

Internship Report

On

Marketing Practices of Pine Solutions Limited

Intern Report Submitted to the School of Business and Economics in Partial Fulfilment of the Requirements for the Degree of Bachelor of Business Administration.

Submitted To

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Letter of Transmittal

December 23, 2018

Md. Kaium Hossain

Assistant Professor

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Subject: Submission of Internship Report.

Dear Sir,

It gives me enormous pleasure to submit the internship report on '**Marketing Practices of Pine Solutions Limited**' as per the supervisor instructor. I expect this report to be informative as well as comprehensive.

Working on this report has been really interesting & informative experience for me. I learned many unidentified facts, by working practically at the main office, which I believe will be supportive to my academic & professional career in the future. I would try my best and shall be obliged to provide you with any clarification regarding the project. I hope will meet the level of your expectation.

I would really appreciate it you enlighten me with your thoughts and views regarding the report. Also, if you wish to enquire about an aspect of my report, I would gladly answer your queries.

Sincerely Yours,

Sumaiya Kamal Ananna

ID: 111 131 395

Acknowledgement

I am really thankful to Mr. Md. Kaium Hossain, Assistant Professor School of Business & Economics United International University, for the freedom he gave me in choosing my report topic and his continuous guidance for all the times, I consulted him and he answered with the almost patience and perseverance. Practical knowledge is fundamental for the application of theoretical intelligence. So, his guidelines for the report made it mandatory for me to seek learning in the work environment, which proved to be very gratifying.

I cordially thank the honorable teacher to provide me the opportunity to apply classroom learning in practice. There are always some differences between theories and practices. This report bridges the gap between them.

I am also thankful to Mr. Babu Islam, who is Managerial Director of Pine Solutions Limited. For giving me his valuable time, guiding me during internship and answering all my queries so spontaneously.

Executive Summary

The broad objective of this report is to evaluate the ‘Marketing Practices of Pine Solutions Limited’ to determine the adoptions as well as applications of it. As long as IT companies can work with competence, their market is at the boom no matter what’s happening in other sectors. A marketing approach to their customers is one of the major factors that define the degree of success of an IT firm. Since the market is competitive, focusing on customers and their needs with diversified marketing approaches will make the difference in the growth of Pine Solutions Limited. The company is successful in applying their marketing approaches in solution based services, but it has to initiate more strategies to the project based market. Interactions among business units and collaboration with business partners must be increased by restructuring the organizational structure. There must be a compliance department to monitor the risk and internal control for the betterment of the company in the long-run.

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Chapter One: Introduction

1.1 Introduction

It's hard to exaggerate the significance of data innovation in the present business atmosphere. Regardless of what industry it has a place with; a business' backbone in the current economy is the data that makes it feasible for it to lead the company.

Organizations use IT in various diverse settings and for a wide range of purposes. As it were, IT isn't merely PCs. For instance, phones, radio gear and VOIP administrations utilized for vocal correspondences are incorporated under the IT umbrella. Similarly, peripherals, for example, printers, copiers, scanners, and 3D printers are likewise viewed as a feature of a business' IT frameworks.

When a great many people think IT, they consider PCs: work area machines, workstations and cell phones utilized by people to include and control information, make advanced archives, leading research, and then some. IT likewise incorporates the applications and executable projects that are introduced on these gadgets to empower the client to finish the job needing to be done. To some degree less clearly, IT might likewise incorporate the expenses related to buying, arranging and keeping up the critical equipment and gear to stay with the IT frameworks working efficiently. In these ways, IT has turned out to be essential to the worldwide business network.

1.2 Origin of the Report

To complete the BBA program at the United International University, one has to complete an internship in a particular company. The purpose of this internship is to understand the work environment as well as to gain a practical knowledge an out the company's activities. The main reason for preparing this report is to get familiar with the practices and procedures of the modern business world. During my internship program, I had the opportunity to work at Pine Solutions Limited, one of the efficient software development solutions providers in Bangladesh. According to my gathered knowledge and experience, I have prepared this internship report on '**Marketing Practices of Pine Solutions Limited.**'

1.3 Objectives of the Study

Broad Objective:

The broad objective of this report is to evaluate 'Marketing Practices of Pine Solutions Limited' to determine the adoptions as well as applications of it. Apart from this main aim of the report, there are some secondary or specific objectives which mentioned below.

Specific Objectives:

The specific objectives of this report are:

- Get acquainted with the marketing department and their operation or practices.
- To get familiar with the resources of Pine Solutions Ltd.

1.4 Methodology of the Study

This study is based on both primary and secondary data, and the study is descriptive and qualitative. For primary data, some interviews had been conducted to collect some qualitative data for the study. For instance, the application of marketing strategies and the related impact level was analyzed on primary and secondary data. On the other hand, the secondary data were mainly collected from the websites, annual reports and other financial statements of Pine Solutions Limited and some IT institutions. So, following overall sources is used for obtaining the data which are:

- ❖ Interview
- ❖ Websites
- ❖ Annual Reports

1.5 Limitations of the Study

No effort can be successful without some impediments or problems. While preparing the internship report, several drawbacks occurred. One of the core shortcomings was the insufficient level of knowledge and data for making a report on a comparatively new topic. The limitations are as follows:

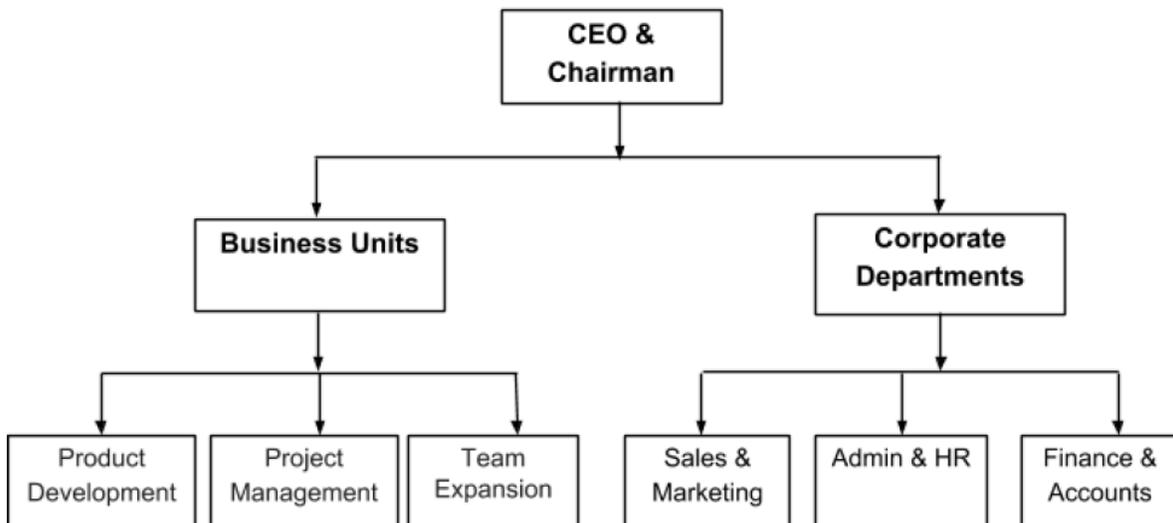
- The level of understanding for preparing this report was at the initial stage.
- I couldn't use several significant data as those were confidential as per company norms which as a result affected the overall report.
- There was a little access to other departments for collecting data.

Chapter Two: Company Overview

2.1 About Pine Solutions Limited

Established in 2012, Pine Solutions Limited is one of the leading software development companies in Bangladesh. The company is typically engaged with analyzing efficient processes and assisting the customers for their technology-driven business solutions. Pine Solutions Limited has proven domain knowledge in areas of equipping our clients to grow and lead and web-based application development. The customers of Pine Solutions Limited are typically financial institutions, telecommunication sector, large retail chains, non-governmental development organizations and hospitals. Pine Solutions Limited has successfully implemented many complex and logistically difficult projects with the use of imaginative software. Pine Solutions Limited has a 100% success record in project delivery. The company enjoys a reputation of being a high-quality enterprise solution provider amongst its clients.

2.2 Organizational Structure of Pine Solutions Limited



Product Development

Whether or not you are a start-up or a longtime business, we are prepared to help you at every degree of the software program improvement lifestyles cycle — from conceptualization and consulting to improvement and aid. We also are professionals in many verticals and business domains, which include e-trade, e-gaining knowledge of, AdTech, Finance, enjoyment, and extra. We build native, hybrid, and cross-platform apps that run on all foremost running systems such as iOS and Android.

Project Management

A continuous improving technique is highlighted in agile development in distributed projects. The method is primarily based on our schooling and experience with scrum and advanced further through our lengthy experience with software program improvement in Bangladesh. Proficient project managers and builders are geared up to paintings. With the use of state of the artwork collaboration gear the crew becomes a high appearing distributed crew.

Team Expansion

We offer software improvement and preservation guide to your enterprise. in case your organization is planning to scale up the improvement team but contending due to inadequate sources. we will construct a crew in line with your organizational desires which will continue to be completely at your disposal. Our know-how is in Ruby, personal home page, goal C, Java, C# and our professional pool includes software architects, builders and testers.

Admin & HR

In the interim, Pine Solutions has a rather small human useful resource (HR) department for its all employees. The department is run with the aid of handiest small team. This might me because of the truth that the company slowly grew to its present day length most effective in beyond few years; that is, the organization did not experience an overnight spike within the rise of employee number. Moreover, employee turnover charge pretty small owing to favorable income, friendly work environment, and the best recognition of the company inside the industry. Employee policies are treacle down from the top management of the company. Maximum of the recruitment procedure e.g., short listing, interviews, selection and many others are handled

through department with vacancy. This is because of the reality that the employer is comprised more often than not (60%) of programmers. In any case, the functions performed by the Human Resource department are as follows:

- 1) **Labor law Compliance:** Any employer wishes to comply with labor law of the United States of America. Conformance to regulation makes positive that personnel are handled fairly and similarly. Preservation of a secure and satisfactory work environment stems from this.
- 2) **Recruitment:** Getting right worker for the right task is a difficult mission. Recruitment process makes certain that the job applicants meet the minimal requirements for the vacant function. It additionally takes the applicant via a series of exams and interviews before choice. HR department makes necessary preparations to guide the application during the system.
- 3) **Hiring:** Selected applicant is employed through formal office work – appointment letter. The brand new employee is likewise required to signal confidentiality files. HR supervisor enables the new worker to open a revenue account, get identification card, and performs biometric enrolment which will be able to undergo access manage locks. Orientations are dealt with the aid of one of a kind departments according with their triumphing work subculture.
- 4) **Training:** if you want updated stay in advance of the curve, a employer needs up-to-date make certain that its employees are properly skilled with technological, interpersonal, managerial, and management talents. HR branch arranges and coordinates such trainings while essential.
- 5) **Compensation:** Pine Solutions' personnel repayment follows the trends of any good IT organizations of Bangladesh. Personnel are paid first rate salaries. Meals, transportation, and medical insurance are furnished by using the corporation.

Finance & Accounts

Headed by company CFO, the department has a total of eleven personnel including CFO. In a flat-installed agency like Pine Solutions Ltd., the jobs and obligations often overlap. Living proof, we discover those Operations & renovation manager reports to CFO. Given the current length of the organization this structure serves it nicely. In order to apprehend the feature of this branch I enumerate responsibilities it plays inside the listing under:

- Performing financial resources allocation and keeping track of expenditures such as salary, payables, loans, operational expenses etc.
- Managing revenues from different projects it operates.
- Maintaining fixed asset registry.
- Vendor payment followed by AP module
- Tax and VAT maintained by the department.

2.3 SWOT Analysis of Pine Solutions

In this section, SWOT (strengths, weaknesses, opportunities, and threats) analysis has been articulated.

<p>STRENGTHS</p> <ul style="list-style-type: none"> • Experience in Software & IT Business • Competent Workforce • Continuous Effort to Improvement • Proactive Approach 	<p>WEAKNESSES</p> <ul style="list-style-type: none"> • Not fully Integrated • Absence of Diversification in BoD • Unfavorable Organogram • Lack of Compliance Practices
<p>OPPORTUNITIES</p> <ul style="list-style-type: none"> • Significant Market Share • Competitive Advantages • Priority from Government 	<p>THREATS</p> <ul style="list-style-type: none"> • Globalization • Increased Perfect Competition • Challenge Oriented in every Phase

2.4 Contribution

I joined as a Marketing intern in Pine Solutions Ltd. The customers of Pine Solutions Limited are typically financial institutions, telecommunication sector, large retail chains, non-governmental development organizations and hospitals. Pine Solutions Limited has successfully implemented many complex and logistically difficult projects with the use of imaginative software.

As an Intern, following are the assigned responsibilities I was supposed to perform-

- Shooting the bulk SMS to various telecommunication operators,
- Maintaining professional communication with the assigned customers,
- Keeping tracks of successful shoots,
- Facilitating customers with immediate solutions with the help of designated employee of the company.

Chapter Three:

Analysis & Findings

3.1 Analysis of Business & Marketing Strategies

Since the topic is Marketing Practices of the organization, I tried my best to analyze all the strategies it follows to capture the market.

Products and Services

Pine Solutions Ltd. offers groups and government institutions services for content security, statistics safety, cloud security, network security, analytics, web filtering, and move domain get right of entry to and switch to guard enterprise's networks from cybercrime, malware, and facts robbery, as well as prevent users from viewing irrelevant content and discourage personnel from browsing non-enterprise-associated web sites. There are four different services are offered by Weereach; a CPaaS product of Pine Solutions Limited.

1. SMS-Enterprise Messaging Service
2. Voice- Enterprise Voice Service
3. Bot- Enterprise Chatting Service
4. Viber- Enterprise Viber Service

Marketing Strategies

Now 'Staying Competitive' is the key to survival in this day global of enterprise where nice rules and preferred products and services sneak in dropping physical boundaries. Therefore agencies want right sales and marketing plan. Enterprise solutions pursuits at assisting other organizations to increase powerful strategic solutions. Now we are going to describe the areas wherein business solutions generally paintings. To survive in this global competition, competence in marketing can take one firm to another level.

The average sales skilled spend simply thirty three percent of their day in active mercantilism. The sales effectiveness and potency follow identifies the basis causes of unskilled on the sales floor, together with a proved and military science program (including method enhancements, technology implementation and more) to superb increase sales team satisfaction, potency and results.

Therefore, Pine Solutions' primary focus is on sales & promoting candidates; wherever they need sort of programs fabric the strain of the purchasers. The main focused areas include:

- Training of Candidates required for Sales (On field)
- Basic Skills
- Computer Skills and many more to adopt the needs of client

Market Research & Analysis

Marketing research will provides a business an image of what reasonably new merchandise and services might bring an honest total of profit. For merchandise and services already offered, market research will tell firms whether or not they are meeting their customers' desires and expectations. By researching the answers to specific queries, small-business homeowners will learn whether or not they must modification their package style or tweak their delivery methods-- and even whether or not they ought to take into account providing further services. an honest

marketing research arrange indicates wherever and United Nations agency your customers are. It'll additionally tell you after they are presumably and willing to get your merchandise or use your services.

Business Solutions believe to be associated knowledgeable in marketing research & analysis. As they're connected with numerous clusters of firms their work is to acknowledge the link between client relationships and business outcome that permits firms to optimize and execute their client methods.

Branding Strategy

Branding is a very important facet of any business; giant or tiny, retail or B2B. Promoting might contribute to a whole; however the whole is larger than any specific promoting effort. The whole is what remains once the promoting has swept wing through the space. It's what sticks in your mind a few product, service, or organization—whether at that exact moment; you obtain or not. The whole is ultimately what determines if you may become a loyal client or not. The promoting might win over you to shop for a specific Toyota, and perhaps it's the primary foreign automotive you ever owned, however it's the whole that may confirm if you may solely obtain Toyotas for the remainder of your life.

Advertisement plan

An advertising arrange may be a basic a part of a promoting strategy. It helps a business to determine smaller goals as a part of a bigger promoting strategy. for instance, associate degree advertising arrange could also be created for some months to a year, wherever a whole promoting strategy could aim to corner part of the market in five years. Associate degree advertising arrange lays out precisely however and once a business can reach bent on potential customers through numerous varieties of media. This includes setting advertising goals, characteristic a target market, shaping a message to it audience, and informative an inspiration of action to realize those goals. Business Solutions try this designing program through our highest skilled experience.

Outlet Promotion

Promotional shops are things like advertising, sampling, sales costs, gift with purchase, show concepts etc. Business Solutions restricted do that service to the consumer through their internal & external skilled experience.

Social Media Marketing

Social media itself could be a catch-all term for sites that will give radically completely different social actions. As an example, Twitter could be a social website designed to let folks share short messages or “updates” with others. Facebook, in distinction could be a full-blown social networking website that enables sharing updates, photos, connection events and a range of alternative activities. Social Network enables people and businesses to move with each other and build relationships and communities on-line. Once firms be part of these social channels, customers will move with them directly. The skilled experience team engages all the time on this service through some rules and rules.

Project Plan

A project plan could be a formal document designed to guide the management and execution of a project. A project arrange is that the key to a booming project and is that the most vital document that must be created once beginning any business project. The skilled experience of project planner will try these quite activities additional expeditiously for our honorable shoppers.

3.2 STP of Pine Solutions Limited

The following STP analysis consists of market segmentation, targeting and positioning.

Market Segmentation

Segmentation defines the activity of dividing a broad consumer or business market, like existing and potential customers into subgroups of consumer. Pine Solutions Ltd follows the B2B (business to business) business to provide their service.

Targeting

Targeting is the process to identifying the most attractive segments from the segmentation stage, usually the most profitable for the business. Pine Solutions follows the geographical segmentation as the network of their server is so limited to cover the rural areas.

Positioning

Positioning refers to the place that a brand occupies in the mind of the customer and how it is distinguished from competitors. Pine Solutions maintains their positioning strategy by providing a faster network to their clients.

3.3 7 P's of Pine Solutions Limited

Product

A product is an item which is available for consumer use; it can be anything that is offered to a market to satisfy the desire of a customer. A service is also regarded as a kind of product.

Service is the core & only product of an IT firm. Pine Solutions give the faster service for people from their personal website.

Place

Place refers to a physical environment where products or service can be displayed for customers. Like- Agora, Aarong etc. Place is where people can offer & distribute the product. Their office is their real place from where they provide the service to their client.

Price

Pricing is the process where a business fixed the price for selling its products and services. There are six pricing strategies. Such as-

- 1) Premium pricing
- 2) Penetration Pricing
- 3) Economy pricing
- 4) Price skimming
- 5) Psychological pricing
- 6) Bundle pricing.

Among the six pricing strategies Pine Solutions Ltd follows Market Penetration strategy. They attract buyers by offering lower prices on their clients.

Promotion

Promotion refers to all kinds of marketing and branding activities. For example advertisement, campaign etc

For promotion of their product, Pine Solutions do advertising, branding, campaign and in sometimes they make campaign for increasing their sales.

Process

Process refers a set of activities which leads to a systematic procedure to complete the requirements.

They provide their service through a systematically process. They first take order from their clients and then provide service according to their requirements.

People

Human being who makes a group by their common activities or interest are considered as people in marketing. People in Pine Solutions have very good qualities in their organization. They are very hard-working, expert and skillful in their work.

Physical Evidence

It clearly shows the quality and feature of the products or service which provides for conveying the customers. Physical evidence should reflect through the following elements.

- a) Place
- b) People
- c) Equipment
- d) Communication material

The physical evidence of them is the whole decoration of their office. Their office is so nicely decorated which can easily attract to customers.

3.5 Findings from the Study

- Due to earnings from above-mentioned projects, Pine Solutions can be considered as one of the successful companies.
- The company is financially sound due its competent business operations and proper utilization of marketing strategies
- Its core business activities – development, selling, marketing and implementing its software and services – are paying off in a effective and efficient way.
- Its ongoing assessment for recruitment is the evident that it is about to get even bigger organization by some years.
- Pine Solutions Limited focuses its resources wherever its core activities are identical.
- The activities of its human resource (HR) department can need to be a lot of structured and organized.
- Worker compensation policy must be a lot of generous – inclusion of provident fund and gratuity are going to be appreciated to long staff.

Chapter Four

Recommendations & Conclusion

4.1 Recommendations

After analyzing the marketing practices of Pine solutions limited the following recommendations are suggested.

- Organizational restructure would possibly make the company more communicative.
- Investment on R&D would define the future of Pine Solutions Limited.
- Promotional activities should be accelerated for the market coverage over competitors.
- Compliance & Internal Control department is needed for the betterment of the company.
- Internal audit must be conducted from time to time so that no qualified report generated by external auditors.
- Training & Workshops arrangement would be an excellent platform to gear up the qualities of the employees.

4.2 Conclusion

The company has aspirations, struggles more precisely the ups and downs. In the past six years, some high-profile projects have been done to establish itself as a competent company. Its marketing policies, solution based services; high ethical standard and technological capacity have made it different from its competitors. The enthusiasm and spirit of the employees are indeed leanings for corporate and other professionals.

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