they will contact further or need more follow-ups. The third indicator is Negative(which denotes that institutions are not interested in our service).

Here in the pie chart, we can see that 56.4 % of institutions (Mixed schools, primary school college madrasa) are showing positive responses when we visit them and share them about our service. 23.1% of institutions show good response which means they already have a vendor or currently don't need this service or are interested in taking this in the future. And 20.5% of institutions are negative about our service which means they don't want this kind of service for their educational institutions.

Observation and Recommendation

My personal observation is that as this particular business is in its growing phase, the service they are providing is totally unique, and the industry they are operating in is the mixed textile industry, where they are providing uniform support to educational institutions, different B2B clients, and many more. So, the whole business as well as the service look a bit scattered and unorganized. And there is a lack of coordination in the departments.

1. So, initially, they have to define and categorize their services according to their availability and focus on their strong services. In that case, educational institutional uniform service is one of the popular ones, so they can work on this segment.
2. Enhance the coordination among the departments
3. Keep more emphasis on online marketing
4. Create awareness among educational institutional stakeholders, as they are the decision-makers.

Limitations

This report is based on the D Smart Uniform Solution. So all the information that is used here is related to the organization and is demographically based in Bangladesh. This report is relevant in the Bangladeshi context. All the information that is used for the analysis is collected from Bangladeshi educational institutions.

Conclusion

It is clear from the report that in Bangladesh, a social enterprise called D Smart Uniform Solution, which is based in the textile industry and the education sector and constantly thinks about business growth, contributes to the education sector by giving students access to uniforms, books, and other necessities to reduce dropout rates, directly advancing SDG 4.

Not every individual understands this business's core intention. Due to COVID-19 19 textile industry is incredibly vulnerable and in the end D smart solution is fully dependent on the textile sector there is financial and resource turbulence. Along with that, this kind of business is totally new concept in the Bangladeshi context. It is really difficult to tap into the market and acquire customers. As customers are not familiar with this kind of services priorly. Here D Smart have to make extra effort to educate customer about this new service and its benefits. And which holds back the business growth.

The report investigates several factors and their positive impact and negative impacts that are responsible for both the adoption and nonadoption of a new product or service in the case of D smart uniform solution. Finally, this report indicates that only popper awareness among stakeholders like educational institution owners, decision-makers, principals, and guardians will impact the adoption of this service and make this service more lucrative in order to accomplish the expansion of a prospective and viable business.

Reference

1. Statista. (n.d.). Apparel - Bangladesh | Statista Market Forecast. <https://www.statista.com/outlook/cmo/apparel/bangladesh>
2. Davis, F. D. (1989). Perceived usefulness, perceived ease of use, and user acceptance of information technology. *MIS Quarterly*, 13(3), 319-340.
3. Venkatesh, V., Morris, M. G., Davis, G. B., & Davis, F. D. (2003). User acceptance of information technology: Toward a unified view. *MIS Quarterly*, 27(3), 425-478.
4. Rogers, E. M. (2003). *Diffusion of innovations* (5th ed.). Free Press.
5. Rogers, E. M. (2003). *Diffusion of innovations* (5th ed.). Free Press.
6. Valente, T. W. (1995). *Network models of the diffusion of innovations*. Hampton Press.
7. Rogers, E. M. (2003). *Diffusion of innovations* (5th ed.). Free Press.
8. Venkatesh, V., & Davis, F. D. (2000). A theoretical extension of the Technology Acceptance Model: Four longitudinal field studies. *Management Science*, 46(2), 186-204.
9. Bagozzi, R. P., & Dholakia, U. M. (2002). Intentional social action in virtual communities. *Journal of Interactive Marketing*, 16(2), 2-21.
10. Davis, F. D., Bagozzi, R. P., & Warshaw, P. R. (1992). Extrinsic and intrinsic motivation to use computers in the workplace. *Journal of Applied Social Psychology*, 22(14), 1111-1132.
11. Gefen, D., Karahanna, E., & Straub, D. W. (2003). Trust and TAM in online shopping: An integrated model. *MIS Quarterly*, 27(1), 51-90.
12. Bhasin, H. (2023). What is Product Adoption? Definition, Importance & How to Measure It? Marketing91. <https://www.marketing91.com/adoption-process/>
13. Maonaigh, G. Ó. (2021). Product adoption: how to get customers to embrace your product. The Intercom Blog. <https://www.intercom.com/blog/product-adoption/>