

Customer Relationship Management Practices by the Singularity Limited



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This report is submitted to the school of Business and Economics, United International University as a partial requirement for the degree fulfillment of Bachelor of Business Administration

Customer Relationship Management Practices by Singularity Limited

Submitted to:

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Letter of transmittal

April 11, 2023

Dr. Sarker Rafij Ahmed Ratan
Associate Professor- Marketing,
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Subject: Internship report on “Customer Relationship Management Practices by the Singularity Limited”.

Dear Sir,

Submitting my internship report on "**Customer Relationship Management Practices by the Singularity Limited**" is a tremendous honor. I interned at Singularity Limited from November 15th, 2022, to February 15th, 2023. In this report, I share what I learned during my internship. The report summarizes the tasks and projects assigned to me, the knowledge and experience I gained, and the challenges I faced throughout my internship.

I exerted much effort to ensure that the information in this report is accurate and reflective of my experience. Your thoughtful review of my internship report is greatly appreciated.



Abhishek Rudra

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Declaration of the student

I, Abhishek Rudra, a student at "United International University," certify that the internship report I submitted to Dr. Sarker Rafij Ahmed Ratan is my own work and draws exclusively from my experiences at "Singularity Limited." All data in the report had been verified as authentic, and any data that was culled from other sources was correctly cited.

Furthermore, I affirm that this report has not been presented to any other institution in partial or full satisfaction of any academic obligation. I accept full responsibility for the completed work and for any mistakes or misstatements that may appear in the final report.

A handwritten signature in black ink, appearing to read 'Abhishek Rudra', is written over a horizontal line.

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Acknowledgment

Without the assistance and direction of a number of different people, I would not have been able to finish this report on my internship. I would like to take advantage of this occasion to express my heartfelt appreciation to each and every one of them.

To begin, I want to convey my appreciation to my supervisor, Dr. Sarker Rafij Ahmed Ratan, who is supervising me throughout my internship and allowing me to participate and assist me throughout the program. The successful completion of this report was significantly aided by his outstanding direction, mentorship, and consistent encouragement throughout the process.

I would also like to express my appreciation to Mr. Abrar Jawad for his assistance and cooperation throughout the process at Singularity Limited. I gained a lot from his generosity and desire to share his knowledge and experience, which provided me with a fantastic learning experience. When I was in need of assistance, my coworkers and peers were always willing to provide their assistance, and I would like to take this opportunity to convey my gratitude to them as well.

In addition, I would want to express my appreciation to my family and friends, who have been there for me with unflinching support and encouragement throughout this internship. During difficult times, their affection and encouragement let me keep my attention on the task and maintain my motivation.

In conclusion, this internship report would not have been able to be written without the assistance and direction provided by each of the individuals named earlier in this paragraph. I will never forget how grateful I am to them for all of the support and encouragement they have given me and their contributions.

Executive summary

This paper provides a thorough examination of the CRM procedures now in place at Singularity Limited, a prominent digital marketing firm. The purpose of the research was to analyze the company's CRM strategy and determine whether or not it was successful at delivering on business goals and satisfying customers.

According to the data analyzed, Singularity Limited has a well-defined CRM strategy that prioritizes developing meaningful connections with clients and satisfying their needs through first-rate support. To manage contacts with customers and enhance their entire experience, the organization employs a mix of technology, processes, and people.

Singularity Limited has integrated several CRM solutions, such as a customer database, email marketing, and social media management, to enhance customer interaction and communication. In addition, the corporation has formed a client service department that is charged with responding to consumer concerns and questions and resolving any difficulties that may arise as soon as possible.

Increased customer loyalty, higher customer retention rates, and greater client lifetime value are just some of the benefits highlighted in the study as being achieved by Singularity Limited through its CRM methods. New market opportunities and significant consumer insights have been discovered with the aid of the company's CRM procedures.

Yet, the research also highlights a few ways in which Singularity Limited can enhance its CRM processes, including through the personalization of communication and the optimization of the usage of data analytics.

The analysis indicates that Singularity Limited's CRM strategies generally foster fruitful relationships with customers and propel the company forward.

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List of Abbreviations

Abbreviations	Definition
CRM	Customer Relationship Management
DIY	Do it Yourself
AI	Artificial Intelligence
SEO	Search Engine Optimization
PPC	Pay Per Click
SMEs	Small and Medium Enterprises

CHAPTER I: INTRODUCTION



I.1 Background of the Report

To acquire valuable hands-on experience, it is absolutely necessary for all BBA students to participate in an internship program at any institution for a least of three months. After the first three months, he or she is required to turn in an internship Report. The report is the culmination of the guided internship that was given to the student by their instructor. The title of the report that I am required to write for my internship is "Customer Relationship Management Practices by Singularity Limited." My internship with Singularity Limited lasted for a total of three months and was successfully finished.

I.2 Objectives of the Report

The purpose of this report is to conduct an investigation into the CRM procedures that have been put into place by Singularity Limited and assess how successful their CRM strategy is in terms of fulfilling the requirements of their clients and fostering expansion of their company.

I.3 Motivation of the Report

It gives me great pleasure to discuss the impetus behind my decision to write a report for my internship on the CRM procedures used by the Singularity Limited. As a student who is working toward a degree in marketing, I have a strong interest in learning how organizations handle their connections with their consumers and the effect that this dynamic has on the success of those organizations. For the purpose of my internship report, I choose to write about Singularity Limited because it is a well-known information technology firm that has earned a reputation for providing great customer experiences. I believe that there is a lot that can be picked up from their procedures, one of which is that their customer relationship management system is an essential component of their business operations. I worked closely with the Singularity Limited team during my internship, learning about their CRM system and its impact on their business. Its dedication to customer service and use of technology to optimize operations pleased me.

I.4 Scope and limitations of the Report

Scope: This study aims to assess the effectiveness of Singularity Limited's (a digital agency) CRM practices in meeting corporate objectives and retaining satisfied customers. The major focus of this study is on the organization's use of its many tools, processes, and personnel to manage interactions with customers and enhance their experience. The study also examines the pros and cons of Singularity Limited's CRM approaches, including as the company's efforts to boost customer loyalty, retention rates, and lifetime value. The study also offers suggestions on how many aspects—including personalized communication and data analytics—could be enhanced.

Limitations: This study will exclusively focus on Singularity Ltd and its CRM approach; no other companies in the digital industry will be taken into account. The report is based

on my impressions during internship period, which may or may not be indicative of the company-wide CRM approach. It is probable that the reports results may not accurately portray the state of Singularity Limited's CRM practices in light of developments since the time the study was done. All of the report's suggestions are grounded on the data that was examined. It's conceivable that some companies in other sectors won't find these suggestions very helpful or applicable. Because of lack of time and money, the report can only cover a limited amount of ground.

CHAPTER II: COMPANY AND INDUSTRY PREVIEW



2.1 Company Analysis

2.1.1 Overview and history

Singularity Ltd is a firm that specializes in the development of technological products for its customers that enable automation and digitization of processes. The company began operations in 2012 and has since evolved to become one of the most successful IT companies in the sector. It places a significant emphasis on the implementation of the most recent technology stacks.

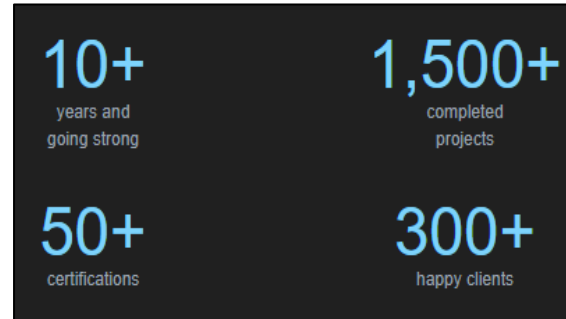
Building web and mobile applications, corporate software, and other solutions that make use of big data, artificial intelligence, internet of things, machine learning, and cloud infrastructure is the aim of Singularity Limited. The company's goal is to help its customers unleash the future. The company has a staff of engineers that have been carefully selected and handpicked, and these engineers are dedicated to tackling difficult and tough challenges with attention to detail.

Singularity Limited takes time up front to get to know their customers' brands, which enables the company's clients and employees to work together and develop the ideal marketing strategy at the early stages of the creative process. They provide clients with flexibility and the ability to choose the level of agency service that is right for them, whether those entails providing full-service support throughout the production and execution of the project or stepping back and coaching the client through the process. They do this so that clients can get the most out of the relationship with the agency.

Singularity Limited recognizes how crucial it is in current marketing to offer unique experiences that seamlessly link with digital and social media platforms. They know organizations are emphasizing unique, long-lasting customer experiences. Singularity Ltd. stays ahead of the competition and up-to-date on marketing trends to help their partners succeed.

2.1.2 Trend and growth

Singularity Ltd, a full-service experiential marketing agency, has seen substantial growth over the past few years due to the rising demand for experiential marketing services. This need has been the primary factor driving this expansion. Since 2012, Singularity Ltd has grown rapidly. The company began with Bangladeshi clients and now serves clients in the USA, Canada, Australia, Japan, Indonesia, Malaysia, Singapore, India, UAE, Kuwait, Denmark, UK, Norway, and the Middle East. Singularity Limited has global brand collaborations.



The fact that Singularity Limited places such a strong emphasis on breaking through barriers and venturing into unexplored territory has enabled the company to provide clients with experiences that are singular and unforgettable. As a direct consequence of this, they have built a solid reputation for generating cutting-edge ads that strike a chord with their target audiences.

The move toward integrated marketing efforts is another factor that has helped to the expansion of Singularity Limited. They are aware of the significance of a seamless integration across a variety of channels, including social media and digital platforms, in order to produce a unified and influential experience for the brand.

Singularity Limited's genuine relationships, hard work, rigorous planning, creative thinking, and precise preparation have helped them succeed in the competitive experiential marketing industry. Due to the trend toward more personalized and engaging brand experiences, Singularity Limited is well-positioned to continue their rapid expansion and success.

2.1.3 Customer mix

Singularity Limited anticipates that its target market will consist of a diverse assortment of company types. These companies are going to need the services of experiential marketers in order to successfully sell their products, services, or brand. Their ideal clients are small to large enterprises operating in a variety of fields, which are listed below:

Table 01: Target Industry.

Target Customer (Industry)			
01	FMCG & Retail Industry	06	Automobile Industry
02	Telecom Industry	07	Startups
03	Banking Industry	08	Telecom Industry
04	Entertainment Industry	09	E-Commerce
05	Lifestyle Industry	Many More	

Potential customers for Singularity are those who may value creativity, insight, preparation, and precision in the marketing campaigns they undertake. As a result they look for a partners who can help them with every step of the process, from the initial idea to the final appraisal of the project's success.

Singularity Limited clients also have an aiming to stand out from the crowd by providing something really special to the people they want to connect with. One such strategy for doing so is to increase the emphasis on digital and social media in their advertising. It's probable that they also put a premium on building trusting relationships with their agency partners and cooperating closely to guarantee the success of their campaigns.

Singularity Limited's target market is likely to be made up of businesses that put a premium on experiential marketing and appreciate working with a reliable, knowledgeable partner at every stage.

2.1.4 Product/service mix

A wide variety of experiential marketing services are included in the product mix offered by Singularity Ltd. They divided their offerings into three distinct functions Software, Experience and Studios. These services can be broken down as follows:

Software	<ul style="list-style-type: none">• Web Services: Websites, including e-commerce sites, design, development, and maintenance.• Mobile Development Services: Mobile application development for Android and iOS platforms.• Online Self-Banking Services: This service allows banks to offer online banking services to their customers, including mobile banking, internet banking, and other self-service banking options.• Trade Marketing Automation Services: Automating trade marketing activities like product launches, promotions, and brand awareness campaigns is something that Singularity Limited assists businesses in doing.• E-Commerce Platform Services: This service offers comprehensive solutions for businesses to establish and manage their e-commerce platforms, such as payment gateways, logistics, and marketing. These solutions are provided to businesses as part of this service.• Online News Agency Platform Services: Singularity Ltd offers news agencies a full platform to organize and disseminate their news content, including multimedia and social media integration.• BI, ML & AI Implementation & Integration Services: Integration and deployment of services pertaining to business intelligence, machine learning, and artificial intelligence.
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Experience	<ul style="list-style-type: none"> • AR, VR, and Mixed Reality Services: The creation of experiences utilizing augmented reality, virtual reality, and mixed reality for use in commercial enterprises. • Image Processing and Game Development: Picture processing services as well as game development for commercial clients. • Holography: The development of holographic experiences for commercial clients. • Interactive Experience Design: The design of interactive experiences for companies, with the goal of increasing engagement with their intended customers. • Experiential Campaigns: The development of experiential marketing initiatives for companies. • Interactive Camera Filters: The creation of user-friendly and interactive camera filters for use on social media networks. • Virtual Engagement Platforms: The development of platforms for firms' virtual engagement activities.
Studios	<ul style="list-style-type: none"> • Motion Graphics and Visual Effects: Motion graphics and visual effects production for commercial clients. • 2D/3D Animation and Photorealistic Rendering: Production of photorealistic renderings and animations in 2D and 3D for commercial clients. • UI/UX Design: Design services for the user interface and the user experience, offered to enterprises. • Corporate Branding: Creating a distinct identity for businesses through the use of corporate branding. • 3D Asset Modeling: Developing 3D asset models for companies and organizations. • Character Modeling: The development of personality types for use in enterprises.

Table 02: Product Mix.

2.1.5 Operations

When it comes to their business operations, Singularity Limited offers their customers a comprehensive selection of experience marketing services. The following activities can be broken down into their respective stages:

Consultation: Prior to beginning work on a project, Singularity Limited discusses the customer's wants and goals with that client in order to have a better understanding of those needs and goals. They put in the effort to become familiar with the brands of their customers and work closely with those companies to develop the ideal marketing strategy.

Creative Development: IT is the process through which an expert team at develops creative concepts for their customers that are in line with those customers' goals. They generate concepts that are one of a kind and interesting by combining the application of hard effort with creative thinking and strategic thinking.

Planning and Production: Following the successful completion of the creative idea review, they will move on to the planning and production phase of the project. They employ careful preparation and attentiveness to detail in order to guarantee that the project will be carried out without a hitch in every respect.

Implementation: They offers comprehensive implementation services to its clientele, covering every aspect of the process from beginning to end. They have the option of actively participating in the development and execution of the project for their clients and serving as a trusted partner during that time, or they may take a more passive role and guide their clients through the steps of the process.

Post-Project Support: They provides post-project support to their customers to ensure that they are happy with the work that was completed for them. In addition to this, they examine the data and metrics in order to produce measurable results for their customers.

2.1.6 SWOT analysis



The strengths, weaknesses, opportunities, and threats (SWOT) analysis is a powerful method for evaluating a company's external environment and arriving at well-considered strategic decisions. In the following, we will examine Singularity Limited from the perspective of its strengths, weaknesses, opportunities, and threats.

Strengths:

- Experiential marketing is their main focus, and they have successfully built a reputation for being a trusted and creative partner in creating memorable and thought-provoking events for their clients.
- Singularity Limited is equipped with a talented group of creative professionals and strategic thinkers who are expert in providing their customers with one-of-a-kind and efficient solutions to their problems.
- They place a significant emphasis on technology and is able to incorporate emerging technologies such as augmented reality, virtual reality, and artificial intelligence into the novel experiences that they provide for its customers.

Weakness:

- The fact that they primarily serve a constrained geographical area which restricts both their market reach and their possibility for expansion.
- A significant portion of their income is derived from a very small number of really big clients.

Opportunities:

- Singularity Limited is well positioned to benefit on the growing demand for experiential marketing services brought on by the increased emphasis placed by businesses on the creation of immersive experiences for their target audiences.
- It is possible for Singularity Ltd to investigate the possibility of entering new markets and growing their client base in areas of the world outside of their existing operations area.
- Singularity Limited is able to take use of opportunities presented by rapid technological breakthroughs such as AI, AR, and VR to produce new and unique services that are tailored to match the changing requirements of its clientele.

Threats:

- The experiential marketing business is one that is fraught with intense levels of competitiveness, and Singularity Limited must contend with competition not only from established companies but also from newcomers to the field.
- Because of the quick rate of technological innovation, the services provided by Singularity Limited run the risk of becoming obsolete. Because of this, the company needs to remain current on the most recent technological advancements.

Singularity Limited is well regarded across the whole experiential marketing sector. In addition, if management makes the most of the opportunities and advantages at their disposal, the firm may continue growing while staying ahead of the competition. Yet, they must be aware of the threats they face in order to mitigate their effects.

2.2 Industry analysis

2.2.1 Specification of the industry

The industry of marketing agencies in Bangladesh is one that is continuously expanding and transforming at the same time. The term "marketing" can refer to a wide variety of services, such as advertising, branding, market research, public relations, social media marketing, digital marketing, and many more. The industry as a whole cover all of these and more.

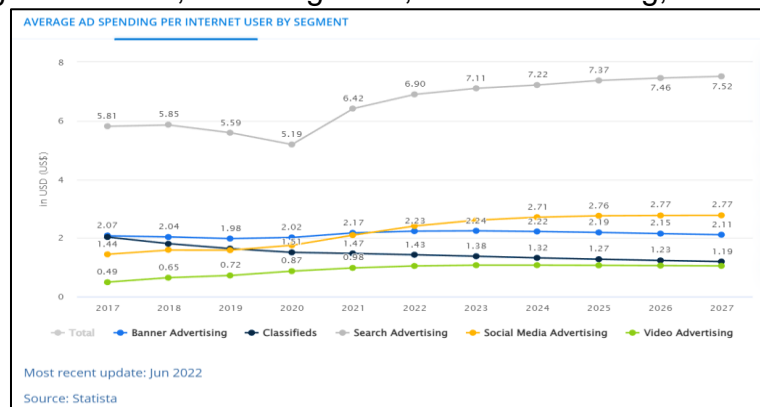
In Bangladesh, small and medium-sized businesses account for the vast majority of revenue generated by the marketing agency industry. There are roughly 250-400 marketing agencies in Bangladesh, with the majority of them having their headquarters in the nation's capital city of Dhaka. This information comes from a report that was compiled by the Bangladesh Brand Forum.

The overall marketing agency industry in Bangladesh is positioned for expansion, which will be driven by the rising need for marketing and advertising services across a variety of industries, as well as the advent of digital marketing.

2.2.2 Size, trend, and maturity of the industry

The marketing agency business in Bangladesh is seeing consistent expansion, and over the past few years, it has taken on an increasingly significant role. In comparison to industries in other countries in the region, the marketing agency sector in Bangladesh is still on the comparatively modest side. In spite of this, it has been expanding at a healthy rate over the course of the last few years because to the increased awareness of the value of marketing among firms in Bangladesh.

In recent years, there has been a substantial trend toward digital marketing, with companies offering a range of digital services, including SEO, PPC advertising, social media marketing, and other related services. It is anticipated that this pattern would continue, with an increasing number of companies in Bangladesh realizing the need of maintaining a robust online presence.



Traditional media including television, print, and radio receive the lion's share of advertising spending in Bangladesh, with estimates putting the total value of the business at over \$700 million. Yet, as internet and mobile phone use continue to rise, there is a shift towards digital advertising.

Although the sector of marketing agencies in Bangladesh is still in its early phases of development, it has been quickly developing in recent years. The marketing strategies employed by many different organizations have evolved thanks to their incorporation of internationally recognized standards of excellence.

2.2.3 External economic factors

An external economic aspect that can have an effect on a marketing agency in Bangladesh is the rate of growth and consistency of the economy as a whole in the country. Bangladesh is classified as a developing nation, and its economy has demonstrated consistent expansion over the course of the past few years. In the event that economic expansion continues, there will be an increase in the number of opportunities for firms to flourish, and advertising agencies will have access to a wider pool of prospective customers.

Currency rates are another important external economic issue that might play a role. The changes in the value of the Bangladeshi taka will have an effect on a marketing agency in Bangladesh that serves clients or acquires supplies from other nations. In the event that the value of the Bangladeshi taka decreases in comparison to other currencies, it is possible that it will become more expensive for the organization to purchase goods or services from other nations, which may have an effect on their bottom line.

In conclusion, the laws and regulations of the government in Bangladesh might also have an effect on marketing agencies. It is possible, for instance, that alterations to tax laws or labor regulations would have a substantial impact on the operations of the agency as well as its profitability.

2.2.4 Technological factors

The industry of marketing agencies in Bangladesh is affected by a number of technological issues on multiple fronts. The following are some of these factors:

- **Use of data analytics:** Tools and strategies for data analytics are becoming an increasingly vital component of today's marketing efforts in the business world. In order to be able to evaluate data and obtain insights that can assist them in making better marketing decisions, the agencies in Bangladesh need to invest in the tools and abilities that are necessary for doing so.
- **Increased use of social media:** Because of the proliferation of social media platforms such as Facebook, Instagram, and Twitter, marketing companies in Bangladesh are increasingly depending on these channels to communicate with the people they are trying to reach.
- **Mobile-first approach:** Because the vast majority of people in Bangladesh access the internet through their mobile devices, marketing companies need to prioritize mobile platforms when developing their strategies and campaigns. This entails the production of material and designs that are tailored specifically for use on mobile platforms.
- **Growth of e-commerce:** E-commerce in Bangladesh is expanding at a rapid rate, and as a direct result, there has been a growth in demand for digital marketing services. The marketing agencies need to adjust to this trend in order to help their customers sell their items online, and they need to design methods to do so.
- **Rise of AI:** AI is being implemented across many different sectors in order to automate processes and boost overall productivity. Marketing firms in Bangladesh are obligated to remain current on the most recent advancements in AI and investigate the ways in which the technology may be leveraged to make marketing efforts more effective.

2.2.5 Barriers to entry

In spite of the fact that starting a marketing agency is not particularly difficult and offers a lot of leeway, there are still some obstacles to entrance that would-be business owners could run across. Some of them are as follows:

- **Competition:** There are currently a great number of marketing firms available on the market, which contributes to the industry's high level of competition. This indicates that new agencies need to differentiate themselves from the competition and demonstrate their value to prospective clients.
- **Developing a Powerful Brand and Reputation** It takes a lot of time and effort to build a powerful brand and reputation. In order to compete successfully with established agencies, new agencies need to build a solid reputation in their respective industries. They need to demonstrate their level of competence and the quality of their work in order to earn the trust of potential customers.
- **Acquisition of Talent:** Although marketing agencies may not require a degree or previous experience, it can be difficult to locate and keep brilliant employees who are able to create original ideas and campaigns that are successful. It is essential for the success of an organization to recruit suitable candidates.
- **Financial Resources:** Although beginning a marketing business does not require a big investment, some expenses, such as software, equipment, and office space, may require some funding in order to be covered. There is a possibility that new organizations will have difficulty acquiring money or loans from investors or financial institutions.
- **Compliance with Laws and Regulations:** Advertising agencies have a responsibility to ensure that they are in compliance with a variety of laws and regulations, including those pertaining to data privacy, consumer protection, and advertising standards. The repercussions of failing to comply with these requirements can extend to both one's legal standing and one's reputation.

2.2.6 Supplier Power

In the context of a marketing agency, the agency itself may also have some power as a supplier, particularly in terms of the services that it provides to customers. This is especially true with regard to the services that the agency provides to customers. A marketing agency's effectiveness as a provider may be affected by a number of factors, including the following:

- **Expertise** Unparalleled most marketing companies possess a one-of-a-kind collection of abilities and knowledge that they may make available to their customers. This may involve knowledge of particular sectors or target consumers, the development of innovative campaigns, and competence in digital marketing. The fact that customers could be ready to pay more for certain services gives the agency some negotiating leverage when it comes to setting prices for such services.
- **Experienced** marketing agencies may have long-standing ties with clients, which can provide them some degree of bargaining leverage in terms of negotiating contracts and setting prices. This is especially the case if the agency has a demonstrated history of providing successful plans and campaigns for the client.
- **Scalability** refers to the ability of marketing agencies to adjust the scope of their services to meet the requirements of each individual client. This flexibility can be a useful selling feature for the agency, and it can also give them some influence when it comes to determining pricing and the terms of the contract.
- **Marketing firms** often produce their own unique intellectual property in the form of creative concepts, marketing campaigns, or business strategies. This intellectual property may be valuable to customers, which provides the agency with some leverage during licensing talks and may even provide other revenue streams.

A marketing agency's power depends on its skill, reputation, and client relationships. Advertising firms that can differentiate themselves and offer clients unique value may be able to obtain better price and contract terms.

2.2.7 Buyer Power

When discussing a marketing agency, "buyers" are the companies or individuals (brands or clients) who are paying for the firm's services. The buyer power can be affected by a number of factors, including the following:

- **Availability of Alternatives:** Brands may have access to a variety of marketing firms, each of which provides services that are comparable to one another, providing them the chance to negotiate prices and terms of contracts. This is especially important to keep in mind in highly competitive industries where different advertising companies may be competing for the same customers.
- **Size of the Brand and Its Reputation:** When negotiating with a marketing agency, large, well-known businesses typically have more bargaining power because they have access to more resources and a wider variety of service providers to choose from. Brands that have a solid reputation may also have more bargaining power because they are more likely to be seen as desirable clients who may provide the agency additional prospects for future business.
- **Relationship with the Agency:** If the brand already has an established relationship with the agency, they may have more influence in the negotiations because they have a better awareness of the agency's strengths and limitations. On the other side, if the relationship is brand new, the agency may have more ability to establish the conditions and pricing for the initial engagement because there is less history between the two parties.
- **Metrics for Performance:** A company's marketing efforts can be evaluated in terms of their success based on a variety of metrics, including sales, leads, and brand awareness. In the event that the agency is unable to meet these metric expectations, the company may have the ability to either terminate the contract or negotiate reduced prices for any future work.

In highly competitive markets or industries where clients have a deep understanding of their target demographic and their business's marketing needs, marketing agencies must

be aware of these elements and collaborate closely with clients to understand their goals and design successful campaigns that meet their needs.

2.2.8 Threat of Substitutes

The risk that a marketing agency's services could be replaced by alternatives that provide the client with benefits that are comparable to those offered by the marketing agency is referred to as the "threat of substitutes." The following are some elements that may influence the level of competition posed by alternative marketing agencies:

- **In-house Marketing Teams:** It's possible for companies to meet their own marketing requirements in-house rather of relying on the services of a third-party agency for those tasks. Internal teams have the potential to be more cost-effective over the long term, and they may also give greater control over the marketing strategy and creative output.
- **Freelancers and Consultants:** Freelancers and consultants can provide specialized marketing services on a project-by-project basis, which may be more cost-effective than working with a full-service agency. Freelancing and consulting are both terms used interchangeably. This is something that might especially ring true for newly founded companies or small enterprises that operate on a tight budget.
- **DIY Marketing Tools:** There are various DIY marketing tools that are accessible today. These tools enable firms to create and carry out marketing campaigns on their own, without the assistance of a marketing agency or other outside party. These tools can be more efficient in terms of both money and time spent, and they provide a higher level of control over the marketing process.

Agencies must be aware of these replacements and work with clients to create marketing strategies that add value and set them apart from competition. To compete, agencies may need to offer specialized services or cooperate with other agencies or consultants.

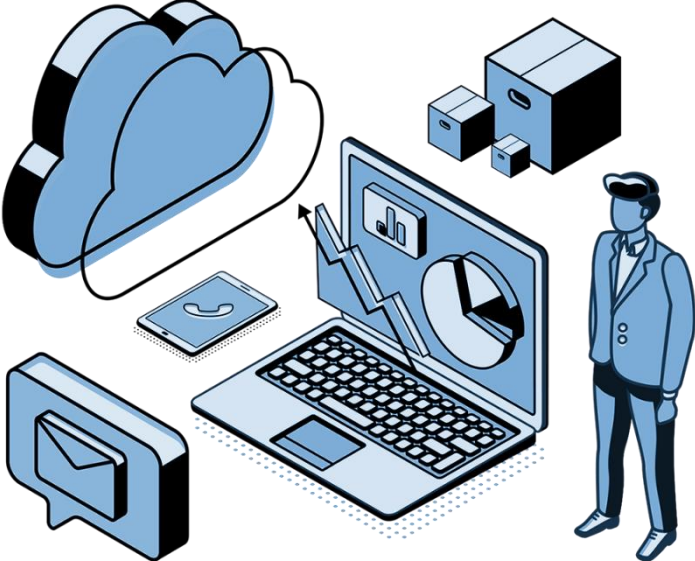
2.2.9 Industry rivalry

The level of competition that exists between different businesses that are all part of the same industry is referred to as "industry rivalry." The following is a list of potential elements that can have an effect on competitiveness in the marketing agency industry:

- **Number of Competitors:** The number of marketing agencies currently active in the business is one factor that is influencing the level of competition. As there are more agencies in the market, the level of competition for clients and talent are becoming more cutthroat.
- **Degree of Differentiation:** The degree to which marketing firms offer distinctive and original services can have an effect on the competitiveness of the industry. Agencies that are able to provide specialized services or that have a strong brand recognition may be in a position to charge higher fees and secure a greater number of clients, hence minimizing the amount of competition faced from other agencies.
- **Price Competition:** Agencies that focus on providing services of a higher quality or that are more specialized may be able to command premium charges, while those that offer lower prices have a better chance of luring customers away from their competitors.
- **Growth Potential:** When there is a great potential for growth in an industry, such as digital marketing, there is typically a higher level of rivalry because there are more new entrants trying to grab market share. On the other hand, businesses operating in sectors that have a low growth potential can face less competition.

The marketing agency industry is highly competitive, with many companies. In order to compete, agencies must offer unique services, specialise in particular areas, or build strong brand reputations.

CHAPTER III: CRM PRACTICES OF SINGULARITY LIMITED



3.1 Steps in CRM Practices



- I. Collect and analyze customer data: In order to better understand their target population and personalize their marketing campaigns accordingly, Singularity Limited invests a significant amount of time in the collection of data and the analysis of customer behavior, preferences, and needs.
- II. Build and maintain strong relationships: Singularity Limited places a high priority on establishing and sustaining strong relationships with their clients and customers at all times. This is accomplished by providing outstanding customer service, as well as effective communication and prompt responses.
- III. Provide personalized experiences: Singularity Limited provides individualized services to each of their clients and customers in order to increase the likelihood

that the marketing strategies they develop will resonate with the audience they are trying to reach.

- IV. Offer multi-channel engagement: Singularity Limited makes available to their clients and customers a variety of communication platforms, such as email, phone, social media, and chatbots, in order to provide a streamlined and hassle-free experience for their clients and customers.

- V. Monitor and respond customer feedbacks: Singularity Limited makes it a practice to routinely monitor the feedback provided by customers and to promptly address any concerns or problems that may arise in order to cultivate their clients' and customers' confidence and loyalty.

Singularity Limited has seen significant growth in customer satisfaction, customer loyalty, and revenue as a result of their implementation of effective CRM practices. These practices have assisted them in better understanding their customers, building strong relationships with them, offering personalized experiences, providing convenient and seamless multichannel engagement, and monitoring and responding to customer feedback.

3.2 Assessment of CRM practices

The Singularity Limited appears to place a priority on fostering meaningful connections with their clientele, as evidenced by the fact that they use customer relationship management practices and the tailored nature of their marketing initiatives. This is evidenced by the fact that their use of customer relationship management practices can be seen here. In addition to this, they make an effort to learn about the products that their customers offer and provide varying degrees of service in order to fulfill the requirements of their customers.

By adhering to these procedures, Singularity Limited is better able to satisfy their customers' needs by providing them with individualized service and winning over their confidence and loyalty. Singularity Limited can further demonstrate their dedication to providing superior service by actively listening to and responding to customer input.

An effective CRM strategy can contribute to the growth of a business in a number of different ways, including increasing revenue and creating positive word of mouth among customers. As a result of the personal connections and attention that they have received, Singularity Limited's customers are becoming increasingly loyal to the business, and they are more likely to recommend it to their friends and family. In addition, by analyzing customer data and feedback, Singularity Limited recognizes areas of opportunity for new services or products and expands their offering to meet the requirements of their clientele.

Although it is difficult to determine the efficacy of Singularity Limited's CRM strategy without accessing the company's data, it would appear that Singularity Limited's approach places a strong emphasis on customer-centricity and offers individualized experiences to customers. The five steps are taken into account, are well-aligned to meet the needs of their clients, and as a result, the company grows.

CHAPTER IV: INTERNSHIP EXPERIENCE



4.1 Position, duties, and responsibilities

As a Business and Client Service Intern at Singularity Limited, I had the opportunity to work with a dynamic and enthusiastic team on a wide range of projects. My primary role was to support the business and client service team in various administrative and operational tasks.

One of my key responsibilities was to assist with the development of client proposals and presentations. This involved conducting research, analyzing data, and creating compelling visual aids to effectively communicate complex information to clients. I also assisted with drafting and editing client contracts and agreements, ensuring that they were accurate and compliant with company policies.

In addition, I was responsible for managing the company's social media platforms, creating and publishing engaging content to increase brand awareness and engagement. I also monitored and analyzed social media metrics to track the effectiveness of our campaigns and identify areas for improvement.

4.2 Training

Throughout my internship at Singularity Limited, I was fortunate enough to receive extensive training in various aspects of business and client service operations. The company's team of experienced professionals helped me grow both personally and professionally by giving me good advice and support.

One of the most important things I learned was how to manage projects. I learned how to effectively plan, execute, and monitor projects to ensure that they were completed on time and within budget. I also learned how to make project schedules, keep track of milestones, and find and deal with risks.

I also learned how to talk to clients well, figure out what they want and need, and give great customer service. This training was invaluable in developing my interpersonal and communication skills, which are essential in the business and client service field.

4.3 Contribution to departmental functions

The business and client service departments at Singularity Ltd benefited greatly from my intern work. As an intern, I was instrumental in assisting the team with a wide range of administrative and operational duties, and I was given the opportunity to obtain hands-on experience in a variety of areas vital to the running of the department.

My primary contribution was aiding in the creation of presentations and proposals for clients. Through doing thorough research and analysis, I was able to make insightful contributions that shaped the proposals and led to the development of aesthetically appealing presentations that successfully conveyed complicated information to clients.

Also, I've been tasked with overseeing the company's presence on several social networking sites. I was able to raise both metrics by producing and distributing interesting material. I also tracked and evaluated social media stats to see how well our efforts were doing and where we might make adjustments.

4.4 Evaluation

My internship at Singularity Limited was, all things considered, a really positive and beneficial experience for me. During the course of my internship, I was given the opportunity to collaborate with a group of highly skilled individuals who are always upbeat and passionate. They were a tremendous source of direction and support for me. This internship provided me with the opportunity to obtain vital skills and information that would be beneficial to both my future job and my personal development.

In conclusion, I had a really excellent internship experience at Singularity Limited, and I would strongly suggest the organization to other students who are looking for internships in the field of business and customer service. Singularity Ltd is a fantastic place to obtain practical experience and establish a successful career since the work atmosphere is one that is supportive, there are projects that are demanding, and there are opportunities for both personal and professional growth.

4.5 Skills applied

I was able to contribute significantly to the business and client service teams at Singularity Limited by putting several of my skills to use during my internship there. Among these abilities are:

- **Communication:** As an intern, communication was crucial. Email, phone, and social media were used to communicate with clients, team members, and stakeholders. I clearly communicated using my great writing and verbal talents.
- **Project Management:** I assisted in project and task management. To guarantee that projects were completed on time and under budget, I used project management skills such as planning, organizing, and tracking progress.
- **Attention to Detail:** I had to pay close attention to details, especially when writing up proposals and contracts for clients. I made sure that all the documents were correct and followed the rules and policies of the company.
- **Adaptability:** I showed that I could handle different tasks and challenges in a flexible way. I was able to pick up new skills and ways of doing things quickly and adapt to shifting priorities.
- **Creativity:** When I was in charge of the company's social media platforms, I came up with interesting content that the target audience liked. I used creative methods to improve the company's online presence and make more people aware of the brand.

4.6 New skills developed

Working as an intern at Singularity Limited allowed me to gain experience in a variety of areas that would prove useful in both my professional and academic careers. Some of these abilities are:

- **Proposal Writing:** Throughout my internship, I learned a lot, one of the most important being how to write a proposal. I was taught how to write proposals that were both persuasive and able to convey difficult information to clients in an understandable way.
- **Social Media Management:** I learned about social media marketing and administration through overseeing the company's social media accounts. I am now better equipped to develop interesting content, promote my brand, and evaluate the success of my social media efforts.
- **Team Collaboration:** I worked closely with a group of experts from different fields. I learned how to work as part of a team, talk to people, and solve problems, which helped me reach departmental goals and give clients high-quality services.

4.7 Application of academic knowledge

In the course of my internship at Singularity Ltd, I was given the opportunity to put the theoretical business knowledge that I had acquired in the course of my studies into practice in actual-life business situations. When it came to evaluating data for client proposals and sales analysis, for instance, the training I had taken in research methodologies and data analysis proved to be really helpful. In order to produce insights and recommendations for the business and customer service team, I was able to put my expertise of statistical methods, data visualization, and qualitative research to use.

My ability to use my academic knowledge in the fields of business management and marketing was one of the most crucial areas I was able to do so. As a result of my studies in these fields, I have a solid foundation in the principles and theories of business, which I was able to apply to a variety of different duties and projects that I was given during my internship. I helped, for instance, perform market research in order to discover potential customers and produce leads for the sales staff. This required recognizing client wants and preferences, studying market trends, and assessing the level of competition in the industry. Due to the fact that I have a history in marketing from an academic perspective, I am able to comprehend the significance of locating and focusing on the appropriate audience, generating a distinctive value proposition, and coming up with efficient marketing techniques.

Project management was yet another field in which I was able to put my academic skills to use. Throughout my time as an intern, I was in charge of handling a variety of duties and projects. Some of these responsibilities included working with client proposals, administering social media platforms, and performing market research. My educational background in operation management equipped me with a thorough understanding of project planning, task scheduling, and resource allocation, which assisted me in prioritizing work, setting deadlines, and ensuring the successful completion of projects.

The field of Computer Applications focuses on making productive use of computers in the corporate world. My studies in this field have equipped me with the knowledge and ability to operate a wide variety of software programs, including those used for creating presentations, analyzing data, and managing social media accounts.

Strategic management entails creating long-term objectives and goals for the company. My schooling in this field has given me the ability to examine the competitive landscape, identify development prospects, and develop strategies to attain those goals. This information came in handy when developing customer bids and presentations that addressed the company's long-term goals.

In addition to being helpful in assisting with the drafting and revising of client contracts and agreements, the business law course that I took was also useful. I was able to confirm that these documents were correct, that they complied with the legal requirements, and that they fulfilled the requirements of the clients.

My academic background in business communication proved to be a very helpful asset while I was doing my internship. I was in charge of developing and amending client contracts and agreements, and it was my responsibility to make sure that they complied with corporate regulations and were correct. In addition, I was a contributor to the formulation of proposals and presentations that were lucid, condensed, and interesting. Because of my studies in communication and writing, I have a solid foundation in efficient communication tactics, writing skills, and visual aids, all of which I was able to apply to the process of creating captivating documents and presentations.

By assisting the sales team with new client acquisition and lead creation, I was able to improve the sales analysis abilities I already possessed. I was taught how to carry out market research, how to locate new customers, and how to produce leads. In addition to this, I became proficient in tracking and analyzing sales data in order to assess the efficiency of our various sales methods.

My academic background in brand management proved to be an invaluable advantage when it came to managing the social media platforms used by the organization. It was my responsibility to create and distribute content that was engaging in order to raise both awareness and engagement with the brand. I also tracked the efficacy of our ads and identified areas for improvement by monitoring and analyzing the metrics that were collected from social media. My studies in social media marketing gave me a solid understanding of the strategies and tactics of social media marketing, which helped me to develop effective content, engage with followers, and track the success of social media campaigns. My studies also provided me with a solid understanding of social media marketing.

Management in marketing include strategizing, coordinating, and monitoring promotional efforts. Where I learned the ins and outs of marketing campaign development, administration, and analysis. Understanding Marketing Management helped me optimize Singularity Limited's campaigns and measure their success across the company's many social media channels. I was given the opportunity to collaborate with a group of skilled and seasoned experts who served as a source of direction and assistance. In particular, the assistance of my supervisor was crucial in assisting me to put my academic knowledge into practice and acquire new abilities. She gave it to me as a gift.

In addition, the marketing and communications classes I took in university aided me in becoming an efficient manager of the social media platforms used by my employer. I was able to construct social media campaigns that raised both brand exposure and engagement by applying my understanding of target audience analysis, content production, and engagement tactics to create these campaigns.

CHAPTER V: CONCLUSIONS AND KEY FACTS



5.1 Recommendations for improving departmental operations

It is possible for Singularity Limited to enhance the functioning of its departments by putting the following steps into effect:

- They have the ability to strengthen their communication channels and make sure that all of their departments are working from the same playbook. It is much easier to avoid misunderstandings and delays in the delivery of a project when communication is both clear and succinct.
- It is possible for Singularity Limited to make investments in training and development programs for their staff members in order to help them improve their skill sets and remain current with the most recent developments in their field. This will ensure that the team is well-prepared to deal with new difficulties and produce work of a high quality.
- They can automate clerical processes including proposal writing, contract drafting, and billing. As a result, staff will have more time to dedicate to tasks that directly contribute to the company's success.
- Singularity Limited can develop a project management solution that will assist in the management of projects in a more effective manner. It will be much easier for the team to keep track of the progress of the project, keep critical dates in mind, and properly allocate resources as a result of this.

5.2 Key understanding

Customer relationship management is all about making and keeping strong connections with customers. So, it is essential for business to take a customer-centered approach, which means putting customers' needs and wants first and then building engagement strategies around those.

5.3 Conclusion

After conducting an analysis of the CRM processes that are in place at Singularity Limited, this report comes to a conclusion. The purpose of this analysis was to determine how effective the company's strategy was in terms of meeting business objectives and catering to customer requirements. The whole of Singularity Limited has put into effect a CRM strategy that has been meticulously planned out. This approach puts a focus on the cultivation of strong ties with customers and the provision of great customer service. Integration of different CRM systems, including a customer database, email marketing, and the administration of social media platforms, is what makes this possible. The study came to the conclusion that the CRM methods at issue had been successful in building mutually beneficial relationships with customers and improving the company as a whole. But the research also shows that greater development is possible, particularly in the areas of improving data analytics and personalizing communication. Both of these domains offer a significant amount of untapped potential for development. Singularity Limited may continue to improve its CRM operations and increase customer happiness by resolving the aforementioned issues, which will ultimately contribute to the company's long-term success in the digital marketing business. Consequences of this success will ultimately include the company's ability to maintain its market share.

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Appendix

Internship Completion letter

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REF:SL/HR/EXC/202302015/02

15th February, 2023

Abhishek Rudra
Intern
Business & Client Services
Singularity Limited

SUBJECT: EXPERIENCE CERTIFICATE.

Dear Concern,

It is to certify that Mr. Abhishek Rudra has completed his 3 months of internship with our company, Singularity Limited during the period starting from **15th November 2022** to **15th February 2023** Under the supervision of Mr. Abrar Jawad, Assistant Manager – Business & Client Services.

Mr. Abhishek has demonstrated himself as a diligent and proficient employee at our company. His sincere efforts and interpersonal skills has been highly appreciated by the management.

We're thankful for his services to the company and wish him all the best for his future endeavors.

Best Regards,

Monisha

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Singularity Limited

