



UIU INTERNATIONAL UNIVERSITY

Internship Report

On

Market condition of Freelancing in Bangladesh

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Submitted To

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Letter of Transmittal

7th September, 2019

Mohammad Tohidul Islam Miya

Asst. Professor

United International University

Subject: Submission of the Report on Freelancing Market.

Sir,

It is my pleasure to submit the report on “Freelancing Market”. It is the most important and practical based report of BBA program. I am very thankful to my supervisor Mohammad Tohidul Islam, Asst. Professor of Business & Economics of United International University for providing valuable instructions, helpful suggestions and correcting my mistakes every time.

When I was doing my project my trainer of Graphics design was very much cooperative.

If you need any additional information sir in the overview of the report please ask me sir.

Yours
sincerely,



.....

Fariha Fairuz Adrita

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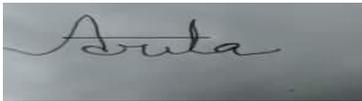
Program: B.B.A

Major: Marketing

Declaration

The internship report entitled “Freelancing Market” embodies the results of my own research work, prepared under the supervision of Asst. Professor Mohammad Tohidul Islam, United International University.

I want to also declare that this report is based on original experience and have prepared for academic purpose which is a part of BBA program. In this paper, I have tried to use the actual present scenario of the market.



.....

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Program: B.B.A

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Supervisor Certification

I do hereby certify that Fariha Fairuz Adrita, a student of the departmental of business Administration in United International University has completed her project as an academic requirement on Freelancing market very successfully. I wish him every success in life.

.....

Mohammad Tohidul Islam Miya

Asst. Professor

School of Business and Economics

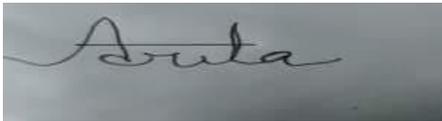
United International University

Acknowledgement

At first, I want to thank to the Almighty Allah. After that I would like to express our deep gratitude to the course instructor of Mohammad Tohidul Islam for his patient guidance, enthusiastic encouragement and constructive suggestion for this report. I would like to express my gratitude to all the people involved both directly and indirectly in the preparation of this report. I am also grateful to those people who gave their valuable time while being surveyed.

I also want to express my gratefulness to the trainer for his kind and friendly behavior. My deepest gratitude will also go for my friends and seniors who helped me to complete this report.

Yours
sincerely,



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Fariha Fairuz Adrita

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Executive Summary

This report is written based on the freelancing market and I tried to show the potential and actual buyers of freelancing market, value chain of freelancing market, marketing mix. I segmented and targeted the customers from my viewpoint as a freelancer. I have also created positioning strategies to attract the customers. In the competitor part I have discussed five forces of competition. I have surveyed to know the market practically and tried to provide a primary data to substantiate the findings of my report. Freelancers are keeping a huge impact on the economy of Bangladesh with high export by earnings potential. Freelancing also helps alleviate the unemployment problem in the economy. Students, housewives can earn money and support the family by doing freelancing as a part time job. A freelancer can start this job by content writing, designing logo, T-shirt, creating websites making flyers, business cards, banners etc. it is a creative work. This job does not need any educational degree, but communication skill and freelancing training is needed to start this job. As big investment is not necessary so a freelancer get an opportunity to earn money by using his or her skills. Though freelancing is a stress less job but a permanent job is more secure than it. In freelancing business, the competitors are here and there all over the world as like as the customers are all over the world. Huge competition in this sector which is a great barrier for freelancers who want to enter in this market.

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Chapter-1

INTRODUCTION

1.1 Define your market.

Freelancing is the stage or platform where seller and buyer staying at any place of the world can produce, buy and sell goods and services. Freelancing market is an online structure where potential buyers allow the seller to sell products through internet. We are living in an era of science and technology. We are reaching the peak of use of technologies. The whole world has become a global village through internet. Now we can trade all over the world by not remaining physically present at the market. Buyer and seller bargain through this virtual market. ¹⁶

Freelancer captured the market share of freelancing market.

| | | | |
|---|--|---|---|
| Web, Mobile & software Development 4,81,648 freelancer | Graphics Design 4,30,300 freelancers. | writing 410681 freelancers | ADMIN SUPPORT 377,504 freelancers |
| translation 200707 freelancers | sales and marketing 197,677 freelancers | customer service 169,313 freelancers | Accounting & consulting 128,372 freelancer |
| | | | IT & Network 116514 freelancers |

➤ **Potential Buyer:**

Potential buyers are the customers, targeting whom a freelancer start his business to make his product. The entrepreneur who is starting a business, will open a company need a business card, websites, calendar, unique logo banner, employees' t-shirt. All those people are potential customers. In online business any visitors who visit my page is my potential buyer because they have visited the online page as they feel it is relevant to them.¹⁰

➤ **Actual Buyer:**

When the potential will be started to buy from a freelancer is called actual buyers. It is not so easy to make the potential buyers into actual buyers. The potential buyers willing to buy the product when they think the benefit of the product is more than their payment of cost. By promoting the business, a freelancer has to make the customers understand that it is worth their money and time.

The following strategies can be followed to attract potential buyers: ¹⁷

- The important step to become a seller is to open an own fiver, Upwork or other freelancing based account. So that people can find me in the market and I can deal with customers.
- Provide them subscription form to subscribe so that they will give an email address and we can give him offers through mail. The subscriber will remain updated with the updated news. To increase more subscriber the form can be given to other pages, so that we can reach more and more buyers. Then I have to upload the photos of my product and organize
- Beside these a freelancer can open YouTube channel, websites to promote his account.
- Good communication skill may attract the potential buyer, so good communication skill and marketing strategy needed to catch potential buyer.
- Freelancer should log in their account properly as well as they should create a live chat panel for their future client. Because if the potential buyer can't find you exact time, they will go another.

Ranking of the freelancing market:

| Rank | Country | Number of Freelancer | % of active Freelancer |
|------|--------------------|----------------------|------------------------|
| 1 | United States | 558,965 | 13.90% |
| 2 | India | 245,342 | 14.97% |
| 3 | Philippines | 162,233 | 15.87% |
| 4 | Pakistan | 62,442 | 18.66% |
| 5 | Bangladesh | 55,449 | 15.80% |
| 6 | United Kingdom | 53,889 | 11.51% |
| 7 | Ukraine | 53,529 | 25.78% |
| 8 | Russian Federation | 44,534 | 19.87% |
| 9 | Canada | 41,170 | 11.61% |
| 10 | Egypt, Arab Rep. | 33,610 | 16.33% |

In this chart we can see that the highest numbers of freelancer are in USA. Bangladesh has a good number but the percentage of active freelancer is quite low than another's specially Ukraine.

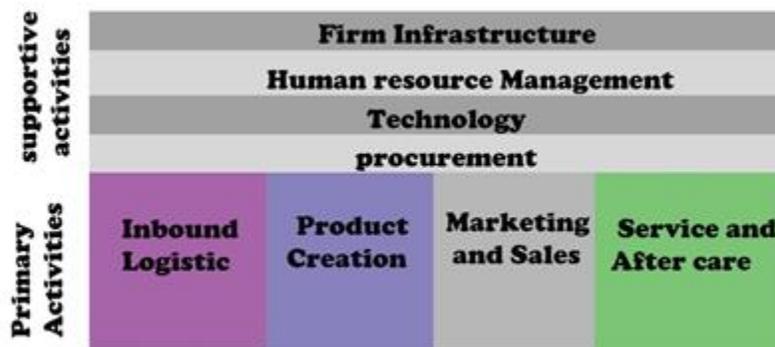
Chapter Two-
Analyzing
freelancing market

2.1 What is freelancing?

It is a method of job by which people can complete a task or project of clients through both online and offline market. It is an excellent way of self-employment. It is not necessary to work through by a specific company or doesn't need any personal office. People can work from home by using personal computer or can hired by another company as a freelancer. People who work through freelancing are called freelancer.

Freelancer is the person who is self-employed and need not committed to a fixed employer for a long term. Freelancer worked for temporary agency sometimes, and sometimes represented by a company. Sometimes freelancer worked for agency and that agency resell the freelancer labor. Beside all these freelancers can do such kind of profession computer programming, translating, graphic design, illustrating, writing, music, acting, video and film production and other forms of piece work.

Porter's Generic Value Chain Model:



2.2 Supportive activities:

Supportive activities are:

➤ **Firm Infrastructure: Financial, Legal, IT, IP:**

To start a freelancing business people do not need a lot of capital or a structured building but the main thing which is needed as capital is a skilled, creative & trained person, a personal computer, graphics card, RAM and ROM, photoshop & illustrator software, internet connection. ¹⁵

2. Human Resource Management:

It is the process of selecting, retaining, promotion, transferring, appraisal and dismissal of staff.

- **Selecting:** Customer usually search for freelancers in the online market such as Fiver market, upwork.com, even on Facebook, twitter.
- **Retaining:** The client and the employee of personal should be retained. A good employee of this process can make an asset for freelancing.
- **Promotion:** There are a good chance to get a promotion in freelancing, because the result of any work will get very fast and there is no slab for promotion. If any freelancer does his work properly, he will get a promotion very quickly.
- **Appraisal:** Appraisal is a very important thing for a freelancer. Appraisal is a systematic process for evaluation the work.
- **Dismissal:** It refers to terminate, when any freelance can't work properly, client can dismiss him by giving negative ratings and comments.

3. Technology: Research and Development

When anyone wants to do freelancing, he has to know about some technology and that technology should be managed by freelancer. As an example, we can say that various type of software, computer, windows, Photoshop software all the technology and all these things are needed for freelancing. So, technology has an impact on freelancing and it is an element of the supply chain management for a freelancer. Software are updating to fixing the problems of the previous one.

4. Procurement: (Purchasing, Outsourcing) When anyone wants to do freelancing, he has to manage some resources. She has to obtain necessary things from the supplier. Sometime some software should be bought. For freelancing she has to go through some procurement.

A freelancer can buy all his software from-

Ø Amazon

Ø Alibaba.

Ø Software media

Ø Royal Discount

There are also some websites through which a freelancer can buy photoshop and illustrator software by getting an opportunity 7 days free trial and then can buy.¹⁵

2.3 Primary Activities:

1. Inbound (supplier) Logistics:

Software supplier of freelancing are –

Amazon

Alibaba.

Software media

Royal Discount

2. Operations/ Product Creation:

By using personal computer, photoshop & illustrator software graphics designing, web development, content writing, data entry, search engine optimization (SEO) are mainly done through freelancing.

- **Graphics Designing:**

Through this process, business cards, banners, flyers, web templates, data entry etc. are done. As now the world becomes digitalized and people loves various attractive design, various client all over the world want various graphics design from a freelancer.

- **Web Development:**

Web development is the task related with developing a website for a company customer by providing all the information against that company. A web developer has to design a website, then have to do web programming which includes network security configuration and database management includes adding each and every detail content of the company etc. Company makes web sites to remain connected with the world and to compete with the competitors also.

- **Content writing:**

CV making, product features writing, Facebook page maintain, selling product for a client through call center, personal sales, telemarketing, report making, article writing.

- **Data entry:**

Data entry is not a new job at all. But by time it is more important than before time. Now accurate data entry is needed for the successfulness of any business organizations. By hiring data entry operator organization can reduce their cost effectively. Beside this it is very easy to found data in computer and process it and it can be solved if there is any mistake easily. Now organization wants to do everything without paper. Much organization declared them as a paperless organization for digital access. So, there are huge opportunity to be a data entry operator, and this think can be done by a freelancer sitting anywhere in the world.

- **SEO:**

SEO stands for Search Engine Optimization. It is the process of showing editorial search results in the search engine. By SEO any organization can keep their growth very fast. By SEO company can get great advantages. It builds trust and creditability to the clients. Everyone knows that good SEO means the brand promotion to its clients. SEO can establish a business to its valuable clients and bring the trust.

Google, Yahoo, YouTube are some of the search engines where the searched content is shown. Those content are shown to customers based on ranking based what the SEO considers most relevant to users.

3. Outbound (customer logistic):

Fiver market, upwork.com, people per hour, toptal, flex jobs, indeed, Facebook, twitter etc. are some of the online market and social medias through which products are delivered to the customers.

4. Marketing and Sales:

- **Asking for referral:**

A freelancer can ask for a referral from his or her former or present client. 84% buyer products based on good rating of other buyers. They influenced to buy products based on others' buyers positive rating. Buyers and popularity will gradually grow if a freelancer can take positive referred comments from buyers. A referral can do huge marketing of a freelancer to their clients.

- **Creating blog or websites:**

It is an affordable process of promoting freelancing business. A very important part of promoting business through this process is providing a strong portfolio of previous task. Customers will see samples and choosing samples they will order products.

- **Building relationship with clients:**

Growing customer relationship is not an easy work to do. It doesn't mean loyal and repeat customers rather it means keeping in touch with customers by contacting with them. Reach them occasionally offering new products. If they are not interested about your products at that moment but they can refer to other customers. Clients will again come back in this process.

- **Sending cold SMS, online message and email:**

This process may need patience but if you can send email properly in daily basis some of your customers will obviously reply for products. Thus, a freelancer can grow his customer as it is an excellent selling process.

- **Remain present in social media and increase online promotional activities:**

Have to update Facebook twitter account and through these account freelancers can keep in touch with clients.

5. Service & after care:

After submitting a work to the client, customers return back to freelancer to fix the defects of design or fonts. In this time a freelancer has to keep smiling and give feedback with a very short period of time. A freelancer has to be very prompt and efficient for fixing problems.

Ø Presenting a prefect task:

A freelancer has to submit the work according to customer order. Then customer can't come with any complain to fix and remain satisfied. Time will be saved as well.

Ø Timely Submitting:

The freelancer who can fix the customer problems as soon as possible can make the customer more satisfied.

Ø Availability:

Freelancer have to remain available after submitting the work as clients can give instruction.

Ø Maintaining post work Relationship:

A freelancer has to maintain a good relation by sending email and SMS in different occasions. Different types of discount, new offerings glad the customers.

Ø Professional behavior:

A freelance have to keep patience and a smiling face with the customers so that customers will remain happy and suggests other to come him.

2.4 Marketing Mix

1. **Product:**

The three level of product of freelancing:

- **Core:**

When a client buys a product, get the benefit and become satisfied consuming the product that is called core benefit. This core product feature fulfills the fundamental and primary need of the customer which is also fulfilled by competitor's product also. Product differentiation does not occur here. Example: the size of the business card is fixed.3''/2'' It is the core benefit. ⁹

- **Basic product:**

Basic product is the unique design and features of the product which consumers can see and touch. The product color, design, brand name, font, quality, packaging level everything differs from competitors in this level. When a client takes an exclusive business card design, unique logo design which represents his or her company the unique logo or card is the basic product because it is different from the competitor.

- **Augmented:**

Through augmented product it is possible to reach our client through a better way than other competitors. When a freelancer offers the clients intangible features like- After sale service, warranty, delivery and credit, installation.

2. **Pricing strategy:**

Penetration and Premium pricing strategy:

We will use more than one pricing strategy for this business. Because at the beginning I am not as expertise as other freelancers who are already in the market. So at the beginning I will take penetration strategy by giving high quality product in lower price even sometimes free. Then after a few years when I will become expertise then will follow the premium pricing strategy. I will provide them higher quality product at a higher price. I will try to avoid economy and price skimming strategy because those strategy compromise with quality which will be dissatisfied consumers. ⁵

➤ **Credit card payment:**

Now the world is cashless world. Everyone don't want to carry cash, for this everyone keep card for any transaction. For this freelancer also should access the credit card, and she should use credit card payment.

➤ **Volume discounts:**

Sometime volume discount should be done. Some client wants to do huge thing by one freelancer, so in that time a freelancer should give them some discount. For this client will be very happy.

➤ **Price flexibility:**

Sometime price flexibility should be done. By price flexibility freelancer can attract the clients. By price flexibility organization also come forward to the freelancer again and again.

3. Place or Distribution channel strategy:

➤ **Channel-1 Directing Marketing Channel**

Direct distribution channel allows a freelancer to sell products directly from freelancer to clients directly. So, to reach customers no intermediaries are necessary in freelancing business. Fiver market, upwork.com, people per hour, toptal, flex jobs, indeed, Facebook, twitter etc.

4. Promotion or Communication strategy: ^{6,7,8}

Freelancers use various strategies to promote the business. Basically, this is the process of promoting oneself and own task quality.

Strategies for promoting oneself as a freelancer are given below:¹⁴

- A freelancer should not charge extra from his client if the task is simple and the client has his own budget.
- A freelancer has to be social.
- Have to treat the customers formally.
- A freelancer has to start making tutorials
- A freelancer has to start blogging
- Create own strong portfolio:
- Personal selling
- Public relations and publicity

Chapter Three- *Segmenting*

3.1 What are the factors segmenting of your market?

Ans: Freelancing business divides its customers based on geographic (Countries, Rural, suburban and urban), Demographic, Behavioral segmentation, Psychographic.

❖ **Geographic:**

➤ **Countries, cities and regions:**

A freelancer wants to segment the customers according to country because of language differences. There are 3500 languages in the world. It is not possible to learn all the languages for a freelancer. Though English is an international language but there are many countries who want to continue their business with their own language. Example: Korea, Japan, China. They hardly communicate in English. So, without knowing Korean, Japanese, Chinese language a freelancer will not willing to take task from those customers. They will try to work with English speaking countries.

➤ **Rural, suburban and urban:**

Freelancer's one of the main segments is urban areas people. Urban people are educated and they are used to technology. The density is high in urban areas. The per capita income of urban areas people is higher than rural and suburban people. So, the opportunity of freelancing is higher than rural and suburban area.

❖ **Demographic:**

• **Demographic segmentation based on Age:**

❖ **Baby boomers (born between 1946 to 1964):**

As technology was not available at the time of baby boomers so they are very curious about the process. As this generation are not expert in technology so they like to pay money for taking these types of service. They hire freelancers for composing a certain document. As they are backdated and aged people and they do not have any basic idea in technology, they are interested to use technology and want to become smart. They want to well-known with technology. They have a common concept that freelancer want their work perfectly. So, this generation people very good clients for the freelancer.

❖ **Generation X (born between 1965 to 1981):**

In freelancing the one of the main preferred segments is generation X. This aged people are basically big industrialized in United States, time is very valuable to them so that they do not care about money rather they want a quality full work in a short period of time. Their living cost and labor cost is too high so they hire Bangladeshi freelancer as our labor cost is lower. Again, they do not expert in technology so they like to pay money for a better service.

❖ **Generation Y (born between 1980 to 1989):**

Generation Y is also known as a double generation concept people. They are the 2nd generation of computer was invented but there was no internet. So, they are also known with the technology. Some of them are very used to with the technology and have the basic idea in technology. They also the potential clients of a freelancer. Because this age people are very used to the internet and they want to make their life very simple through internet and technology. That's why they also hire freelancers for their work.

❖ **Generation Z or Millennials (born between 1990 to 2000s)**

Most of the people of this generation are comfortable with technology and the Internet. They also prefer to save their time by paying a little bit more money for their completing task. For example: they do not have time to make their C.V, they hire freelancer for making their profile, websites etc. Sometimes students give their reports and assignments. Actually, generation Z is most targeted clients to the freelancer. Because this age people are so young and they are used to with the technology. They want to use technology in every aspect of life. Such as now the young generation want to make website for their various reason. They want to update and share their various information through their website. That's why they make their own website and developed their website through freelancer. Beside this many young people hire freelancer for some personal working. Some people of this generation are student, they want various help to the freelancer for their study. As a part of study students have to make some report or assignment as well as some time web developing, freelancer can help them. Some of this generation are researcher and they need various information to research data and they have to rearrange the data and process the data with various chart. They also want help from freelancer.

All of these groups' preferences are different from each other. One like modern design where baby boomers and generation X prefer old model design.

• **Demographic segmentation based on Nationality:**

Freelancer work with technology as well as computer internet and various software. We know that there are 194 countries in the world. Through the internet it is a global village now. But every country is not the same facilities for using internet and software. So, the country which don't have a good internet connection and the people are not used to with this technology that nationality people will not hire the freelancer. On the other hand, in which country has a great connection of internet and the percentage of internet using people are very high, the possibility of hiring freelancer is higher than others. A research published on The Daily Prothom Ale that Canadian, American are hiring more freelancers. So, freelancer also concern about nationality. Developed countries, developing countries and least developed countries have some different advantages and disadvantages.

➤ **Demographic segmentation based on Income:**

Income determines the purchasing power of the clients. Three groups based on income are-

- ✓ High income group
- ✓ Middle Income group
- ✓ Lower Income group

As freelancing is a creative and time-consuming task so freelancers search for high income groups of people. Bangladesh is a developing country. Bangladeshi consumers are not willing to pay much money as developed countries as their income is not so high.

➤ **Demographic segmentation based on Occupation:**

There are various occupations in our society. Occupation means by working a fixed job they get money and for their livelihood. We know that various occupations need various skills. But as a common we can say that in every occupation there need some technology in various ways. Some occupations need much technology and some are less. But every occupation person hire freelancer for their own causes. But as a freelancer we segment this occupation by their working criteria. As an example, small enterprises, research center, various govt office, and various autonomous organization need freelancer mostly. So, this occupation people are the main client for segmented clients.

3.2 Which segment is relevant for you and why?

As a freelancer demographic segmentation is relevant for me because I am not used to all the languages. I am comfortable doing work with English. On the other hand, it is very tough to manage time and give them delivery on time.

Chapter four – Targeting

4.1 Which one is your targeting customers and why?

There are a number of factors which need to be considered before targeting an attractive segment. Targeting is one of the important factors. Without targeted customers I cannot find my potential buyers. By targeting customers, I can find my appropriate clients. I will target my customers by segmenting the market. By targeting I will be able to provide the best service effectively and efficiently. Basically, I am a newcomer in freelancing. As I am not an experienced freelancer so I have to target the market according to my skilled area. The clients who want mainly data entry for their organization is the main targeting clients, beside this I am a graphic designer, so I want to target that type of organization who want to make graphic design for business cards, web template designing, T-shirt designing, logo designing. Some small business man as well as new entrepreneur is also my targeted clients because they are new in this industry and there is my new work of freelancing. ¹¹

➤ **Analyzing the factors before target a market:**

It is important to analyze the following factors before entering a new market.

➤ **Competitive advantage:**

As a freelancer if I have enough skill then it will be a perfect market for me to enter. It makes sense to target that segment where I am efficient in freelancing market. As I am learning graphics designing so I should target these kinds of clients who are interested in business cards, logos, t-shirt designing, web template etc.

➤ **Size and profitability:**

The customer demand of graphics designing market is too large to make a handsome amount of profit. Investment expenses is not so high. Many customers are there with their demand. If I can meet the customer need properly and they started to repeatedly purchase then there is a huge chance of profit.

➤ **Accessibility:**

This market is easily identifiable because the customers are searched through online. The targeted market is not located in any specific country. There is no chance to face negative political situation meeting consumer needs and promoting the business. It is not expensive to meet the specific consumer group.

➤ **Competition:**

As the existing competitors have already captured the market and satisfying target customers' needs fully so it will be a little bit difficult for me as a new entrant to compete with them and attracting new consumers. So, it is very necessary to be more skilled and efficient so that buyers remain satisfied and give positive comments.

In the conclusion it can be said that Before targeting a market it is necessary to select a large market, high chance of making profits, easy accessibility but limited competition. My target market is considering the factors but the only problem is too much competitors are existing in the market. So, I have to enter in the market with some unique plan so that customers attract easily.

Chapter Five— Positioning

5.1 Which strategies are followed by me for positioning?

There are seven approaches of positioning strategies among them 4 are used for my freelancing business:

1. Product characteristics customer benefits:

This positioning strategy specially taken by the freelancer by making an image on customers' mind that the product is created only to meet the customers' basic needs. Example: A client may order a business card, logo design, web templates, banners etc. all these represent clients' company's information. ⁴



2. Positioning strategy based on competitors:

I will try to create a position through a unique strategy but taking the competitors' strategy as a base. Sometimes I will use the similar positioning strategy used by my competitors. When I will enter in the market, I will try to offer better design at a low price and in a short period of time. Sometimes I will do the job without money to gather positive comments and increase skills. This strategy will create a position in customers' mind that I am an "economic freelancer". But when I will be experienced then I will copy the positioning strategy of my competitors of taking the premium price by offering higher quality product. It will create a position of "premium quality".

3. Positioning based on user application:

There are some products like calendar, festival banner, customized T-shirts, greeting card, mug pillows and many other gifts which are positioned as a new year product and festive product respectively. Customers may order those products on those specific periods of time. Example -on Pohela Boishakh T-shirt will be designed with red and white color, on mothers' and fathers' day the mug will be designed writing "Happy Mother's Day mom."

4. Positioning based on pricing:

As I am a new entrant in the market so I will try to offer the products at a lower price at the higher quality beginning of my business. Later on, when I will become experienced and skilled, I will maintain higher quality as before but my product price will not remain the same as lower as before. I will increase the price according to my skills. So, two positions will be created in customer mind.
1. Economic freelancer 2. Premium product.

Chapter six-
Forces of competition

6.1 Forces of competition

By analyzing competitors' situation freelancing business will be able to figure out its threats. Because in this process this business will be able to know how competitor's action will affect its action.¹²



1. Competitive rivalry:

Competitive rivalry is measuring the present competition among the existing firms. Analyzing the competition in the freelancing industry, it is found that many businesses are offering the same service in the market. Rivalry in this industry is caused when other freelancer offers better service efficiently in less time. As the competition among the freelancer is very high so it may drop down the price of the work, can increase advertising price, increase the price of improving products and can limit overall long-term profitability of this industry. If the opportunity other competition is too high and they captured maximum market share already then it will affect profitability.

Some strategies that can be taken by this industry so that they can tackle intensive competition situation:

- Freelancer can make their customers permanent by fully satisfying them so that they can come repeatedly.
- Freelancer have to show unique and attractive work which is not available anywhere.
- Can increase market size by offering new products and services.
- Have to be remained prompt of fixing the problems of the customers.

2. Threat of substitute products:

When customers get other options as a substitute of freelancing platform to take the service from other sources then freelancing industry faces threat in case of cutting profitability, increasing advertising costs and product development costs. As freelancing process is fully technology based there are many customers who want to take the service manually. Example: In Bangladesh many people go at Nilkhet to make business cards, banners, C.V, flyer, t shirt design, logo design etc. Another example for better understanding can be used that incase of software, when people buy illustrator rather than buying photoshop then it is another threat of substitute of product for software industry.

Some strategies that can be taken by this industry so that they can retain customers:

- Freelancer can promote the freelancing service to the people who are not comfortable with technology. As a result, many business man will come at technology-based market rather than going to photostat market.
- By increasing the switching cost of the regular customers. For example: Freelancer can offer different discount, buy one get one offer so that the customer will not think of switching.
- Freelancer have to understand the core need of customer what customers exactly want.

3. Threat of new entrants:

When the threat to entering a market is too high it is less attractive for a new business to enter. Because it creates a barrier to enter into the market. It has both positive and negative sides. If it is easy to enter a market then new competitor takes the market share which is a great threat for the existing competitors. But if the entry is not easy then it is a comfortable market to play and make a profit. Again, if the barrier is too high then it is a very bad news for the new entrepreneur. Now come to the point of freelancing business. This business is attractive for those who are creative which means who has creative skills, but less attractive who are not creative at all. Though this business has few barriers but still it is attractive for new entrants because it does not need much capital to enter the market. As a result, no chance of facing loss is a great opportunity.

- **The barrier of entering in freelancing market are-**
Entering in the freelancing industry there is no barrier as like as other industries.
- **Social Barrier:**
Our society does not think freelancing is a recognized and respectful task to do. They also think it is not a permanent job. So, people do this as outsourcing do not take it as a main job. Beside this people don't respect a freelancer for their job. Family as well as society don't recognize their labor, and they don't want to give any facility. Government also don't respect them and don't patronized them. As a result, freelancer feels depressed, and these are pull back to them.

- **Income security barrier:**

This income is not constant. When a freelancer is working, only that time she or he can earn money. If the freelancer become sick or remain absent, she or he will not get any labor cost. Beside this there is no secured income. If freelancer do not remain updated day to day, he or she will become jobless. To keep the livelihood constant, they want a fixed income. As there is no insurance, gratuity fund, pension facilities for a freelancer so the income of the freelancer is insecure.

- **New technology barrier:**

The technology is changing very fast day by day and the pattern of work is also changing. As a result, the freelancer has to come up with new system. Without coping up the freelancer can't compete with the freelancer.

- **Resources barrier:**

The main resource of freelancing is a computer. The people who cannot afford a computer creates a barrier for him or her. Even to take the training resource is needed. Everyone can't afford those resources.

- **Time investment barrier:**

In freelancing the income does not from the beginning. Some time is needed to understand the market, need some time to gather skills and experiences. To gather skills and experience we should invest some time because when the skill and experiences are increased the income also increase gradually. It is a barrier for some people because investing time is not possible for all. Some people need money instantly.

- **Government Policy:**

Government have to bring 4g support in internet services. Training facilities is not enough in this sector which is another barrier. PayPal payment system is not available is another problem for money transaction. The websites which used for payment is not legal. If government bring all these facilities then motivation among the people will develop.

4. Bargaining Power of suppliers:

The technological and software price almost fixed. A freelancer can't bargain in this case with the suppliers.

5. Bargaining Power of customers:

Bargaining power of the customers is too high because direct freelancer is available in the market. As a result, customer can switch very easily. The per capita income differs from country to country. So, the labor cost also differs. Again, there are beginners who also do the work of customers in low price. So, customers can switch easily. It affects profitability of the freelancers.

Chapter seven-
Insights from Interviews

Summary from interviews of Freelancers about Company Insights:

To start a freelancing business, skill is very important rather than capital. No fixed cost is there except buying a computer. There is only variable cost. In all other business we see capital is the main part of the business. What a freelancer needs to start this business is a computer with internet connection and English communication skills. The main barriers entering in this business is managing initial fund, managing time, getting training, opening international bank account, getting customers from the competitive market, huge competitors etc. There is no fixed holiday it has both advantage and disadvantage. Advantage is a person can take the order according to his or her wish. But the disadvantage is if a man has too much work pressure, he or she can't enjoy his or her personal life. He or she is bound to complete the task at any cost. Another problem is many competitors give negative review especially Indian against Bangladesh. As it is a computer-based task so mainly the pressure falls upon the eyes which is not a good side. There no secured income. But if a person can work efficiently, he or she can earn lot of money without any professional degree. But a person in Bangladesh may have to do work at night for foreigners. Time management is very difficult. It is always preferred to expert in one sector because a person can't become specialized in all sector. It is important to become efficient, effective and skilled as less time work and unique work is demandable. Creating a strong portfolio to attract the customers is very much important.

Summary from interviews of Freelancers about Customer & Marketing Insights:

According to the freelancers from which I collect the A freelancer deals with the customers all over the world. The mainly targeted segments are foreigners because they are very much busy to do a simple work like making their cv and time is very much valuable to them. So, they hire freelancers maximum time for that they are willing to pay a handsome dollar. In this business there is no specific month when the income will be so high. But a graphic designer can grab the customers by designing t-shirts, mugs, banner in different occasions like Mother's Day, friendship day etc. But this opportunity does not come for all freelancers. Payment security and payment amount are quite good and handsome as maximum clients are foreigners. But as they want very quality full work so that it is very difficult to manage time to provide a perfect work especially for the beginners. To deal with customers freelancers or the customers need not to meet any place. They can communicate through Facebook or email or skype. They also can exchange their money and product through internet and PayPal account. It saves both money and time. Sometime slow internet connection, lack of easy payment method in Bangladesh two big problems. In freelancing market buyers always search for expert's freelancer. If any freelancer becomes killed in one topic, he can earn more than others. Dealing with unhappy clients is very difficult. So, it is necessary to keep clients happy by providing them proper work, and behaving well. As a result, the client will become permanent and they will not switch to other.

Summary from interviews of Freelancers about Competitor Insights:

In freelancing business, the competitors are here and there all over the world as like as the customers are all over the world. Huge competition in this sector which is a great barrier for the freelancers who want to entry in this market. Every freelancer has to create a unique product for the customers than its competitors. Many times, competitors give negative review to create a bad impression. There is no way to get rid of it is the main problem. Freelancing should not be taken as a main profession. It can be a part time job of the students, house wives and other job holders. So, a freelancer should join to a company as a freelancer so that his or her income would be fixed, he or she will need not to work whole day a night. As the competitors are already so skilled working for many years so each and every freelancer have to have enter in the market with a proper planning. Otherwise he or she can't go for long run. Because if he starts to perform inefficiently and copy competitors work then competitors and customer both will give negative ratings and the id will be blocked from the server. So, from the entry level to intermediate level & expert level a freelancer needs to work effectively so that he can able to give better work than the competitors and get 5-star rating always. It should be the main goal to get higher rating. A freelancer must not open an account if he or she does not train up properly. Because employer accountability is very high in marketplaces. If a freelancer does anything suspicious, he or she can be suspended from the marketplace.

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Appendix

Name: Ariful Islam

WEB DEVELOPER

Questioner

The whole interview or focus group discussion should focus on company insight (knowledge about the company), customer & marketing insight (Knowledge about the customers and marketing strategies), and competitor's insight (Knowledge about the competitors).

Company Insight:

1. How to get started with a free-lancing career?

Answer: Freelancing is a free work that has not specific rule or binding. A freelancer can easily use his/her time according to needs. This job has not special type of binding or regulations. To start a career in freelancing it is necessary to have skill, language proficiency and communication skill. Internet connection and simple tricks can help easily a person to start freelancing career.

2. How do you help customer understand your expertise level?

Answer: Freelancing is way for sharing experiences with persons or with clients even with world. By working remotely, it is possible to help customer doing his/her job. It will save customer's time and grow happiness inside.

3. Which are the high rated payments freelancing job?

Answer: It is not easy to mention which job is most paid. But nowadays several skills such as web development, software development, data analysis, marketing can fetch more money for a freelancer.

4. What are the barriers usually you faced?

Answer: In freelancing there are a lot of barriers such as low speed of internet, lack of easy payment methods in Bangladesh and also freelancer doesn't have enough opportunity from the government.

5. Which one better to become expert in one single sector or more than one?

Answer: It is always preferred to be expert in one sector. In freelancing market buyers always search for expert's freelancer. If any freelancer become master in one topic, he can earn more than others.

6. Is there any cost of freelancers?

Answer: Freelancing is open and free work. But here freelancer has to paid internet bill and also has to give a minimum charge to bank during withdraw.

7. What are the consequences of different sectors of freelancing?

Answer: Freelancing is not always preferred and should not take as main profession. Because

freelancing is not a permanent job. For better life I think every freelancer should give attention to form a team or company after a fixed period. It will give security for a freelancer.

8. Can you do random things during the work day?

Answer: Freelancer has to do multi tasks most of the time. For this reason, a freelancer has ability to do random things during work day.

9. How many hours a freelancer has to work per week? Is there any holiday? Is there any fixed time to do the work?

Answer: A freelancer has to work 5/6 hours in a day. This means it is more than 30 hours per week. From my perspective a freelancer has no holiday because sometimes freelancers have to work on holiday also for on time delivery for keeping a good relationship with clients.

10. Is there any superior to this job?

Answer: I think no. Because anyone can go further by using his hard work and experiences.

11. Is there any accountability to the employer?

Answer: It is duty to be accountable for a freelancer to the employer. Because most of the employers want in time delivery and good, quality work.

12. Does freelancer need to buy software only once? How you buy software? From which place?

Answer: Usually most of the freelancers usually uses pirated software from Bangladeshi perspective. For this reason, they don't need to pay. Photoshop, Illustrator, Ph storm, Adobe Premiere Pro are most the popular software around the world. This software needs paid license to buy. It's totally depends on a freelancer.

13. What are your career goals?

Answer: I am working as a freelance web developer for last 2.5 years and trainer for 1 year. After 5 years I will build up my own company for my better life and career.

14. What is your average monthly income?

Answer: At present I am earning 20k in a month on average. It is not possible to mention fixed amount because we know freelancing is not fixed job also.

Customer & Marketing Insight:

15. Which is your targeted segment?

Answer: Website Design and Development

16. What is your poisoning strategy?

Answer: I use myself and think whatever I want.

17. How to promote the business? (marketing strategy)

Answer: I mainly use Facebook and email for promoting my business. Sometimes I send promotional message also to my customers.

18. What are the payment methods?

Answer: Payoneer, Skrill, Bank Transfer, Western Union

19. What are your rates? How would your last client rate you?

Answer: I work 20\$/hour. My last client gave me 60\$ and rated 5.

20. How do you deal with unhappy clients?

Answer: I must have to stay calm and quiet during handling unhappy clients. I always suggest and ask for revision from my clients.

21. How many permanent clients you have?

Answer: At present I have only one permanent client.

22. What are the markets by which clients can be found? (how many market)

Is there any difference between the Fiver and Upwork market?

Answer: There are several freelancing markets such as Guru, Toptal, People per hour, 99designs, freelancer.com. Most of them have same strategy and business policy like Upwork and Fiverr.

23. What type order do you find from clients?

Answer: I mainly get one-time delivery work.

24. Do you take order from Bangladeshi client's or only foreigner's client's?

Answer: I feel happy to work with foreign clients. I don't take risk of Bangladeshi clients for some previous bad experiences.

25. What are the payment securities? (any installment system)

Answer: I mainly work on Upwork. For payment security Upwork takes all the risk.

26. What is the future growth of freelancing market?

Answer: Freelancing market is growing rapidly in Bangladesh. But it is a matter of regret that

experienced freelancers are not growing. Freelancing is a job of competition. One freelancer has to stay here with experiences and hard works. Here there is no scope of fake work.

27. Is there any month when order comes higher?

Answer: There is no specific month when order becomes higher. But it is true that from April to August orders become big from others months.

28. Is there any month when you do not get any order? What are the procedures of communication? What is your preferred method of communications?

Answer: Yes. This happens to me. Sometimes clients don't have enough work. For this reason, they don't give order. At that time, we have to communicate with client by email or skype for clear understanding.

Competitor Insights:

29. Who are your direct competitors?

Answer: Direct competitors are who has same skill like me.

30. Who are your indirect competitors?

Answer: Indirect competitors are who are from several skills but they do apply same jobs that matches with my skill.

31. 10 top freelancing company name and core competences?

1. Upwork 2. Freelancer.com 3. Hire able 4. Writer Access 5. 99Designs 6. Catalent 7. Bark
8. Design Hill 9. Sky word 10. Gig star

32. If the competitors do conspiracy by giving negative rating, how to deal with it?

Answer: It is better to report authority for taking action through email or chatting support for solving problem.

Questioner

1. How to get started with a free-lancing career?

Ans: To start a freelancing career first you need to know what is freelancing. Then you have to have a computer with a good internet connection. U Have skilled properly a particular sector such as web design, web development, SEO, UI/UX design and so on.

2. How many expertise levels are there?

There are three types of expertise Level such as entry level, intermediate level & expert level.

3. Which are the high rated payments freelancing job?

Ans: Most of the freelancing job is highly payable specially web design and development, WordPress theme customization are the high rated payments freelancing job.

4. What are the barriers usually you faced?

Freelancing sectors is very creative sector for all of us. The main barriers are Faced in my freelancing career proper guidelines is not available in our country and we have not enough English language skilled for communicate with a foreigner.

No-5: Which one better to become expert in one single sector or more than one?

Specifically, the sector in which you are expert is better for u. But if you want to be a professional freelancer you have to know about so many works skilled.

6: Is there any cost of freelancers?

Yes, there are a system for premium freelancer to pay in marketplaces.

7: What are the consequences of different sectors of freelancing?

Most of the freelancing sector consequences is better for every freelancer. If they are properly trained up.

8: Can you do random things during the work day?

Yes, I can do random things during my work day.

9: How many hours a freelancer has to work per week? Is there any holiday? Is there any fixed time to do the work?

More than 30 hours a freelancer has to work per week. There is no holiday and also no fixed time to work for a freelancer.

10. Is there any superior to this job?

There are so many superiors such as level one, level two, top rated etc.

11: Is there any accountability to the employer?

Employer accountability is very high in marketplaces. If any client is false and not paid to the freelancer. The freelancer should take a compliance in the marketplace the client should be suspended from that marketplace.

12. Does freelancer need to buy software only once? How you buy software? From which place?

Freelancer need to buy many kinds of software for their work. There r so many places to buy Software such as: Microsoft, Atlassian, Envato etc.

13 What are your career goals?

My career goal to become a professional freelancing.

14 What is your average monthly income?

My average monthly income is 100 to 200 dollars. Because I am a student & a part time freelancer.

15: Which is your targeted segment?

My targeted segment is web design and development.

16. What is your poisoning strategy?

My asthmatic technique is quite common. I always try to keep my clients happy and try to give perfect work gifts.

17. How to promote the business? (marketing strategy)

Freelancing is not a business. This is a job. Here is a rating based on the skill of the job, and based on that rating the client subsequently assigns the job.

18. What are the payment methods?

There are different types of payment methods in the freelancing marketplace. Two of them is PayPal and Payoneer. All payments are paid in dollars.

19: What are your rates? How would your last client rate you?

I'm an Entry-level freelancer. I work for only \$ 5 an hour. My last client was rating me with 5-star reviews and it was a one hourly contract job.

20: How do you deal with unhappy clients?

Dealing with an unhappy client is very difficult. Dealing with an unhappy client by editing various project tasks.

21: How many permanent clients you have?

I have only two Permanent clients.

22. What are the markets by which clients can be found? (how many market)

Is there any difference between the Fiver and Upwork market?

There are so many freelancing marketplaces. Among them are Upwork, Fiverr, Freelancer, envato, People Per Hour. There are many types of differences between fiverr and Upwork. Notable among them is the type of work and the payment method.

23. What type order do you find from clients?

I get more of my skill-based work from clients. However, we have almost all the work we need to do.

24. Do you take order from Bangladeshi client's or only foreigner's client's?

I accept the work of clients from all countries of the marketplace. who should be verified in marketplaces?

25. What are the payment securities? (any installment system)

Payment is 100 percent guaranteed. If the client is verified in the marketplace. There are no installment systems in marketplaces.

What is the future growth of freelancing market?

The future prosperity of freelancing is very good. In this modern age, technology makes people feel comfortable doing anything.

27. Is there any month when order comes higher?

There is no specific month when the order is high.

28: Is there any month when you do not get any order? What are the procedures of communication? What is your preferred method of communications?

I did not receive any orders in the first month when I started freelancing.

29. Who are your direct competitors?

The web developer freelancers who enter in the market are my direct competitors of mine.

30. Who are your indirect competitors?

All the web development freelancers of all of the world.

32. If the competitors do conspiracy by giving negative rating, how to deal with it?

I complain against them to take action for the conspiracy.

Questioner

The whole interview or focus group discussion should focus on company insight (knowledge about the company), customer & marketing insight (Knowledge about the customers and marketing strategies), and competitor's insight (Knowledge about the competitors).

Company Insight:

1. How to get started with a free-lancing career?

Ans: At first you should be skillful in your working field.

2. How do you help customer understand your expertise level?

Ans: By showing my portfolio and past clients review.

3. Which are the high rated payments freelancing job?

Ans: Web development, UX Design, Big data Analysis etc.

4. What are the barriers usually you faced?

Ans: Time management is the first barrier I have faced.

5. Which one better to become expert in one single sector or more than one?

Ans: Expert in one single sector.

6. Is there any cost of freelancers?

Ans: No fixed cost.

7. What are the consequences of different sectors of freelancing?

8. Can you do random things during the work day?

Ans; Yes. I can.

9. How many hours a freelancer has to work per week? Is there any holiday? Is there any fixed time to do the work?

Ans: It's all about client's need.

10. Is there any superior to this job? Is there any accountability to the employer?

Ans: Yes, there is accountable to clients.

11. Does freelancer need to buy software only once? How you buy software? From which place?

Ans: I have not bought any.

12. What are your career goals?

Ans: To rise my per hour salary to more than 50 dollars.

13. What is your average monthly income?

Ans: 400 dollars. I don't work so much as I also need to study.

Customer & Marketing Insight:

14. Which is your targeted segment?

Ans: My targeted segment is web design and development customers.

15. What is your poisoning strategy?

Ans: I always try to keep my clients happy and try to give perfect work gifts.

16. How to promote the business? (marketing strategy)

Ans: By using Facebook and email for promoting my business. Sometimes I send promotional message also to my customers.

17. What are the payment methods?

Ans: Hourly and fixed.

18. What are your rates? How would your last client rate you?

Ans: 20\$ per hour. 5star was given by my last clients.

19. How do you deal with unhappy clients?

Ans: I don't deal with unhappy clients.

20. How many permanent clients you have?

Ans: only one.

21. What are the markets by which clients can be found? (how many market)

22. Is there any difference between the Fiver and Upwork market?

Ans: Yes. There is difference between Upwork and fiver.

23. What type order do you find from clients?

Ans: Web development.

24. Do you take order from Bangladeshi client's or only foreigner's client's?

Ans: Take order from Foreigners only.

25. What are the payment securities? (any installment system)

Ans: Upwork payment security.

25. What is the future growth of freelancing market?

Ans: Freelancing market is growing rapidly in Bangladesh.

26. Is there any month when order comes higher?

Ans: No. Average order comes.

27. Is there any month when you do not get any order? What are the procedures of communication? What is your preferred method of communications?

Ans: Yes, many times I don't get any order. I prefer to communicate through skype.

Competitor Insights:

28. Who are your direct competitors?

Ans: Indians and Philippines are the most.

29. Who are your indirect competitors?

Ans: All the freelancers.

30. 10 top freelancing company name and core competences? How company judge a freelancer?

32. If the competitors do conspiracy by giving negative rating, how to deal with it?

Ans: Report authority for taking action through email or chatting support for solving problem.

Name: Fahim Hossain

Graphics designer

Questioner

The whole interview or focus group discussion should focus on company insight (knowledge about the company), customer & marketing insight (Knowledge about the customers and marketing strategies), and competitor's insight (Knowledge about the competitors).

Company Insight:

1. How to get started with a free-lancing career?

Ans: Getting started with a free-lancing career the mostly need of someone is willpower. Besides this setting up goals, choosing targeted customer, setting strategic price for your services, a complete professional profile and tools or equipment (Computer, Software etc.) are needed.

2. How do you help customer understand your expertise level?

Ans: My professional profile and working samples will define my expertise level.

3. Which are the high rated payments freelancing job?

Ans: The high rated payments free-lancing jobs are web developing, Internet security specialist, SEO specialist, voice actor etc.

4. What are the barriers usually you faced?

Ans: The barriers usually I faced are getting initial fund requirement, making an international bank account and receiving the real money from the clients, finding an appropriate rate for my contents and services.

5. Which one better to become expert in one single sector or more than one?

Ans: To become expert in one single sector could be better than that of more. Because you cannot be equal expertise in all sectors.

6. Is there any cost of freelancers?

Ans: As far I know there is no cost of free-lancers rather than the initial cost for equipment and opening a bank account.

7. What are the sectors of different sectors of freelancing?

Ans: There are various different sector in freelancing, some are:

Transcription/Translation

IT Consultant

Advertising Industries

Design and Illustration

8. Can you do random things during the work day?

Ans: It actually differs by situation. Sometimes it can randomly and some time it can be specific schedule.

9. How many hours a freelancer has to work per week? Is there any holiday? Is there any fixed time to do the work?

Ans: There is no specific schedule of a freelancer. There is some fixed time as the employer needed. It is depended as the job nature.

10. Is there any superior to this job?

Ans: Maximum time there is no superior, but sometimes freelancer do his job with a team, then there are a superior.

11. Is there any accountability to the employer?

Ans: Of Couse, as employer pay me, I have some accountability to the employer.

12. Does freelancer need to buy software only once? How you buy software? From which place?

Ans: Basically, it depends by situation. Some time they buy software from Amazon, Appstore by using international debit card, or by PayPal account.

13. What are your career goals?

Ans: As I am a student, I do freelance my past time as a part time job. My goal is learning more and more to become a successful freelancer. After my study I want to become a full-time freelancer.

14. What is your average monthly income?

Ans: My average income \$100-\$140/ 8000 to (11000 taka).

Customer & Marketing Insight:

15. Which is your targeted segment?

Ans: Actually, I am a graphic designer, so my targeted segment is also related to graphic design.

16. What is your poisoning strategy?

Ans: Me myself want to get position by my previous employer. If I can do my work effectively, I will get a good rating, and these help me to get better position.

17. How to promote the business? (marketing strategy)

Ans: Working effectively and getting good rank is my main promotion. Beside these I share my profile various online platform to attract employer and I will design my website for my promotion.

18. What are the payment methods?

Ans: There are various payment methods, some time I use my bank account, sometime PayPal

account and sometime payoneer account.

19. What are your rates? How would your last client rate you?

Ans: My current rates in Fiverr is 4.4 out of 5. My last client rated me 5 out of 5.

20. How do you deal with unhappy clients?

Ans: I want to do another work for unhappy clients to happy, and some time do extra work for their happiness.

21. How many permanent clients you have?

Ans: I have 10-12 permanent clients.

22. What are the markets by which clients can be found? (how many market) Is there any difference between the Fiver and Upwork market?

Ans: There are various markets by which clients can find me, as like as Upwork.com, 99designs.com, Toptal.com, Gigster.com, Folyo.com, Fiverr.com Zirtual.com, and so on.

Yes, there are some differences between Fiver and Upwork market.

23. What type order do you find from clients?

Ans: Design and Illustration is ordered by my client to me.

24. Do you take order from Bangladeshi client's or only foreigner's client's?

Ans: I take both from Bangladeshi client's as well as foreigner's clients.

25. What are the payment securities? (any installment system)

Ans: Some time marketplace plays the middleman role and sometimes clients pay with installment.

26. What is the future growth of freelancing market?

Ans: As the world is digitalized, there will be huge growth of freelancing market.

27. Is there any month when order comes higher?

Ans: Yes, in December. Merry Christmas and the time Happy New Year orders come higher.

28. Is there any month when you do not get any order? What are the procedures of communication? What is your preferred method of communications?

Ans: No, every month I get some order. There are many procedures of communications as well as skype, messenger, imo etc. I usually use skype for communication.

Competitor Insights:

29. Who are your direct competitors?

Ans: All the new graphic designer is my direct competitors.

31. 10 top freelancing company name and core competences? How company judge a freelancer?

Ans: 10 top freelancing company names are:

1. Upwork
2. Freelancer.com
3. Hire able
4. Writer Access
5. 99Designs
6. Catalent
7. Bark
8. Design Hill
9. Sky word
10. Gig star

Company judge a freelancer by these ways:

- Look at their portfolio
- Ask for references
- Testimonials
- Ratings
- Interview

32. If the competitors do conspiracy by giving negative rating, how to deal with it?

Ans: I report authority for taking action through email.

Questioner

Name: Mokarrom Ahmed

WEB DEVELOPER

1. How to get started with a free-lancing career?

Ans: People should make himself skilled in at least one particular area such as web development, graphics design or any type of sector to get started with a freelancing career

2. How do you help customer understand your expertise level?

Ans: In online market places there are some skill test options. If anyone give the tests to verify his expertise then customer can easily rely on him for doing their job

3. Which are the high rated payments freelancing job?

Ans: Basically, web application development, Android app development & Software development jobs are high rated payment freelancing jobs

4. What are the barriers usually you faced?

Ans: Due to freelancing, it's not easy to manage vacations any time which I think a barrier for anyone's life

5. Which one better to become expert in one single sector or more than one?

Ans: Being expert in one particular area is much effective than being average in different sectors. If anyone can be able to become expert in one particular sector, he can easily manage jobs & satisfy his clients.

6. Is there any cost of freelancers?

Ans: Normally having a desktop or laptop with internet connection is quite enough for freelancers. So, there's no cost for freelancers actually.

7. What are the consequences of different sectors of freelancing?

Ans: Freelancing in different sectors may hamper being expert in one particular sector. It's the main consequence of freelancing in different sectors. Also, managing time is another consequence.

8. Can you do random things during the work day?

Ans: No, it's very tough doing the random things during the work day.

9. How many hours a freelancer has to work per week? Is there any holiday? Is there any fixed time to do the work?

Ans: It depends. Actually, there's no fixed amount of time for freelancing.

10. Is there any superior to this job?

Ans: The most interesting part of this job is there's no superior in this job.

11. Is there any accountability to the employer?

Ans: Obviously, there's accountability in this job. Finishing clients order in due time is one of them.

12. Does freelancer need to buy software only once? How you buy software? From which place?

Ans: Freelancers buy software if they need for any job. There are online recourses for buying software. They can buy using master card if they need.

13. What are your career goals?

Ans: My career goal is to become top-rated seller on Fiverr & Upwork marketplace.

14. What is your average monthly income?

Ans: As I am new in the market place, my average income in every month is not that much. Though, it's around 15 thousand per month

15. Which is your targeted segment?

Ans: Web Design & web application development is basically my targeted segment.

17. How to promote the business? (marketing strategy)

Ans: To promote my business I use social medias like Facebook, linked-in, twitter etc. Sharing my business in these social sites help promoting my business a lot.

18. What are the payment methods?

Ans: I use Payoneer as my payment method as PayPal is not available still in my country.

19. What are your rates? How would your last client rate you?

Ans: I have set my hourly rate 15 USD. Last client was happy with my work & gave 5-star feedback

20. How do you deal with unhappy clients?

Ans: If any of my client is unhappy with my work, I try to revise their work. Still, if they are not satisfied, I always refund their full payment.

21. How many permanent clients you have?

Ans: I have few permanent clients in local market. Also, in online market place I have two permanent clients.

22. What are the markets by which clients can be found? (how many market) Is there any difference between the Fiver and Upwork market?

Ans: There are several market places like Fiverr, Upwork, People Per Hour, Freelancer etc. where clients can be found. There are difference between Fiverr & Upwork. From my point of view, Fiverr is best for simple jobs but Upwork is more professional where buyers and sellers both know very well about their requirements.

23. What type order do you find from clients?

Ans: I usually find orders like PSD to html convert, WordPress Speed Optimization, WordPress theme Customization & web applications development etc.

24. Do you take order from Bangladeshi client's or only foreigner's client's?

Ans: I like orders from foreign clients. Because Bangladeshi clients want much job with lower amount of budget.

25. What are the payment securities? (any installment system)

Ans: Market places handle the payment. Before ordering clients need to pay money in the market places. After finishing the job market places give the money to sellers. So, there is payment securities.

26. What is the future growth of freelancing market?

Ans: Freelancing markets will obviously grow as it's easy to get whatever you want in a very easy way by using this market places.

27. Is there any month when order comes higher?

Ans: Yes, Before Christmas or new year or in different occasions orders come higher.

28. Is there any month when you do not get any order? What are the procedures of communication? What is your preferred method of communications?

Ans: Yeah, when market places have less jobs it's possible not to get any job in that particular month. For communication, market places have their default messenger system. Also, people can use skype if they want.

29. Who are your direct competitors?

Ans: Sellers with the same services are the direct competitors.

30. Who are your indirect competitors?

Ans: There's not much indirect competitors though.

32. If the competitors do conspiracy by giving negative rating, how to deal with it?

Ans: If competitors do conspiracy by giving negative feedback freelancers can contact on support platform of that market place. They will review and ban those account.

Questioner

Name: Anik Hasan

Graphics Designer

The whole interview or focus group discussion should focus on company insight (knowledge about the company), customer & marketing insight (Knowledge about the customers and marketing strategies), and competitor's insight (Knowledge about the competitors).

Company Insight:

1. How to get started with a free-lancing career?

Ans: To build a freelancing career the mostly need of someone is volition. Besides this identify self-potentiality, targeted customer, setting strategic price for services, a professional profile and tools or equipment are needed.

2. How do you help customer understand your expertise level?

Ans: My profile and samples and my rating which is given my previous clients will define my expertise level.

3. Which are the high rated payments freelancing job?

Ans: The high rated payments free-lancing jobs are artificial intelligence developing and web developing.

4. What are the barriers usually you faced?

Ans: Gathering initial fund, acquiring much skill, making an international bank account and receiving the work with proper wages.

5. Which one better to become expert in one single sector or more than one?

Ans: To become expert in one single sector could be better than that of more. If I want to capture all the sector, then I will not be expert in any sector.

6. Is there any cost of freelancers?

Ans: Actually, there is no direct cost of freelancing. Collecting computer and software is needed cost, beside this some freelancer want to trained up, that should some costs.

7. What are the consequences of different sectors of freelancing?

Ans: Freelancer may Face Distractions: There are many realities stands with freelancer's life. But some effect also occurred. The freelancing profession is better than other but some time needs to spend more time for submit client tasks. In some cases, client's negative review may distract daily activities

8. Can you do random things during the work day?

Ans: No, it's difficult to do random things during the work day because as free-lancer I need to focus on my work and besides, I have an extra pressure for delivering the content within the fixed period.

9. How many hours a freelancer have to work per week? Is there any holiday? Is there any fixed time to do the work?

Ans: There is no hard and fast working hours for a free-lancer. The working pressure will define the working hours. Again, there is no fixed holiday for a free-lancer. There is no fixed time to work.

10. Is there any superior to this job?

Ans: Comparing to the independence there is no superior job else.

11.. Is there any accountability to the employer?

Ans: Yes, employer must give the employee sufficient time to complete the task and make payment in due time.

12. Does freelancer need to buy software only once? How you buy software? From which place?

Ans: Software may be bought only once but there are subscription fees that need to pay once in a year or once in a five year according to the desired plan.

13. What are your career goals?

Ans: Develop a Selective Method for Clients, explore a New Skill to Hone My Craft, cultivate my LinkedIn, Engage with Social Media, Hold Regular Performance Reviews, Support Fellow Freelancers, Put Aside Money for Retirement, Set a Higher Rate.

14. What is your average monthly income?

Ans: 36 hours in a week and per hour \$6, according to this the average monthly income is \$864

Customer & Marketing Insight:

15. Which is your targeted segment?

Ans: I am a web developer as well as Translator, so my targeted segment is web designing, web develop, and translating English to Bangla and Bangla to English.

16. How to promote the business? (marketing strategy)

Ans: I share my profile various online platform to attract employer and I will design my website for my promotion. Beside this my previous working rating will show my proficiency which will be the best promotion of mine.

17. What are the payment methods?

Ans: Some time I use my international bank account, sometime PayPal account and sometime payoneer account.

18. What are your rates? How would your last client rate you?

Ans: my current rating in fiverr is 4.7 and my last client rated me as 4.9.

19. How do you deal with unhappy clients?

Ans: I requested to them why they unhappy and I want to do extra for them.

20. How many permanent clients you have?

Ans: I have almost 5-6 permanent clients.

21. What are the markets by which clients can be found? (how many market) Is there any difference between the Fiverr and Upwork market?

Ans: Fiverr.com Zirtual.com, Upwork.com, 99designs.com, Toptal.com, Gigster.com, Folyo.com, and so on.

Yes. Fiverr and Upwork market are not same. On Upwork, a freelancer bids on jobs by sending their application and cover letter on the other hand on Fiverr, clients buy works already pre-defined by freelancers.

23. What type order do you find from clients?

Ans: I usually find various web development order from my clients.

24. Do you take order from Bangladeshi client's or only foreigner's client's?

Ans: I take order from both clients.

25. What are the payment securities? (any installment system)

26. What is the future growth of freelancing market?

Ans: Every year freelancer market growth stand on 12-15%, so I think it is a huge growth.

27. Is there any month when order comes higher?

Ans: As I develop website, there is no specific month.

28. Is there any month when you do not get any order? What are the procedures of communication? What is your preferred method of communications?

Ans: no, there is no certain month, but sometimes randomly miss order in any month. There are many processes to communicate, I usually used messenger to communicate with my clients.

Competitor Insights:

29. Who are your direct competitors?

Ans: All the armature web developer in the world is my direct competitors.

30. Who are your indirect competitors?

Ans: All the new comer in freelancing is my direct or indirect competitors.

31. 10 top freelancing company name and core competences? How company judge a freelancer?

Ans: Top freelancing company name are:

- Fiverr
- Upwork
- Freelancer.com
- People Per Hour
- Toptal
- Guru.com
- Design Crowd
- NeXT
- Design Contest

Company judge a freelancer by these ways:

- Look at their portfolio
- Ask for references
- Testimonials
- Ratings
- Interview

32. If the competitors do conspiracy by giving negative rating, how to deal with it?

Ans: I give them new designs more and more for better service.

Name: Akram Shuvo

Graphics designer

1. How to get started with a free-lancing career?

Ans: Choose your desire sector for freelancing, develop your skill on that sector. Most important, don't forget to increase your English communication skill.

2. How do you help customer understand your expertise level?

Ans: I have created some eye catchy, modern, minimalist and professional designs. When they contact me, I show them the samples of my work

3. Which are the high rated payments freelancing job?

Ans: Web design & development, theme development, logo design, label & packaging design.

4. What are the barriers usually you faced?

Ans: PayPal and the irrelevant social view on freelancing

5. Which one better to become expert in one single sector or more than one?

Ans: of course, the single sector

6. Is there any cost of freelancers?

Ans: At first stage, the main cost is training program and internet bill.

7. What are the consequences of different sectors of freelancing?

Ans: All of the sectors of freelancing are best, just try to don't follow any illegal way to complete the job. Don't ever work on different sectors. You can switch from one to another but no multiple sectors

8. Can you do random things during the work day?

Ans: During the work day, I only concentrate on freelancing. If possible, I do overtime. As I choose freelancing as my profession

9. How many hours a freelancer has to work per week? Is there any holiday? Is there any fixed time to do the work?

Ans: It totally depends on the number of projects you are working on. Not more than 50-60 hours. There's holiday and no fixed time to work

10. Is there any superior to this job?

Ans: I believe YES! As someone is instructing you for the project. But if you start your own freelance business than NO!

11. Is there any accountability to the employer?

Ans: Yes!

12. Does freelancer need to buy software only once? How you buy software? From which place?

Ans: It varies. Sometime only one time, most of the time per month/year. You can buy from Bangladesh but you must have international Mastercard. Most of the company allow to buy from Bangladesh

13. What are your career goals?

Ans: Don't have a goal yet, I am still learning

14. What is your average monthly income?

Ans: Can't share!! But its 6 digits

15. Which is your targeted segment?

Ans: The people who are too lazy to do their daily jobs.

16. What is your poisoning strategy?

Ans: Develop your skill>learn>earn.

17. How to promote the business? (marketing strategy)

Ans: Depends on which one looks friendly to you. I prefer Instagram

18. What are the payment methods?

Ans: Payoneer, wire transfer.

19. What are your rates? How would your last client rate you?

Ans: You mean rating? It's 4.98-star, last client gave me 5 stars

20. How do you deal with unhappy clients?

Ans: I offer them new design, and provide unlimited revision

21. How many permanent clients you have?

Ans: More than 150+.

22. What are the markets by which clients can be found? (how many market) Is there any difference between the Fiver and Upwork market?

Ans: Upwork, fiverr, 99designs, people per hour, freelancer. Yes, Upwork is very professional. It's for experienced freelancer. New comers should try fiverr first

23. What type order do you find from clients?

Ans: Most of my order are on label and package

24. Do you take order from Bangladeshi client's or only foreigner's client's?

Ans: I didn't get a single client from BD. But if i get i may not take any projects from Bangladeshi. But if it's about agency, then i will. As most of the Bangladeshi clients are freelancer, i will prefer Bangladeshi agency

25. What are the payment securities? (any installment system)

Ans: It's 100% secure if you complete the project perfectly. There is milestone system for big projects. Sometimes we face with some fraud clients. But they are Indian, Pakistani, Bangladeshi, Nigerian etc., They open account wrong country like USA

26. What is the future growth of freelancing market?

Ans: Billion-dollar market

27. Is there any month when order comes higher?

Ans: I don't believe so. But December-January, June-July is considered as having the highest possibility to get more projects

28. Is there any month when you do not get any order? What are the procedures of communication? What is your preferred method of communications?

Ans: No! Every marketplace has their own communication method. We should not communicate outside of the marketplace.

29. Who are your direct competitors?

Ans: BOSS don't have any competitors. Be your own boss

30. Who are your indirect competitors?

Ans: I didn't think about competitors.

31. How company judge a freelancer?

" When you know this perfectly, you are already a freelancer

32. If the competitors do conspiracy by giving negative rating, how to deal with it?

Ans: There's no way to get rid of it if they are very good at it. But I didn't face it.

-----The End-----