

Internship Report
On
MTI Consulting Bangladesh Limited





Submitted To:

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Letter of Transmittal

2nd June, 2021

To,

Mr. Mohammad Tohidul Islam Miya

Assistant Professor

School of Business Studies

United International University,

Subject: Submission of the internship report on MTI Consulting Bangladesh Limited

Dear Sir,

With due honor, I wish to inform you that it was a matter of great pleasure as well as great learning to prepare an internship report on MTI Consulting under you. I have tried my level best and worked effortlessly to make this report. So I would be very much grateful to you if the content of the report have been acceptable to you.

I have put my best efforts to collect proper and necessary information from Country Director of this firm yet it is very likely that the report may have some mistakes and omissions that are unintentional. Moreover, I hope that the report will worthy of your consideration.

Truly yours,

Zayer Ahmed Quraishi

111 163 147

Acknowledgement

First I would like to thank Almighty Allah for showering his numerous blessings on me.

I wish to thank my faculty, Mohammad Tohidul Islam Miya who has given me precious guidance from his busy schedule. I am very grateful for his help to make my report more effective according to his advice.

I would like to thank Ms. Saima Mazhar, Country Director who guided me in the right direction and showed me my flaws while working under her.

I am also very grateful to her as she provided me all the necessary information regarding MTI Consulting Bangladesh Limited otherwise I would have had a very hard time if she did not have provided me with the relevant information at the right time

I hope this report gives a better idea of the organization Of MTI Consulting Bangladesh Limited.

Executive Summary

MTI Consulting Firm Bangladesh is an internationally networked boutique strategy and management consulting firm with strong footprints in both Middle East and South Asia.

The Boutique Approach of MTI is to analyze, strategize and realize. MTI Consulting Bangladesh Limited work with clients and work for clients. They are basically enabled by research and analytics.

MTI has the capability to face challenges and work efficiently and effectively with/for clients. They work for better future of the companies along with their valued clients and provide better solutions to those companies facing various problems and suffer from losses. They look at the overall position of the company and identify and provide solutions according to the problems of the company in order to increase the profitability and success of the company.

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CHAPTER 1

Company Insight



1.1 Company Background:

The name of the company with whom I have carried out my internship is MTI Consulting Bangladesh Ltd. This is a multinational consulting firm. MTI Consulting is a Strategic management and marketing solutions provider with a passion for excellence and creativity, which enables clients across the globe to achieve a competitive advantage.

The focus of the company lies in developing and implementing profitable business strategies to help move clients forward in every part of their business from strategic planning to day-to-day operations. Driven by a wealth of experience and expertise from a range of several industries, MTI continues to transform through strategic thinking through their energetic solution areas which include Strategic planning, Re-structuring, Channel Management, Marketing & Brand Solutions and Supply Chain solutions. MTI is an active consulting firm reaching Client's in almost every industry across the globe through its regional offices and MTI Certified Consultants network. The regional offices of MTI have been positioned across three key continents; Europe, the Middle East and South Asia with offices in England, Bahrain and Sri Lanka. The Network of confirmed Consultants further extends beyond Europe, Asia and the Middle East to the continents of North America and Australia, promptly strengthening MTI's global connectivity across key International cities.

MTI Consulting started its operation in the country from June 2005. MTI Consulting has developed and gives access to 50+ countries across 4 continents.

MTI Offices | Country Representatives:

Bahrain | Bangladesh | India | Sri Lanka | UK

MTI Way

It is the unique way of work developed by MTI Consulting. It is developed on proven fundamentals. Solutions are developed with the client, through a series of Consulting Workshops. Cross-functional management teams go through a process of 'mandatory self realization' which taps into their insights and innovations. This ensures ownership of the solution and responsibility for its effective implementation. Learning is an important benefit of this highly interactive process. CEO / Senior Management commitment and involvement is necessary.

There are seven Core Processes of MTI way:

1. Brand Equity
2. Intelligence Hub
3. Customer Conversion
4. Value Delivery
5. Smart Office
6. Finance & Compliance
7. Leadership

1.2 Management Organogram:

1. Board of directors
2. Chief Executive Officer
3. Chief Finance Officer
4. Business Consulting Director
5. Business Consulting Manager
6. Vice President
7. Chief Consulting Officer
8. Regional Manager
9. Business Consultant
10. Senior Business consultant
11. Finance Consultant
12. Business Analyst
13. Business Development Consultant
14. Marketing Consultant
15. Public Relation Consultant
16. Human Resource Consultant
17. Technical Consultant
18. Account Consultant
19. Associate Business Analyst
20. Strategy Business Consultant
21. Sales Consultant
22. Consulting Executive
23. Administration Executive
24. Front Desk Executive

1.3 Vision, Mission, Goals, Objectives:

Vision of MTI consulting Bangladesh Limited: To be the most admired business and marketing strategy consultancy.

Mission of MTI consulting Bangladesh Limited: To facilitate the development and implementation of profitable business and marketing strategies for clients by providing staff with a challenging work environment and business partners with a harmonious relationship leading to profitable global growth whilst contributing knowledge for a better world.

Objectives of MTI Consulting Bangladesh Limited:

- ✓ To build strong relationship with clients.
- ✓ To have a strong clients focus.
- ✓ To help to overcome the problem, the company is facing.
- ✓ To help the company to achieve profitability and success.

Goal of MTI consulting Bangladesh Limited:

To solve the problems of the clients and to develop the project accurately and create long term relationship with the clients.

1.4 SWOT Analysis of MTI Consulting Bangladesh Limited:

SWOT Analysis enables an organization to have an extensive look about its current position in the industry compared to its rivals. It provides the company a chance to plan wise improve its position in the market. Here, the internal strength and weakness as well as the external opportunities and threats of MTI Consulting Bangladesh Limited are discussed below:-

SWOT Analysis of MTI Consulting Bangladesh Limited

STRENGTH	WEAKNESS
OPPORTUNITIES	THREATS

Strengths:

- a. Strong Leadership
- b. Strong political support
- c. Strongly grab clients attention
- d. Strong risk management tools
- e. Maintain customer relationship
- f. Build long term bonding with clients
- g. Strong footprint in Middle East and South Asia

Weakness:

- a. Poor decision making might hamper the reputation of the company
- b. Lack of time management
- c. client dissatisfaction may create negative impact towards the company
- d. Company might loose clients if the service quality is poor.
- e. Commission, compensation,

Opportunities:

- a. Improvements of service quality
- b. Provide customize service to the clients
- c. Create strong brand image
- d. Provide comfortable service to the clients
- e. Create goodwill
- f. Target more new market across the globe

g. Profitable business opportunity

Threats:

- a. New entrants companies
- b. High competition with rivals
- c. Negative client feedback may hamper the reputation of the company
- d. Future technological innovation may change the current business policy.

1.5 Product profile/Service profile:

Service profile:



Strategy and business operations

- ✓ Strategic Planning
- ✓ Supply Chain Management
- ✓ Business Strategy/Modelling
- ✓ Performance Management
- ✓ Corporate re-structuring
- ✓ Process re-engineering

Human Resource Management

- ✓ Employee engagement surveys
- ✓ Training and development
- ✓ Performance Appraisal System

Go To Market

- ✓ Channel Strategy
- ✓ International Market Entry
- ✓ Brand Management
- ✓ Intangible assets valuation
- ✓ Integrated Service Delivery
- ✓ Integrated Marcom
- ✓ Sales Management

Research and Analytics

- ✓ Ghost Shoppers
- ✓ Competitor Tracking
- ✓ Product Testing
- ✓ Brand Strength Measurement
- ✓ Advertising Effectiveness
- ✓ Industry Profiles
- ✓ Country Profiles
- ✓ Market Trend Analysis
- ✓ Financial Performance Analysis
- ✓ Competitive Intelligence
- ✓ Financial Modeling

Corporate Finance:

- ✓ Incorporation Facilitation
- ✓ Feasibility Studies | Due Diligence
- ✓ IPO | Debt Listing
- ✓ Capital Sourcing & Venture Funding
- ✓ M&A Facilitation
- ✓ Investment Research
- ✓ Taxation Advisory

Technology:

MTI Consulting Bangladesh Operation provides Technology solution through its Srilankan based technology partner “Brandix i3”. Brandix i3 is an Enterprise Application and Business Improvement expert.

1.6 Products Line/Length:

8 Industry Clusters services are provided by MTI Consulting Bangladesh Limited

- Consumer Products
- Financial Services
- Retail & Consumer Services
- Telco – IT – OA
- B2B
- Government & NGO
- Conglomerates & Family Managed
- Education

1. Consumer products

Renata Limited

Philips

Kazi &Kazi Tea

Fujifilm

Nestle

2. Financial Services

American Express

Citi Group

Standard Chartered

National Bank of Bahrain

3. Retail & Consumer services

Coopers

Meena Bazar

Srilankan Airlines

Intercontinental hotel & resorts

4. Telco – IT – OA

Vodafone

Srilankan Telecom

5. B2B

Lintas

Tnt

DHL

6. Government & NGO

Fairtrade

NSB (National Service Bank)

Central Bank of Srilanka

7. Conglomerates & Family Managed

Gemcon group

ejab group

Runners group

Kazi Farms group

8. Education

North South University

ULAB

Chapter 2

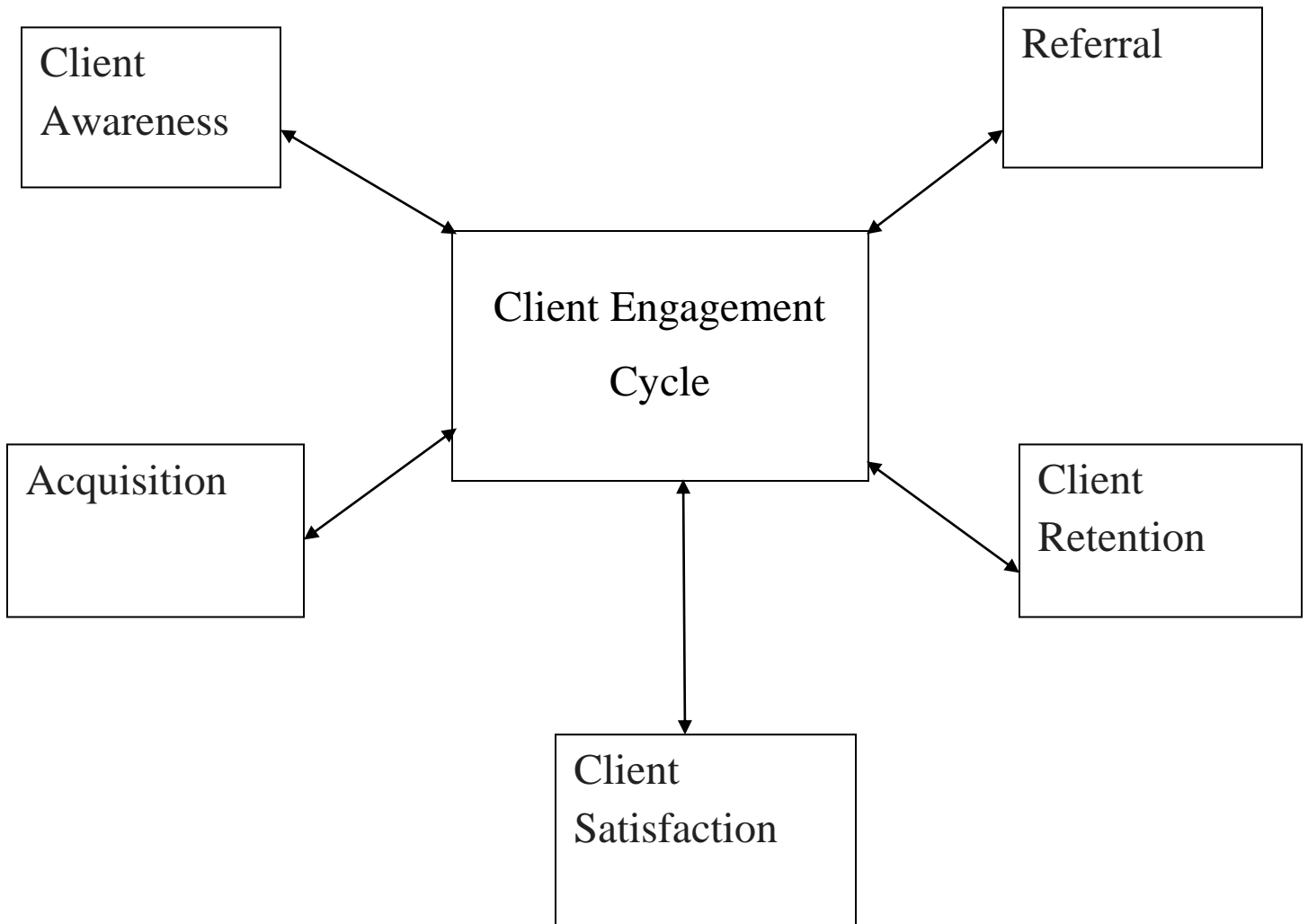
Market insight



2.1 Customer Engagement

Customer engagement takes place where there is any interaction that takes place between the company and the customers through various channels.

Client Engagement Cycle



Clients Awareness: MTI Consulting creates awareness through multiple channels as well as mass media coverage with detailed information about their company so that the clients will be aware what quality of services are they providing to their clients.

Acquisition: After the clients are aware of the service of MTI, here at this stage, the relationship between the company and the clients are created. Client Acquisition is a process used to bring down the marketing channel from the brand awareness to purchase decision.

Client satisfaction: Client satisfaction depends upon the service performance that the company is providing to their clients.

If the service performance meets client expectations, then clients will be satisfied.

If the service performance is greater than the expectation of clients, then clients will be delighted.

If the service performance is less than the client's expectation, then clients will be dissatisfied.

MTI Consulting ensures that the clients are satisfied through their quality service. They try to solve the problems of their clients through different workshops.

Client Expectation



Delighted ← Service performance → Dissatisfied

Client Retention: Client retention depends upon how much customers are satisfied with the existing company's service performance. The more the clients are satisfied, the more the client retention will incur. MTI Consulting always focuses on the client retention as they try their level best to provide quality service to their clients. So they believe the more quality service they provide to their clients, the more the retention.

Referral: MTI Consulting provides best quality service possible to their clients as they believe they will get more clients in future if the existing clients are happy with their service that MTI Consulting provides resulting in more referrals.

2.2 Need Category:

MTI Consulting maps the terrain, select the focus, set targets and for mapping the terrain, they look for needs analysis.

Depending on the Need/Value analysis, marketers need to decide on which segments to enter and which segments to exit.

The second element in Strategy is Customer Insights. Formal research alone may not show the actual picture. MTI Consulting suggests using formal research as a risk management tool.

The MTI approach to Customer Insights is process-integrated research.

MTI Consulting encourage experimentation—DIY (do it yourself) research is often very productive—in the sense that you get a feel for the customer. This is not always measured by statistical analysis. They need to focus on the buying process, as that is the most important issue. This is encouraged to the extent of living with the customer.

The third step of Strategy is Customer management

Here MTI Consulting needs to look at the profitability of their customer. MTI works on four-step process.

- Mass Marketing
- Mass Customization
- Key Accounts
- Customized Solutions.

It is important to differentiate between these four areas, as service needs of the four groups greatly differ

Next MTI Consulting focuses on Demand Generation. The key aspects are:

- Value Proposition
- Branding
- Retail and
- Channel Management.

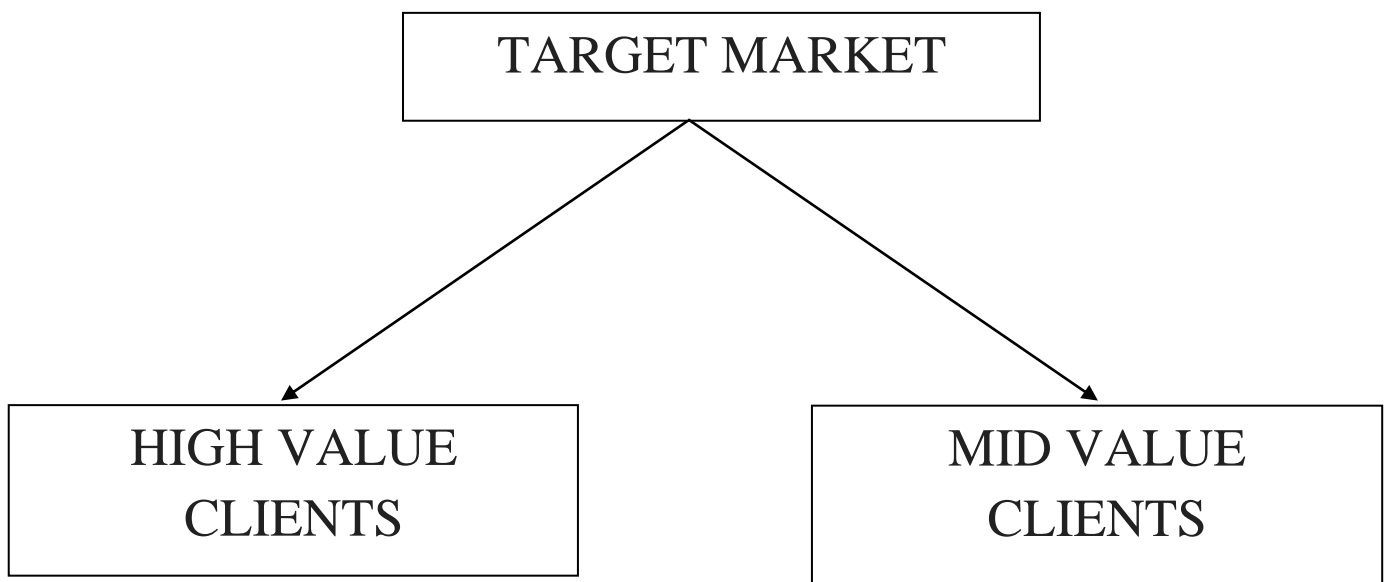
Their approach to Value Proposition is based on Total Need Mapping, and then auditing of the product range.

2.3 Targeting, Positioning/Branding in MTI Consulting Bangladesh Limited:

Target Market



The Target Market of MTI Consulting Bangladesh Limited



Targeting the market: MTI Consulting Bangladesh Limited mainly focuses and serves two types of clients. Therefore the company's target is to satisfy the needs and wants of those clients.

The two types of clients are:-

1) High Value Clients: High value clients are those clients that create an outstanding effect on the company. High value clients play a major role in the growth of a company and both the survival and profitability of the company relies on those clients. They are very loyal to the company and they bring most of the new clients which is very beneficial for the company. No matter what those clients will repeatedly take services from the existing company.

In MTI Consulting Bangladesh Limited, Gemcon is one of the most valuable and high value clients. MTI has been providing the utmost services to Gemcon since long time and has built a strong relationship with Gemcon.

As MTI mainly focuses on those clients whose financial position is strong, So Gemcon is among one of those high value clients.

2) Mid Value Clients: Mid value clients are those clients who do most of the business with one and they know well about the company. They do not create great impact for the company as they are not so loyal like high value clients. Mid value clients relies on the value for money. If they find that they are getting enough services for what they are paying then they will probably continue to stay with company and do most of its business with one company otherwise they might shift to other company. Mid value clients are not brand loyal like that of high value clients.

In MTI Consulting Bangladesh Limited, Coopers are the mid value clients. Although MTI has been working with coopers even since long time but they are not so brand loyal as they believe that if they are not served and not have value for money, then they might switch to other consultancy firm. Therefore the mid value clients like Coopers only stays with the company for certain period of time.

2.4 Positioning/Branding:

Branding is an advertisement of a particular products or services through various designs, sign and symbol, logos which differentiates and recognize a product or services from other brands. A successful branding technique provides a major advantage in order to give a company a competitive advantage. Therefore branding plays an essential role in promoting a particular product or services.

Branding is one of the marketing models of MTI was used. The name of the model is Brand Biz. This model is an efficient tool for brand development. It takes care of the crucial factor that is needed to be taken care of to make the brand a successful one. The development of the brand depends on the customers, environment and the vision of the brand. This model addresses all these factors and gives a strategic direction to the brand. The essence of the model is to manage a brand like a separate business. The reason is that the brand that gives us the return at the end of the day.

Chapter 3

Competitor Insight



3.1 Competitors:

Competitors are also called the rivals that basically compete directly or indirectly with company or organization having similar products or services.

Since MTI Consulting Bangladesh Limited is a multinational consulting firm, therefore they do not have any direct competitors here in Bangladesh. But there are lots of indirect competitors who are operating the same service and are indirectly related to the MTI Consulting Firm Bangladesh Limited.

There are several multinational consultancy firms who are competitors of MTI Bangladesh Limited. They are:

1. Mckinsey & Company Consulting
2. The Boston Consulting Group, INC
3. BAIN& COMPANY Consulting
4. Deloitte Consulting
5. Pricewaterhouse Coopers

CHAPTER 4

Job Insight



4.1 Job Description: MTI Consulting allows fresh graduate with major in Marketing from a well known university with a minimum requirement of Cgpa of 3 and above. They recruits smart, active and skilled employee to work in this organization.

My resume was forwarded to the company as they were looking for a fresh graduate with major in Marketing. After giving the interview with Consultant, Country Director, I got my appointment letter on the 29th December, 2020. I formally joined on the first week of January; 2021. My office is at New DOHS, Mohakhali, House No. 441, Road No. 30, Dhaka-1206, Bangladesh.

4.2 Job Specification: The working areas of my position are described below:

1. Front line service: My work was positioned on the front line service. I was involved in receiving all sort of incoming calls. I was only able to communicate with those which were less or unimportant. Otherwise I used to transfer the call to the senior consultant who was able to communicate with the clients regarding the meeting or project work of the clients.

2. Maintaining file: I was actively involved with my senior consultant. I used to maintain a file where I used to write the updates which my senior consultant asked me to write. She used to provide me all the necessary information about the company and I used to store all those information in my file whenever she asked me to open the file, I assisted her file with proper documentations.

3. Other Works given by Senior Consultant: I sometimes used to develop presentation for my senior consultant for monthly reviews with the top team of companies. I also attended some meetings which were held in zoom due to Covid 19 and was indeed a good learning experience for me.

CHAPTER 5

Conclusion and Recommendation



5.1 Conclusion:

To enhance a strong consulting firm, using proper strategic management decisions, providing appropriate solutions and create an eternal relationship with clients is really necessary.

5.2 Recommendation:

Three months is not long time to learn everything that is to learn from a company. But it is a very good program to have knowledge and better understanding about an organization, its arts, people and goals. The knowledge of a specific position is essential and it takes time to achieve high level of effectiveness for the specific position. I got the clear understanding of the way the organization works. It might not constitute all the other companies but certainly give a taste of that. The attractiveness of carrying duties of my own work gave me the conviction to step forward and ask for better things in the future. It showed me the energy that I have to be more competitive and the zone to improve to go another step forward.

5.3 References:

1. www.mtiworldwide.com
2. www.google.com
3. Source of information from senior consultant

