

**Internship Report**

**STRATEGIC MARKETING PRACTICES AT SOFTBD LTD:  
AN INTERNSHIP EXPERIENCE**

**Strategic Marketing Practices at SoftBD Ltd:  
An Internship Experience**

**Prepared For**

**Dr. Khandoker Mahmudur Rahman**

Professor

School of Business & Economics

United International University (UIU)

**Prepared By**

**Name: Tashdeed Bin Kamal**

**ID - 111 191 139**

School of Business & Economics

United International University

Date: December 23, 2024

## Letter of Transmittal

December 23, 2024

Dr. Khandoker Mahmudur Rahman  
Professor  
School of Business and Economics  
United International University

Subject: Submission of the Internship Report

Dear Sir,

I would like to submit my internship report, “Strategic Marketing Practices at Soft BD Ltd: An Internship Experience,” which I prepared as a requirement for completing the BBA Program at United International University.

Soft BD Ltd. was founded in 2012 and became an IT Software Development Company. We drive digital transformation through signature-focused custom software development, mobile application development, and IT consulting.

I have been following all your advice regarding the report's guidelines while completing it. The journey around this project has been truly insightful, and the internship period at Soft BD Ltd. has been highly gratifying. The authority of Soft BD Ltd. has also been cooperating with them whenever necessary.

Sincerely,

Tashdeed Bin Kamal  
ID No: 111 191 139

## **ACKNOWLEDGEMENT**

I would like to thank my internship supervisor, MD. Shafiul Islam has helped me in every step of my internship. I am very grateful to Mr. Atiqul Islam (CEO of Soft BD Ltd) for giving me the opportunity to complete my internship at Soft BD Ltd.

I also want to thank all individuals of Soft BD Ltd. for their support in preparing my report. I worked with them practically, trying to share their perceptions and feelings. Based on my realization, I prepared a report from my own point of view. Finally, I will be grateful to those people who read this report and who will benefit from it at present and in the future.

## **DECLARATION**

I am Tashdeed Bin Kamal, a student of the School of Business and Economics (Marketing) of United International University, Bangladesh, do hereby declare that the internship report is original work and has not been previously submitted for any degree, diploma, title, or recognition.

---

Tashdeed Bin Kamal

**ID No:** 111191139

School of Business and Economics

United International University

## **Executive Summary**

SoftBD Ltd is the number one software development company in Bangladesh to provide high-quality innovative technology solutions to various industries and sectors. SoftBD Ltd started its journey in 2012, the firm is already becoming an authority on custom software development, mobile applications, and IT consulting services. The company is built on the foundation of a company with technology that will keep Governments, Corporates, and people in the forefront of innovation and excellence.

SoftBD Ltd has a large number of services, including Enterprise Applications: These are custom software solutions designed to cater a specific customer need of an enterprise. Mobile Application Development Basic mobile applications for Android and iOS platforms. IT consulting identifies and structures the strategy of technology under business offerings IT Consulting IT by recognizing and arranging the essential innovation, and consideration of Visibility. Full range testing, for an essential system, which guarantees the rightness and unwavering quality of programming Digital marketing solutions to enhance online presence and involvement. Part of what enables the company to keep pace in fast-moving technology is a focus on quality and customer service as well as continuous improvement. SOFT focuses on innovation, client satisfaction and process excellence in client projects.

## **Table of Contents**

Executive Summary .....	vi
1. BACKGROUND OF THE REPORT .....	1
1.1 Introduction:.....	1
1.2 Topic of the Report: .....	1
1.3 Objective of the report: .....	1
1.3.1 General Objective: .....	1
1.3.2 Broad Objective: .....	1
1.3.3 Specific objective:.....	1
1.4 Methodology of the report: .....	2
1.4.1 Primary sources:.....	2
1.4.2 Secondary sources:.....	2
1.5 Limitations: .....	2
2. ORGANIZATION PART .....	3
2.1 Overview of the Organization:.....	3
2.2 Company Mission and Vision:.....	3
2.2.1 Core Values:.....	3
2.2.2 Services Offered:.....	3
2.2.3 Organizational Structure: .....	4
2.3 Portfolio: .....	4
2.3.1 Custom Software Development .....	4
2.3.2 Mobile App Development.....	4
2.3.3 IT Consulting .....	4
2.3.4 Digital Transformation Solutions.....	4
2.4 IT Services: .....	5
2.4.1 Custom Software Development .....	5
2.4.2 Mobile App Development.....	5
2.4.3 IT Consulting .....	5
2.4.4 Digital Transformation.....	5
2.4.5 Cloud Services .....	5
2.4.6 Cyber security Solutions .....	5
2.4.7 Maintenance and Support.....	6
2.4.8 Training and Development.....	6
3. PROJECT PART .....	7
3.1 Project Initiation.....	7

3.1.2	Project Planning .....	7
3.1.3	Design and Development .....	7
3.1.4	Quality Assurance .....	7
3.1.5	Project Monitoring and Control .....	7
3.1.6	Project Closure.....	7
3.2	Threat of New Entrants: .....	7
3.2.1	Barriers to Entry .....	8
3.2.2	Market Saturation.....	8
3.2.3	Brand Loyalty .....	8
3.2.4	Regulatory Requirements.....	8
3.2.5	Distribution Channels .....	9
3.2.6	Network Effects .....	9
3.3	Government Regulation: .....	9
3.3.1	Data Protection and Privacy Regulations.....	9
3.3.2	Intellectual Property Laws .....	10
3.3.3	Cyber security Regulations .....	10
3.3.4	Consumer Protection Laws .....	10
3.4	Swot Analysis: .....	10
3.4.1	Strengths .....	11
3.4.2	Weaknesses .....	11
3.4.3	Opportunities.....	11
3.4.4	Threats.....	12
3.5	Marketing Mix: .....	12
3.5.1	Product .....	12
3.5.2	Price: .....	13
3.5.3	Place.....	14
3.5.4	Promotion.....	14
3.6	Marketing Management Flow Chart .....	15
3.6.2	Marketing Strategy Development .....	16
3.6.3	Marketing Mix (4 Ps).....	16
3.6.4	Implementation .....	17
3.6.5	Monitoring and Control .....	17
3.6.6	Evaluation and Adjustment.....	18
3.6.7	Feedback Loop.....	18
3.7	Training Module: .....	18



3.7.1 Training Objectives.....	19
3.7.2 Training Structure .....	19
3.7.3 Project Management Skills .....	19
3.7.4 Customer Engagement and Communication.....	20
3.8 Reinforcement Strategies: .....	21
3.8.1 Recognition and Rewards .....	21
3.8.2 Professional Development Opportunities .....	21
3.8.3 Constructive Feedback and Performance Reviews .....	22
3.8.4 Positive Work Environment.....	22
3.8.5 Encouraging Innovation and Creativity .....	23
3.8.6 Leadership Development .....	23
3.9 Sales Force of Soft BD Ltd:.....	24
3.9.1 Sales Force Structure .....	24
3.9.2 Sales Strategies .....	24
3.9.3 Training and Development.....	25
3.9.4 Performance Metrics .....	25
3.9.5 Challenges Faced by the Sales Force .....	26
3.9.6 Impact on Business Performance .....	26
3.10 Innovative Approaches to Gathering Customer Feedback:.....	27
3.11 Customer Experience Mapping.....	27
3.12 Utilizing Customer Feedback for Solutions:.....	28
3.12.1 Developing Solutions.....	28
3.12.2 Implementation of Changes .....	28
3.12.3 Communication with Customers.....	29
4. CONCLUSION.....	30
5. REFERENCES .....	31

## **1. Background of the Report**

### **1.1 Introduction:**

SoftBD Ltd is a top software development and IT service provider company in Bangladesh that is driven by technological progress and the demand for quality solutions for different industries. Established in 2012, it has gained a remarkable stature within a short period of time as a distinguished provider of custom software solutions, mobile applications, and IT consultancy services. This fact was established In October of the year 2023. SoftBD Ltd aims to be a leader in the technology sector, fostering innovation and excellence.

### **1.2 Topic of the Report:**

The topic of the report is focused on, set up concerning the use of the Salesforce system, such as improvement of the sales processes and enhancement of the customer relationship and self-engagement level. Strategies that are also the key business driving strategies of SoftBD Ltd.

### **1.3 Objective of the report:**

This Internship record explores how SoftBD Ltd can Overview the Strategic marketing practices to optimize income approaches, power of customer engagement, and growth real operational efficiency. It identified the capability of Salesforce in enhancing lead control, Customer retention, and data-driven decision-making at in the end assisting enterprise increase. The document additionally presents actionable hints for imposing Salesforce correctly throughout income and marketing groups. The record also provides actionable hints for imposing Salesforce efficiently across income and advertising groups.

#### **1.3.1 General Objective:**

The general objective of this report is to analyze how SoftBD Ltd can leverage Salesforce CRM to enhance its sales strategies, improve customer engagement, and optimize overall business processes to drive growth and operational efficiency.

#### **1.3.2 Broad Objective:**

The aim at this level is to examine Salesforce's capabilities to transform SoftBD Ltd sales and customer relationship management process by augmenting sales performance, developing genuine customer interaction, and strengthening the customer relationship based on aligned business functionality for improved productivity.

#### **1.3.3 Specific objective:**

1. Find out how the Salesforce of Soft BD Ltd. can help to improve the customer experience with tailored messaging and focused marketing.

2. Identify that how we could connect the Salesforce of SoftBD Ltd from the existing internal systems to improve the data management and the decision making.
3. Get Proper actionable insights to the implement the Salesforce to improvement of customer retention, loyalty and the last satisfaction at SoftBD Ltd.

#### **1.4 Methodology of the report:**

This report is followed by the mixed-methods approach with qualitative and quantitative data collection. The report also consists of the analysis of existing features and capabilities of Salesforce and the case studies from comparable IT firms. The research will rely on primary data via interviews with SoftBD Ltd.'s sales and marketing teams, supplemented with secondary data from Salesforce documentation, industry reports, and best practices.

##### **1.4.1 Primary sources:**

- 1) The business documentation and Internal reports
- 2) The product information and Company website
- 3) The testimonials and Customer feedback
- 4) The Sales and marketing data

##### **1.4.2 Secondary sources:**

- 1) The market research and Industry reports
- 2) The publications and Academic research
- 3) The Competitor websites and case studies
- 4) The data providers and Third-party analytics

#### **1.5 Limitations:**

SoftBD Ltd has some limitations in brand recognition which makes it difficult to compete with the larger and more established companies in the IT sector. SoftBD Ltd may struggle with having the proper shortage of resources which will hinder its ability to scale up the actual operations or invest in Modern advanced technologies. Overdependence on some major clients also might expose the company to financial risks if the client's needs change. Moreover, the payment can be less than tempting in the more prominent businesses affecting their potential to frame and hold brilliant gifts. Lastly, rapid technological change means that adapting to it requires ongoing investments in training and infrastructure.

## 2. ORGANIZATION PART

### 2.1 Overview of the Organization:

SoftBD Ltd is an innovative IT solution partner based in Bangladesh, emphasizing tailored software development, IT consulting, and digital transformation services. The company specializes in providing scalable high-quality solutions for clients across various industries such as educational sector (EMS) education management solutions, payment automation, and payment gateway. SoftBD Ltd focuses on the company's success and business management through the proper use of the best technologies such as cloud computing. The proper using of a team of experts in the company works with the top clients to improve their business and retain customers. Soft BD Ltd is very much dedicated to its mission of being a trusted IT partner for its clients and in quest of reliable IT services with the proper solutions.

### 2.2 Company Mission and Vision:

SoftBD Ltd is very much dedicated to providing any kind of innovative software solutions that empower businesses to thrive in the modern digital competitive world. Our mission is very clear to deliver high-quality and user-friendly applications that enhance operational efficiency and drive growth. SoftBD Ltd.'s vision is to be a leading provider of technology solutions recognized for its commitment to excellence and lastly customer satisfaction.

#### 2.2.1 Core Values:

At SoftBD Ltd we are guided by a set of core values:

- **Integrity:** Here we maintain transparency and most importantly honesty in all our manner of transactions.
- **Collaboration:** Here all employees are trained on proper collaboration in teamwork and we believe it's the key to our success collecting diverse perspectives and embracing open communication is what we stand for.
- **Excellence:** We aim to be the best Employee in our products and services.
- **Innovation:** We welcome changes and promote new ideas to tackle any kind of challenge.

#### 2.2.2 Services Offered:

The SoftBD Ltd is specialized in some services:

- **Custom Software Development:** Custom and develop specific solutions for any kind of business.
- **Mobile App Development:** Develop the most user-friendly mobile apps for iOS and Android.
- **IT Consulting:** We provide the exact expert advice to optimize IT strategies and their implementations.

- **Digital Transformation Solutions:** We are helping the business leverage technology to improve their process and then enhance the exact customer experiences and properly identify the satisfaction level of the potential clients.

### 2.2.3 Organizational Structure:

SoftBD's lean organizational structure promotes responsive and agile operations. Major departments are:

- **Development Team:** The development group is liable for the software layout, coding, and checking out.
- **Sales and Marketing Team:** The sales and advertising crew is always targeted on client acquisition and brand merchandising.
- **Customer Support Team:** Customer support usually Ensures ongoing assistance and pleasure for our ability customers.
- **Management Team:** The control team is completely skilled and specialists who drive strategic selections and organization.

## 2.3 Portfolio:

SoftBD Ltd is one of the leading software development companies that offers innovative technology solutions through custom-created software for all businesses around the world. We also specialize in custom software development, mobile application development, IT consulting, and digital transformation.

### 2.3.1 Custom Software Development

- Specific software solutions according to business needs.
- Flexibility and timely delivery through an agile development methodology.

### 2.3.2 Mobile App Development

- Simple apps for iOS and Android.
- Perfect user experiences and smooth designs.

### 2.3.3 IT Consulting

- Strategy leads to improved IT infrastructure and processes.
- Technology gap assessments and improvement opportunities

### 2.3.4 Digital Transformation Solutions

- Offering end-to-end services to help businesses digitally transform.
- Automation and data analytics for better and more informed decision-making.

## 2.4 IT Services:

SoftBD Ltd is a leading provider of IT services designed to help businesses harness the power of technology to drive operational efficiency, business growth, and innovation. The essential IT services we provided:

### 2.4.1 Custom Software Development

- **Customized Solutions:** SoftBD Ltd designs customized software applications based on clients' requirements.
- **Agile Methodology:** SoftBD Ltd follows an iterative and adaptive development approach based on client feedback.

### 2.4.2 Mobile App Development

- **Cross-Platform Solutions:** Easy-to-use mobile app developments for iOS and Android systems for a better user experience.
- **User-Centric Design:** Building customer-centric interfaces and engaging user experiences to drive user satisfaction.

### 2.4.3 IT Consulting

- **Providing Strategic Recommendations:** When it comes to assessing IT infrastructure there are always gaps, and we give feedback on these gaps, and we highly recommend solutions that enhance performance.
- **Technology Roadmap:** Establishment of a technology roadmap that aligns with business goals, prioritizing resource allocation and investment.

### 2.4.4 Digital Transformation

- **End-to-End Solutions:** We help organizations integrate digital technologies into all areas of their operations, driving cultural change and improving efficiency.
- **Data Analytics:** Implementation of analytics tools to derive actionable insights from data, facilitating informed decision-making.

### 2.4.5 Cloud Services

- **Cloud Migration:** Assistance in migrating existing systems to cloud platforms for improved scalability, security, and accessibility.
- **Managed Cloud Services:** Ongoing management and support of cloud infrastructure, ensuring optimal performance and uptime.

### 2.4.6 Cyber security Solutions

- **Risk Assessment:** Comprehensive assessments to identify vulnerabilities and potential threats to IT systems.
- **Security Implementation:** Deployment of advanced security measures, including firewalls, encryption, and intrusion detection systems, to safeguard sensitive data.

#### **2.4.7 Maintenance and Support**

- **Ongoing Support:** We offer continuous maintenance services to ensure software applications run smoothly and efficiently post-launch.
- **Troubleshooting:** Quick response teams to address technical issues, minimizing downtime and disruption to business operations.

#### **2.4.8 Training and Development**

- **User Training:** Customized training sessions for end-users to maximize the effectiveness of new software systems and tools.
- **Technical Training:** Workshops and resources for IT teams to stay updated on the latest technologies and best practices.

## 3. PROJECT PART

### 3.1 Project Initiation

- **Requirements Gathering:** SoftBD Ltd is working with potential clients to properly identify clients' needs and specific goals.
- **Feasibility Study:** The economic and technical feasibility before the project gets approval from the authority.

#### 3.1.2 Project Planning

- **Scope Definition:** Firstly, define the scope very clearly and then include the timeline and deliverables.
- **Resource Allocation:** For the proper allocation a determined team then tools and technologies for successful execution.

#### 3.1.3 Design and Development

- **Prototyping:** Firstly, creating prototypes to get better client feedback.
- **Iterative Development:** SoftBD Ltd is using agile methodologies for continuous improvement and client involvement throughout the development process.

#### 3.1.4 Quality Assurance

- **Testing Strategy:** Testing the automated testing, manual testing, and user acceptance testing.
- **Bug Tracking and Resolution:** Maintaining a systematic approach to ensure timely identification and resolution.

#### 3.1.5 Project Monitoring and Control

- **Progress Tracking:** Regularly monitoring projects and timelines to ensure alignment with the goals.
- **Client Communication:** Regular updates and feedback channels throughout the project lifecycle.

#### 3.1.6 Project Closure

- **Final Review:** Comparing the project outcomes with original goals and objectives.
- **Client Feedback:** Collecting feedback from the clients on areas through which the projects can be improved in the upcoming stages.

### 3.2 Threat of New Entrants:

SoftBD Ltd is a software firm with a diverse product line is faced with the challenge of new entrants as a threat in the competitive environment. This is an integral part of strategic marketing concerns (Rahman, 2016). Analyzing all possible dynamics which may affect both the ease of



new entrants and the power of these new entrants on profitability of SoftBD needs consideration to understand these threats(Kim & Mauborgne, 2013). Here's a closer look at these threats:

### 3.2.1 Barriers to Entry

- **Capital Requirements:** Although compared with manufacturing or physical goods, software development itself could still require substantial initial capital. Established players require emerging actors to spend on technology, infrastructure, and talent acquisition [62]. The cost of hiring efficient developers and purchasing the right software tools, for example, can be expensive.
- **Domain expertise:** The software industry is the most technical domain and needs the highest level of knowledge and skills. Firms with established teams have more experience, allowing for more innovative practices, which can be a hurdle for outsiders who lack those contacts. This also requires that we learn and adapt continuously as the rapid evolution of technology invariably means that we are being left behind.

### 3.2.2 Market Saturation

- **Competitive Landscape:** The software market is commonly crowded, with a lot of suppliers supplying equivalent options. This indicates stiff competition for new entrants for SoftBD Ltd. It is critical for them to differentiate their offerings from those of alternative established players, and if they don't do that, it can be hard for them to compete, in the changing landscape of green competition.
- **Niche Markets:** Some software segments are saturated but niche segments might have some openings. But new players need to find these niches as well as their potential customers' individual needs, which calls for considerable research and strategy.

### 3.2.3 Brand Loyalty

- **Existing Customer Base:** SoftBD Ltd may have an existing customer base that is satisfied with the offerings from the company. If SoftBD is already established as a reputable solution, this can be a challenging obstacle for new entrants to overcome, and they too will likely have to spend significantly on marketing and branding to entice customers to switch.
- **Perception of Reliability:** Well-established companies have a history of delivering on their promises, which can increase trust in the company by the customer. New players may find it hard to prove their credibility and usefulness, especially if their software is helping to run something mission critical.

### 3.2.4 Regulatory Requirements

- **Compliance Obstacles:** Software companies are usually subject to rigorous regulations, especially in industries like healthcare, finance or data security. This can be complicated and expensive, creating high barriers to entry for people who may not have the means or expertise to comply.

- **Data Protection and Security:** The focus increasing on data privacy that the new entrants must be invest in the robust security for measure the compliance frameworks. The established companies are already on this high level and they making it challenging for the newcomers to compete the same level.

### 3.2.5 Distribution Channels

- **Marketing and Sales Strategies:** Established companies already have translated sales strategies and well-established customer acquisition channels. New entrants are forced to craft their own strategies, which can be expensive and slow.

### 3.2.6 Network Effects

- **Value of an Established User Base:** The value in software platforms increases with more users adopting the system network effects. Incumbent firms have a preexisting user base that subscribers can use to improve their product or service making it difficult for new companies to compete unless they can grow a large user base very quickly.

### Customer Switching Costs

- **Investment in Established Solutions:** Customers who have dedicated time and resources to a specific software solution can be reluctant to move to a new provider. This can be particularly relevant if they have spent money on training, integration, or customization.
- The opportunities for new entrants in the software market, different barriers, and competitive dynamics can affect their ability to compete effectively against established players like SoftBD Ltd. Capital requirements, technical expertise, market saturation, brand loyalty, regulatory compliance, established distribution channels, network effects, and customer switching costs are all factors that make it a challenging landscape and new companies must navigate the challenge to emerge victorious. This knowledge enables SoftBD Ltd to establish strategies to remain competitive and address any threats to the market.

## 3.3 Government Regulation:

The presence of software firms in a nation such as SoftBD Ltd tends to affect the processes of that country. Consequently, the government in question might find it worthwhile to enact legislation aimed at regulating the firm in operation. These regulations are critical as they assist in compliance, risk management, and also in capitalizing on prospects that present themselves. Here is a complete overview of government regulations that could impact Soft BD Ltd:

### 3.3.1 Data Protection and Privacy Regulations

- **General Data Protection Regulation (GDPR):** SoftBD has internal processes or serves clients in the EU. This regulation imposes stringent recommendations on records accumulation, processing, and garage. Incorporate Restriction Abrogation The suffering

of regulations of perils and duties needs entire accountability. The penalties for non-compliance can reach staggering fines.

### 3.3.2 Intellectual Property Laws

- **Copyright and Software Licensing:** As per prevailing copyright laws, companies are rewarded for their originality, such as software code, designs, and documentation. Hence there is need to adhere with the licensing agreements to avoid legal issues. The last thing SoftBD must do is to properly license third-party software it uses and have a mechanism to protect its proprietary software through licensing.
- **Patent Regulations:** SoftBD develops innovative software solutions and it may seek patent protection for unique processes and follow the patent laws in every situation.

### 3.3.3 Cyber security Regulations

- **Federal Information Security Management Act (FISMA):** Federal Information Security Management. If organizations work with federal agencies or deal with touchy authorities' records, they must meet FISMA standards for information protection. Soft BD would put in force thorough steps and protocols to steady touchy information and carry out regular evaluations of dangers and compliance with federal safety requirements.
- **State-Specific Cyber security Laws:** State-Specific Cyber security Laws: Several states have handed individual cyber security regulations that mandate companies to make sure of protection implementations to safeguard purchaser statistics. These laws may additionally require records protection measures, ordinary audits, and incident reporting.

### 3.3.4 Consumer Protection Laws

- **Truth in Advertising:** SoftBD must adhere to policies governing advertising and marketing practices. This means ensuring that marketing claims are honest, not misleading and substantiated. Non-compliance can lead to penalties and damage to reputation.
- **Consumer Rights:** Consumer protection laws apply in various capacities to sales and subscriptions of software. For example, SoftBD will have to disclose detailed terms of service and cancellation policies for their hardware, as well as information on customer rights about support and refunds.

### 3.4 Swot Analysis:

- Soft BD Ltd is a Software Company SWOT analysis in the form of a 4-cell two axes table analysis showing internal strengths and weaknesses of the company and external opportunities and threats it may face. This analysis allows a strategic approach from SoftBD to position itself in the market. Here's a detailed breakdown:

### 3.4.1 Strengths

- **Technical Expertise:** Building on the idea of a trusted partnership, SoftBD Ltd has a professional, knowledgeable, and skilled team of developers, IT professionals, and designers who excel at various technologies and programming languages, allowing the company to deliver solid software solutions.
- **Diverse Product Portfolio:** Creating a Diverse Portfolio of Software Products Custom Solutions, and Mobile Applications will enable SoftBD to have various alternatives present in the marketplace and lower dependence on a single revenue stream.
- **On Customer Connection for Partnership:** When existing clients refer other clients to the company that can enhance the reputation of the company and increase its market share.
- **Innovative Culture:** As SoftBD innovates, it will stay ahead of the technology curve, performing leading-edge services that scale to meet needs.
- **Agility and Flexibility:** Soft BD is a small or mid-sized company with flexibility in shifting gears faster from client trends than larger competitors.

### 3.4.2 Weaknesses

- **Limited Brand Recognition:** As a software company, its brand might as well not be visible, especially in the face of competitive markets of bigger and stronger firms.
- **Resource Constraints:** Lack of financial and human resources to bring into play broad marketing procedures, research and development, and talent acquisition.
- **Dependence on Key Clients:** Relying heavily on a few major clients can pose risks. Losing a significant client could substantially impact revenue.
- **Scalability Challenges:** If SoftBD's infrastructure and processes are not optimized for scalability, rapid growth may strain operations and affect service quality.
- **Limited International Presence:** If the company primarily operates in a local or regional market, it may miss opportunities for growth in international markets.

### 3.4.3 Opportunities

- **Increased demand for software solutions:** As the world becomes more looking for technological assistance in various industries, it creates lots of scope for SoftBD to grow its customer base and product line.
- **Emerging Technologies:** Requests in fields such as AI, web building, and cloud driving can create new products and improve existing arrangements.
- **Partnerships and Collaboration:** Working with other tech companies, educational institutions, or research organizations can accelerate innovation, share resources, and expand market reach.

- **Global Market Expansion:** International expansion can lead to new revenue avenues and reduce risk. Software solutions in emerging economies are often much larger than in many other regions.
- **Remote Work Trends:** As businesses adapt to remote work, there is a higher demand for collaboration tools, project management software, and cyber security solutions, which Soft BD can tap into.

### 3.4.4 Threats

- **Highly Competitive:** There are many competitors in the software market with a majority of them providing similar products. This competition can result in price wars and thinner profit margins.
- **Fast-paced Technological Change:** Technology is evolving quickly enough that existing solutions can become obsolete in a matter of weeks/years compelling organizations to continuously re-innovate and reshape emerging best practices.
- **Cyber security Risks:** With the rise in the threat of cyber-attacks, software companies would also not be immune to such threats and could also cause a reputational loss or legal liabilities.

SWOT analysis of SoftBD Ltd is its core competencies in graphic design, innovation, human resource policies, competitive advantage, plans, and business plans. External Opportunities of Soft BD: market opportunities such as increasing needs for software development solutions, closure of new technology, etc. But it also must guard against pitfalls created by reckless competition and frantic technology. Thus, this detailed analysis can help Soft BD to work smartly on its strengths and opportunities and avoid risk.

### 3.5 Marketing Mix:

The marketing mix, often referred to as the 4 Ps (Product, Price, Place, Promotion), provides a framework for SoftBD Ltd to effectively market its software solutions. Here's a detailed exploration of each element tailored to Soft BD's context:

#### 3.5.1 Product

**Definition:** The software solutions and services that SoftBD offers to meet customer needs.

#### Components:

- **Core Offerings:** SoftBD provides a wide range of software solutions that includes custom software solutions, applications, mobile applications, and enterprise solutions. Every product must be built to address specific pain points or enhance operational efficiency for target users.
- **Features and Benefits:** Which problems that SoftBD products solve will differentiate it from others offering the same services user-friendly interfaces, integration capabilities,

security features, etc. Informing The Benefits Messaging that explains what the product helps achieve cost-saving or productivity gain matters to clients Features or Services.

- **Customer Support:** By offering broad customer support services such as training, troubleshooting, and updates, companies can improve the overall product experience and foster customer loyalty.

•**Product Lifecycle Management:** Updates and improvements to software solutions to align with technological advancements and customer needs. This may include asking customers for feedback to improve.



### 3.5.2 Price:

#### Definition:

The pricing strategy used for SoftBD’s software products.

#### Components:

**Pricing Models:** SoftBD can choose from several different pricing models including.

- **Subscription-based pricing model:** A monthly or annual subscription made for Products leads to predictable revenue and ongoing relationships with customers.
- **Tiered Pricing:** Different price levels based on features or usage, targeting various customer segments from start-ups to large enterprise
- **Freemium Model:** Offering a base level of software for free to attract users, while monetizing more sophisticated/ proprietary capabilities

- **Competitive Pricing:** Doing market research that sets competitive prices based on the value of the software but attractive for the clients. This may involve examining how competitors set their prices.
- **Discounts and Promotions:** Providing limited-period promotions for new customers, especially during launches or events.

### 3.5.3 Place

#### Definition:

The distribution channels of SoftBD products to its customers

#### Components:

- **Direct Sales:** Utilizing a specialized sales team to directly approach potential customers, particularly for customized software solutions that need in-depth discussions and demonstrations.
- **Online Delivery:** The Company can offer consumers convenient access to **its** software products, demos, and downloads through its website and other e-commerce systems. Customer engagement is one of these areas, **its** entire premise lies in the user experience on-site.
- **Partnerships:** Collaborating with distributors, resellers, or technology partners to widen the reach of end customers. Collaborating with other tech firms can produce cross-product offerings and amplify visibility.

### 3.5.4 Promotion

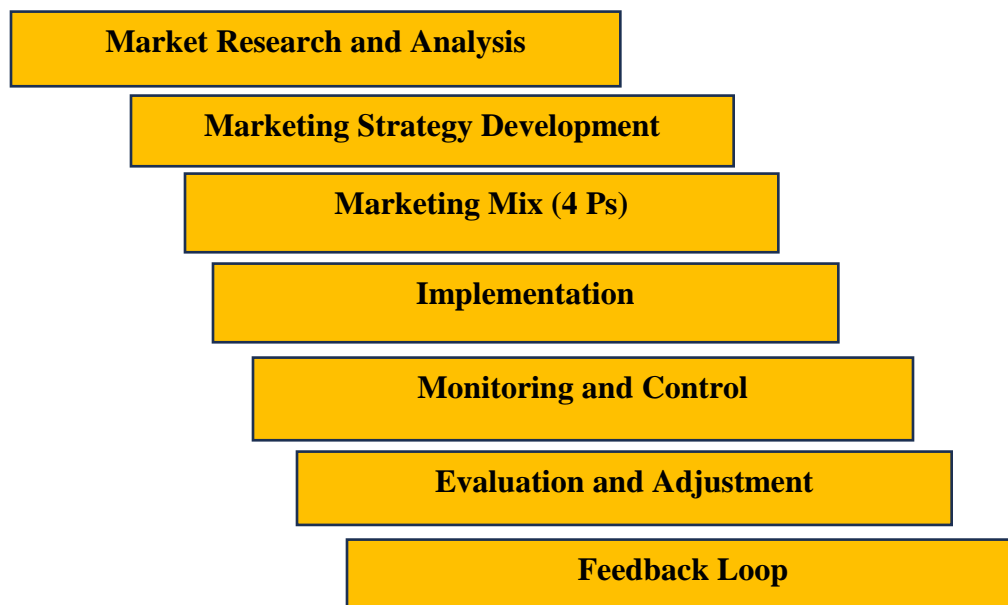
#### Definition:

The activities are used to communicate the value of SoftBD's products and attract customers.

#### Components:

- **Digital Marketing:** All the key digital marketing things need to be done, as in:
- **SEO (Search Engine Optimization):** This refers to the act of optimizing a website in a way that it can achieve a better position on various search engine result pages and generate more organic traffic.
- **Content Marketing:** Generating valuable content (blogs, case studies, white papers) that represents thought leadership and allows insights into industry trends and software solutions.
- **Social media:** Influencer marketing, LinkedIn, Facebook, Twitter, etc. for building brand and community
- **Email Marketing:** Email campaigns can (and should) be targeted to nurture leads, keep existing customers updated, and even announce new products or features.

The marketing mix, by customizing the Marketing Mix according to this, SoftBD Ltd can align its software solutions in the market, attract customers and compel them to maintain the desired exchanges and, thereby, have its cake and eat it too SoftBD can ensure software visibility for sustainable growth in the highly competitive sales model of the software industry by finding the right product value proposition, competitive price, power channel means of distribution and selective promotional activities. This summary-overview balances curiosity and summary and makes the case for the alignment in unity across the very diverse disciplines of marketing that in this alignment are and can be so maximized against the same goals that will drive business success.



### **3.6 Marketing Management Flow Chart**

The marketing management flow chart for SoftBD Ltd, Software Company, and the above flow chart illustrates the process of identification of how SoftBD would be able to manage up its strategies and activities by this marketing plan, starting from the planning and going up to reviewing and revisiting the plan. Here's a detailed breakdown of the different steps in the flow chart:

#### **3.6.1 Market Research and Analysis**

**Objective:**

Easement of peoples from the market and customers forms a fundamentals of opening a new business.



### **Activities:**

- **Define Research Objectives:** Define the research objectives to pursue like knowing about customer desires, differentiating market opportunities, or assessing other organizations strategies.
- **Collect Data:** Using qualitative and quantitative methods like surveys, as well as interviews, focus groups, and industry reports. Such tools help in understanding the user behavior on SoftBD's webpage such as Google Analytics.
- **Analyze Findings:** The data collected to analyze trends, and opportunities in the market. This analysis will help in segmenting targeting audience and their ailments.

### **3.6.2 Marketing Strategy Development**

#### **Objective:**

To define the overall marketing direction and set clear, actionable goals.

#### **Activities:**

- **Set SMART Goals:** Smart Marketing Goals are Specific, Measurable, and Achievable, But Relevant and Time-bound. And that might be raising brand awareness by 25% over the next year or gaining 50 new leads every month.
- **Develop a Unique Selling Proposition (USP):** SoftBD's software offering is different from others it can be superior functionality, improved customer service, or an industry-specific solution.
- **Segment the Market:** Dividing the target market into smaller, specific groups, according to demographics, behaviors, or needs for targeted marketing strategies.
- **Positioning Strategy:** Formulate a positioning statement that communicates SoftBD's value to its target segments.

**Outcome:** A clear marketing strategy that guides all subsequent activities.

### **3.6.3. Marketing Mix (4 Ps)**

#### **Objective:**

To develop the tactical elements of the marketing strategy, ensuring all components work together cohesively.

#### **Product:**

- Identifying market software offerings based on analyzing customer needs and wants.
- Identifying the market that software offerings based on analyzing customer needs and wants.

**Price:**

- Competitive pricing plan that reflects value Test new pricing structures, such as subscription-based or tiered pricing.

**Place:**

- Identify the distribution channels, this includes direct sales and partnerships, as well as having a strong online presence to ensure a product is available to the target audience.

**Promotion:** Plan a promotional strategy including digital marketing, content marketing, social media, email campaigns, and efforts to increase visibility and attract customers

**Outcome:** A well-rounded marketing mix that aligns with the overall strategy and meets customer expectations.

### 3.6.4 Implementation

**Objective:**

For the successful implementation of a marketing plan, it is important to ensure that all activities are aligned and consistent with the set objectives.

**Activities:**

- **Campaign Development:** Created a marketing campaign plan and then defined the objectives messaging and potential client and strategies.
- **Budgeting Resources:** Budgeting for Resources (Resources) across different marketing activities.
- **Team Collaboration:** Help other departments (such as sales, product development, and customer support) align and work with Marketing.
- **Content Creation:** Create marketing collateral and other content as required, such as website content updates and social media posts according to the marketing strategy.

**Outcome:** A successful implementation of marketing campaigns that successfully target the audience

### 3.6.5 Monitoring and Control

**Objective:**

To properly track the performance of marketing activities to ensure that they are meeting the actual goals.

**Activities:**

- **Data Collection:** For proper data collection need to use some tools like Google analytics and social media analytics to measure the data on campaign performance.

- **Regular Reviews:** The conduction of periodic reviews assess progress against the goals and identifying what is working and what is the needs of adjustment.

**Outcome:** The real time insights into the marketing performance enabling of timely adjustments to the strategies.

### 3.6.6 Evaluation and Adjustment

**Objective:** To properly identify the importance of marketing efforts and make the necessary refinements for future initiatives.

#### Activities:

- **Data Analysis:** Review the data collected and assess how the marketing campaigns stacked up against the KPIs. To pinpoint strengths and weaknesses in strategy execution
- **Feedback Collection:** To understand the experience of customers and the 97% of the stakeholders of SoftBD at these points of service, collect their feedback.
- **Strategy Motion:** Revised Strategies and tactics to over perform on the review It could mean rearranging resources, rephrasing messaging, or pursuing additional marketing channels.

**Outcome:** Continuous improvement of marketing efforts, ensuring alignment with business goals and customer needs.

### 3.6.7 Feedback Loop

**Objective:** Create a mechanism to continuously improve the system based on evaluation results and customer feedback.

#### Activities:

- **Integrate Insights into Future Planning:** Develop and refine future market research and strategy development using evaluation findings.
- **Remain Agile:** Adapt quickly to shifts in the market, the landscape of competitors, and new developments. Increase the frequency of monitoring and updating the marketing plan when pertinent information has been received and trends can be determined.
- **Promote Innovations:** This ensures the marketing team adopts a culture of creativity and experimentation to discover novel approaches to serve customers.
- **Outcome:** The marketing management process is dynamic which means it is never the same but continues to change according to market needs and improvement of customer specifications.

### 3.7 Training Module:

By using this training module, employees of Soft BD Ltd will be able to enhance their skills and knowledge as the company is a software company experiencing innovative software delivery to customers. Adopt software dev. methods, project management, customer relationships, and other

industry insights from day one. Soft BD invests in employee growth that helps the organization increase overall productivity and bring innovation in one of the most competitive sectors of the software industry. It also helps in reducing turnover by minimizing turnover costs by ensuring that skilled resources are invested to deliver optimized results.

### 3.7.1 Training Objectives

- **Up-Skilling on Technical Skills:** Educate your employees about the latest software development process, programming languages, and tools they can use in their development process.
- We should focus on improving the way we view a project from end to end.
- **Drive Customer Engagement:** Train accounts on the best practices to be followed in terms of engaging customers, understanding their needs and delivering exposure.
- **Employee training:** Training employees in new technologies and market trends in software.

**Introduction training module is designed for:**

- Software developers
- Project managers
- Quality assurance engineers
- Sales & Customer support department

### 3.7.2 Training Structure

On-site training modules would be of a short scale and different sectors of growth would be dealt with to keep the employee's concentration level intact. This will be a combination of theory, practice, and tests to ensure you absorb the knowledge.

### Technical Skills Development

Deeply Trained Relevance Languages Programming Languages

- **Software Development Methodologies:** Introduction, comparison, and discussion of Agile, Scrum, and dependencies vs. Waterfall methodologies with actual case studies.

Git & Other VCS Systems: To use collaborative coding efficiently need git, etc. version control systems to be trained on.

### 3.7.3 Project Management Skills

- **Project Planning and Scheduling Techniques:** How to plan a project effectively (project timelines, time estimates).
- **Risk Management:** Assessing potential risks and creating strategies to mitigate them

- **Resource Management:** Utilize the resources of the team and budget the right way.
- **Performance Monitoring:** Using tools to monitor project progress and team performance.

### 3.7.4 Customer Engagement and Communication

- Techniques for Listening to and Gathering Customer Needs
- **Communication:** Skills training for verbal and written communications, focusing on clarity and professionalism.
- **Handling Challenging Situations:** Managing complaints and adverse customer interactions
- **Creating Long-Lasting Relationships:** The way customers remain loyal and have confidence in a brand.

#### Activities:

- Acting out mock customer interactions
- Work in groups to role play possible forms of communication
- Writing workshop on e-mail and proposals

#### Methods:

- Quizzes and assessments at the end of each section to evaluate knowledge retention.
- Group projects and presentations to assess collaborative and practical skills.
- Feedback surveys to gather participant insights on the training effectiveness and areas for improvement.

Week	Training module	Format
1	Technical Skills Development	Workshops & Hands - on Workshops & Hands-on
2	Technical Skills Development	Workshops & Hands-on
3	Project Management Skills	Workshops
4	Customer Engagement and Communication	Role-playing & Workshops
5	Industry Trends and Emerging Technologies	Seminars

Soft BD Ltd believes in its employees' learning and development culture through its training module. As a result, concentrating on these technical skills, project management, customer engagement, and industry trends will improve the employees of Soft BD's skills and flexibility. A company will always be a winner through training on four things because it will motivate the employees and they will be happier in their work, which will contribute to the growth and success of the company.

### **3.8 Reinforcement Strategies:**

SoftBD Ltd, a software company, The IT firm where I did my internship is SoftBD Ltd. a software company that providing an innovative solution. The report discusses different reinforcement strategies that SoftBD can implement to shape an organizational culture and improve performance.

#### **3.8.1 Recognition and Rewards**

**Objective:** To motivate employees by acknowledging their contributions and achievements.

**Implementation:**

- **Employee Recognition Programs:** Recognizing great performance this could be through “Employee of the Month” style awards, public shout-outs during team meetings or spotlight articles in company newsletters.
- **In the case of Performance Bonuses:** Bring in the financial benefits for measurable achievements at individual and/ or team level to create stimuli This aligns employees on what needs to be done to achieve goals and cultivates an atmosphere of responsibility.
- **Peer Recognition:** Mobilize award strategies to help employees recognize one another. Establish platforms, or tools, for fellow teammates to celebrate one another's achievements, and that grows teamwork and camaraderie.

**Outcome:** Increased employee morale and motivation, leading to higher productivity and lower turnover rates.

#### **3.8.2 Professional Development Opportunities**

**Objective:**

To promote continuous learning and skill enhancement among employees.

**Implementation:**

- **Training and Workshops:** Periodic workshops on emerging technologies, their adoption & best practices in the industry, and soft skills. Agile, project management, communication skills, etc. workshops
- **Career Progression Programs:** Design career patching and mentorship programs. They should know what skills they need to advance and also have support for how to level up their careers.

- **Certifications:** Paying fees for employees who obtain professional certifications. This prepares the individual in a rewarding way and is a benefit for the organization.

**Outcome:** A better qualified and trained staff which enhance the organization capacity to innovate and be more competitive

### 3.8.3 Constructive Feedback and Performance Reviews

**Objective:**

Training on the best use of data to empower employees on where they are doing well, how they can improve, then how they can grow.

**Implementation:**

- **Regular BCP and Performance Reviews:** At regular intervals (for example quarterly or biannually) parameterize the output Hence performance reviews should be more than just areas of improvement, it should also be about celebrating successes and achievements.
- **360-Degree Feedback:** Create a feedback system to provide employees the opportunity for feedback from HR, peers, managers, and subordinates. The triangulation encapsulates this extensive investigation process with different viewpoints, which is essential to cultivate a climate of professional open-ness.
- **Personal Development Plans:** Develop individual plans with employees based on feedback. Such plans detail goals, resources, and timelines for earning professional growth.

**Outcome:** Regular feedback and focused development efforts improved employee performance.

### 3.8.4 Positive Work Environment

**Objective:**

To establish a supportive and collaborative culture in the workplace which promotes employee wellbeing.

**Implementation:**

- **Flexible Work Options:** Allow flexibility with work, such as remote working, flexible working hours, or hybrid models, so employees can enjoy the best of both sectors; work and home.
- **Team-Building Activity:** The team-building activity organized on a professional or individual basis facilitates the relationship of colleagues. This fosters collaboration and familiarity.
- **Employee wellness programs:** Based on your work environment, you might want to consider offering wellness programs, such as gym memberships, meditation classes, or stress management courses.

**Outcome:** An environment that is free to work and preserves the morale and the retention of the employees.

### 3.8.5 Encouraging Innovation and Creativity

**Objective:**

To give employees freedom to think beyond the box and contribute to the growth of the company.

**Implementation:**

- **Innovation Contests:** Organize innovation days or where employees can collaborate unsupervised on something new. Which is capable of creating creativity and producing positive development.
- **Preventative measures:** Open the channels everywhere and do not hesitate to let your employees to speak and share their ideas and suggestions. Regularly scheduled brainstorming sessions or suggestion boxes can help rectify this.
- **Recognizing New Outputs:** Be sure to recognize and reward novel ideas and implementations. From companywide communications share success stories to encourage others.

**Outcome:** An innovative culture that encourages employees to actively contribute to the company's development.

### 3.8.6 Leadership Development

**Objective:**

To create future leaders within the organization

- **Leadership Development Programs:** These poised development programs equip leadership skills for high-potential employees you may cover things like strategic thinking, decision-making, and team management.
- **Mentorship Opportunities:** You can match them with seasoned mentors who will guide, support, and give them insights on effective leadership practices.

**Outcome:** A deep pipeline of future leaders who can execute the company's strategic imperatives.

Soft BD Ltd differs from other institutions as it can utilize reinforcement strategies to increase motivation, engagement, and performance among employees. By doing so, Soft BD can make the organization a place where the culture can flourish through the above steps, appreciate work done, encourage growth, appreciate mistakes, create a healthy work culture, bring in innovation, and make better leaders.



### **3.9 Sales Force of Soft BD Ltd:**

The sales force is the lifeblood of any organization, they are the key to any organization, especially in a software company like SoftBD Ltd, if customer relationships are not built properly, and the company will not be successful. SoftBD is an active organization with the existence of a revenue body, which is the sales force, this report presents a detailed discussion regarding the sales force of SoftBD in terms of organizational structure, sales strategies, recruitment training, market challenges, number of employee impact on the overall business performance, etc. Familiarity with these variables will help him identify areas in which SoftBD can improve its sales processes and make a profit.

#### **3.9.1 Sales Force Structure**

##### **Objective:**

To know how SoftBD's sales team is structured and works.

##### **Components:**

- **Composition of the sales team:** The sales force of SoftBD consists of different roles such as:
- **Direct Sales:** Includes those responsible for direct sales and client acquisition.
- **Account Managers:** Responsible for maintaining current client accounts, building relationships to improve customer experience, and offering additional services.
- **Sales Support Staff:** If you have staff who provide administrative support, prepare sales materials, and assist in lead generation activities.
- **Sales Managers:** Manage the sales team, define targets, and create sales strategies.
- **Geographic and Market Segmentation:** The sales team may be structured according to geographical territories, or by market segment (small businesses, enterprise clients, certain industries) so as to tailor approaches and maximize effectiveness.

#### **3.9.2 Sales Strategies**

##### **Objective:**

A sales plan can be used to identify and implement measures to increase revenue.

##### **Components:**

- **Consultative Selling Approach:** The SoftBD Approach to sales aligns with a consultative selling approach which involves engaging with potential customers in a conversation that matters to them. Such a method allows the recommendation of customized software solutions.
- **Sales Lead:** Lead Generation Strategies The sales team employs one of several lead generation strategies, including:

- **Digital Marketing:** Utilizing SEO, content marketing, and social media to reach potential clients.
- **Networking Events and Trade Shows:** Attending events related to your industry to meet prospects and build relationships.
- **Referrals:** Motivate happy customers to tell other people about your business, usually with rewards.
- **Sales pipeline management:** Utilization of a structured sales pipeline that tracks leads and converts them from initial contact to closure. It includes routine follow-ups, presentations, and demos to effectively get the prospects through the sales stages.

### 3.9.3 Training and Development

#### Objective:

To understand the grasp the capacity building programs for the sales team.

#### Components:

- **Onboarding Programs:** As the new sales employees join the team, they are put through an extensive onboarding program that introduces them to all SoftBD's products, services, and sales processes. This obviously makes them more efficient in their roles in a short duration of time.

This is one lesson that professional software companies can apply based on their experience in the field. This could include:

- **Workshops and Seminars:** Periodic meetings hosted by industry leaders.
- **Online Courses:** Access to various courses to Up-skill yourself.
- **Role-Playing Exercises:** Sales pitch and objections practice.

### 3.9.4 Performance Metrics

#### Objective:

To assess the productivity of the sales force via key performance indicators (KPIs)

#### Components:

The sales target each sales executive, has a defined sales target based on their role and market segment. These values are KPIs in our possibility space (or KPI).

- **Conversion Rates:** The percentage of leads that become customers offers insight into how effective the sales people are.
- **Customer Retention Rates:** Monitoring the number of repeat customers Soft BD has helps to measure account manager efficiency and satisfaction with Soft BD.
- **Sales Cycle Length:** The average time taken to close a sale gives some perspective on what can be improved in the sales process

### 3.9.5 Challenges Faced by the Sales Force

#### Objective:

To understand the main points of the sales team.

#### Components:

- **Market Competition:** The software field is so competitive and full of top IT firms offering similar solutions. Selling Soft BD Well Requires Differentiation.
- **Customer Expectation:** The higher customer expectation for personalized solutions and service can be a challenge. This can only be tackled by a well-prepared sales team.
- **Small Budgets:** This really depends on the first point because the limited marketing budgets or even the lack of buying from the leadership makes it very difficult to generate leads and build the brand visibility that the sales team needs to get to clients.

### 3.9.6 Impact on Business Performance

#### Objective:

To identify the role of the sales force on the overall performance of SoftBD Ltd.

#### Components:

- **Revenue Generation:** Almost all the revenue generation comes into effect through the sales team. Their performance has a direct impact on the company's bottom line.
- **Brand Building:** Good, constructive sales engagement leads to being positively branded and gaining respect in the market. At that level, it typically leads to referrals and repeat clients.
- **Customer Feedback Loop:** As the link between customers and the organization, sales reps represent a critical source of information regarding customer wants, needs, and pain points. Be in contact with us, so we can help in product development and marketing development based on this feedback.

SoftBD Ltd.'s sales force is limited due to either financial or organizational constraints, they employ a small number of sales forces who are directly related to the market where they generate sales revenue directly. With a deep and advanced knowledge of the structure, strategies, training initiatives, performance metrics, challenges and overall impact on the sales team determines areas of improvement leading towards overall strategic processes development in sales for Soft BD. These initiatives will aid in enhancing Soft BD's standing in a competitive landscape, ensuring consistent growth in top-line revenue and, more importantly, satisfied customers at the heart of the numerous sales activities. This analysis lays the groundwork for continuing refinement and improvement of the sales force performance on behalf of the company.

### 3.10 Innovative Approaches to Gathering Customer Feedback:

Customer feedback is an integral part of knowing user experience, enhancing products, and increasing business growth. SoftBD Ltd is a software company, our industry is very competitive, and gaining knowledge from customers can help the company improve products, increase customer satisfaction, and help to build cooperation for creating long-term relationships.

#### Personalized Feedback Sessions

##### Objective:

Test individual interactions to understand customer experiences better.

##### Components:

- **Customer Advisory Boards:** Creating advisory boards for key customers to receive periodic feedback about products and strategies. These customers have substantial experience using the software and can offer valuable input.
- **One-on-One Interviews:** Speak to a few customers individually and share their journey and feedback. We can explore conversations using this to determine customer needs and how they want it.
- **Product Testing Groups:** Have a group of customers test new features or products before they are launched. Organize structured sessions and focus groups to ensure both receiving feedback and have the customers involved in the development process to own it.

### 3.11 Customer Experience Mapping

##### Objective:

Visualize the customer journey to identify touch points for feedback collection.

##### Components:

- **Customer Journey Mapping Workshops:** Invite employees and a few customers to participate in workshops focused on mapping the customer journey together. This provides a logical framework through which major touch points could be leveraged for feedback gathering.
- **Specific touch point Feedback Surveys:** After determining the touch point of customer, create targeted surveys or feedback mechanism for specific touch points, such as onboarding, customer support interactions, product updates, etc. to source relevant insights.
- **Visual Feedback Tools:** Represent customer interactions with the product using visual tools. This can show pain points and things that need feedback.

Different techniques that may collect customer feedback may also drastically improve SoftBD Ltd.'s existing as well as potential customer needs and choices. SoftBD may use the experience

map to create a solid feedback loop by monitoring and responding to comments (positive or negative) made by users. Not only can these help collect important notes, but they also engage customers in the development process, which makes them feel valuable to your company, and connected to your business. This transition towards an innovative feedback mechanism makes SoftBD a truly customer-centric organization which leads to the growth and prosperity of the organization in this competitive software world.

### **3.12 Utilizing Customer Feedback for Solutions:**

SoftBD Ltd. following process that empowers to improve product offerings as well as strengthen customer relationships and build business. The following report explains ways how SoftBD can utilize customer feedback to devise workable solutions to improve products and customer experience alike.

#### **3.12.1 Developing Solutions**

##### **Objective:**

Create actionable solutions based on the analyzed feedback.

##### **Components:**

- **Enhancing Features:** Prioritize feature enhancements or new features, based on customer feedback. If several users request an easier navigation system, for example, then SoftBD can assign resources to redesign the interface.
- **Bug Fixes:** In accordance with user feedback bugs, lags and so on. Using them regularly is an easy way to improve the user experience by implementing bug fixes.

#### **3.12.2 Implementation of Changes**

##### **Objective:**

Effectively implement the proposed solutions and communicate changes to customers.

##### **Components:**

- **Agile Development Practices:** Embrace Agile processes to quickly make changes to your products reacted based on your feedback. As a result, they are able to iterate and innovate they can adapt as customer demand changes.
- **Cross-departmental teamwork:** when changes are made marketing and customer support work together. Such a holistic approach aligns product development with customer communication strategies.
- **Beta Testing:** Before launching to everyone, run beta testing with a select group of customers to gain further insights into new functionality or improvements. The iterative approach addresses business challenges at an early stage.

### 3.12.3 Communication with Customers

#### Objective:

Keep customers informed about changes made based on their feedback.

#### Components:

- **Transparent Updates:** Regularly communicate with customers through newsletters, social media, and in-app notifications about updates and changes resulting from their feedback. Transparency builds trust and shows that SoftBD values customer input.
- **Feedback Loop:** Establish a continuous feedback loop where customers can see that their suggestions are being implemented. This could include a dedicated section on the company website showcasing recent changes driven by customer feedback.
- **Engagement Initiatives:** Encourage ongoing customer engagement by inviting users to participate in focus groups or feedback sessions for future product developments. This reinforces a sense of community and partnership

Effectively utilizing customer feedback is essential for SoftBD Ltd to enhance its product offerings and maintain strong customer relationships. By systematically analyzing feedback, developing actionable solutions, communicating changes transparently.

## 4. CONCLUSION

SoftBD Ltd has established itself as a forward-thinking software company dedicated to delivering exceptional services and solutions to its customers. By prioritizing customer feedback and continuously adapting its offerings, SoftBD demonstrates a strong commitment to understanding and meeting the evolving needs of its clients. The company's focus on innovation, quality, and customer satisfaction has not only enhanced its product portfolio but also fostered lasting relationships with clients across various industries. SoftBD's consultative sales approach and ongoing engagement initiatives ensure that customers feel valued and heard, contributing to higher retention rates and brand loyalty. Moreover, the implementation of training and support mechanisms empowers clients to maximize the benefits of SoftBD's solutions, further enhancing their overall experience. As the company continues to embrace emerging technologies and refine its services, it remains well-positioned to lead in the competitive software landscape. Ultimately, SoftBD Ltd.'s commitment to excellence and customer-centric practices will serve as a foundation for future growth and success, reinforcing its reputation as a trusted partner in delivering innovative software solutions. Through its dedication to providing high-quality services and actively seeking customer input, SoftBD not only meets but exceeds customer expectations, ensuring a sustainable and prosperous future.

## 5. REFERENCES

Kumar, P., Kumar, A., Palvia, S., & Verma, S. (2019). Online business education research: Systematic analysis and a conceptual model. *International Journal of Management Education*, 17(1), 26–35. <https://doi.org/10.1016/j.ijme.2018.11.002>

Rahman, K. M. (2016). Packaging. *Strategic Marketing Management in Asia*. Emerald Group Publishing Limited, 261–293.

Rummana, R., Rahman, K. M., Aziz, S., & Nishat, B. (2008). Urban Pollution In Dhaka City: A Tri-Partite Qualitative Model For Alleviation And Prevention. *Proceedings: International Conference on Sustainable Urban Environmental Practices*, 297. <https://doi.org/10.13140/RG.2.1.3285.2962>

Schiffman, L. G., & Wisenblit, J. (2019). *Consumer Behavior*. Pearson Education. <https://books.google.com.bd/books?id=9EdPswEACAAJ>

Shaon, S. M. K. I., & Rahman, H. (2015). A theoretical review of CRM effects on customer satisfaction and loyalty. *Central European Business Review*, 4(1), 23.

<https://softbdltd.com/>

<https://www.linkedin.com/company/soft-bd-ltd/posts/?feedView=all>

<https://vivasoftltd.com/best-software-companies-in-bangladesh/>

[https://www.researchgate.net/publication/353130967\\_Strategic\\_Marketing](https://www.researchgate.net/publication/353130967_Strategic_Marketing)

<https://www.upwork.com/agencies/1820777491800244224/>