Internship Report

On

"Business Development Activities of Inpace Communication: A Hands-on Practice through Digital Marketing Initiatives"

"A Report on the Business Development Activities of Inpace Communication: A Hands- on Practice through Digital Marketing Initiatives"

Submitted to

Sarkar Rafij Ahmed Ratan

Assistant Professor

Submitted by

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United International University

QUEST FOR EXCELLENCE

Letter of Transmittal

May 17, 2018

To

Sarkar Rafij Ahmed Ratan

Assistant Professor

United International University

Subject: Submission of Internship Report.

Dear Sir,

I'm glad to submit the internship report on the topic you've assigned me which is "Business Development Activities of Inpace Communication: A Hands-on Practice through Digital Marketing Initiatives". While preparing this report I tried my level best to follow your and my organization's supervisor's instructions.

The entire report is based on the practical knowledge I have gained from my 3 months of internship program while working in the Inpace Communications. The knowledge I've gained from here will add a huge advantage to my career.

It would be highly grateful if you kindly receive this report and I will be pleased to answer to any of your queries regarding this report.

Thanking You

Sincerely

Md. Refayet Hasan

ACKNOWLEDGEMENT

First and foremost, I would like to express my gratitude to my instructor, Mr. Sarkar Rafij Ahmed Ratan, Faculty of School of Business & Economics, at United International University, who has made me capable and helped me throughout the completion of my internship report on "Business development activities of Inpace Communication: A hands-on practice through Digital Marketing Initiatives". I have been consistently under his supervision and guidance to complete my report perfectly.

To complete a report successfully usually requires assistance and guidance from a number of people, and thereby I would like to offer my gratitude to a number of people who have assisted me throughout my entire project. I would also like to thank the authorities as well as my colleagues of Inpace Communication for giving me the opportunity to do my internship at their renowned company. The experience and knowledge that I gained while working there has been of great help in understanding the key elements related to my study as well as the survival at the corporate world. I would truly grateful to one of the senior executives, Mr. Mohiuddin Fayaz, for his guidelines and suggestions throughout my internship journey.

Finally, I am very fortunate to have my friends and family who has provided unbiased help and support in the preparation of this report with their assistance and provide sources of information. Their helping hands were truly unparalleled.

Executive Summary

Inpace Communication Bangladesh was founded in the year 1997. It has been well-known for being the most consistently creative company in Bangladesh. They have been providing services of high standard when it comes to quality as well as value for money for customers for the last 20 years. Their unparalleled efforts in building customer relationships has made them capable of managing transactions that meet the demands and satisfaction levels of their clients in a major degree. They supervise each organizational scheme differently, irrespective of the size or budget which makes their services more unique than others. The versatility of skills and experience among the employees at Inpace is what makes them not another face in the crowd. Building customer relationships is the main moto of Inpace. The company claims, 'We listen and constantly re-address the ever-changing needs of our customers to ensure that we are always ahead of the game'. The overall data collection of the research was done systematically according to the supervision of my research coordinator.

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INTRODUCTION

Inpace Communications Bangladesh, located at Dhanmondi-28, Dhaka-1209, is an organization that works with tech products concerned with making life easier. It is an international organization originated in 1997. The reason behind establishing this was making Bangladesh more technologically advanced giving the phrase, 'Digital Bangladesh' its worth. Ever since its establishment, this organization trained more than 270 professionals. This organization is oriented towards the tech-based products related to different multinational brands such as Cisco, HP, and Dell etc. As a whole, Inpace Bangladesh comprises mainly of 39 staff dedicated to supervising, organizing, distributing as well as on the overall activities of all of its centers.

At present, Inpace Communications has extended its activities to many new advanced products. By this time the company also focused on its promotional activities and it also published many internal publications in which the activities of the organization are covered. It has also been working on to become a platform to diminish the barrier between the rural and the urban people by providing the facilities regarding technological advancement. The Government of Bangladesh is providing monitory support both as cash and donations. Moreover, research and academic institutions, firms and other multinational organizations have come forward to make a contribution in helping solve any sort of problems which is acting as a barrier to modern technology in this country.

Inpace has been rewarded with various national and global recognitions. The main services that Inpace is renowned for are: Management Consulting, Human Resource Management, Project management, Event Management, Computer Graphics & DTP, Market Communication, Brand Management, Media Consultancy and services, Public Relations and Corporate Promotions.

Commercial Advertising is a method of marketing communication used to inspire, encourage, or influence an audience to take or continue to take some action. Most ordinarily, the preferred result is to drive consumer behavior with respect to a commercial proposing. Advertising is defined by Richard F. Taflinger as "Advertising is the non-personal communication of information usually paid for and usually persuasive in nature about products, services or ideas by identified sponsors through the various media."

Advertising is usually done by a third party known as advertising agency. An advertising agency is a service based business committed to making, forecasting, and control advertising for its clients. Types of ad agencies are

- Full service agencies

- Creative agencies

- Specialized agencies

- In-house agencies

- Digital agencies or new media agencies

This report is totally conferring about digital or new media agencies. There was a time when Television was the most popular standard for Marketer to promote, blowout awareness and produce hints for their products but now the trend has changed and Digital media has taken its place. Main reason for this change was

- ✓ Traditional methods are costly. Related to digital marketing channels, you could end up spending thousands of dollars extra.
- ✓ Traditional marketing channels flop to deliver instant feedback and reports about who saw or got an ad, and took action. This data is composed long after the early ad impression is made (and still then, the statistics are far from exact numbers).

Digital marketing, on the other hand, denotes to marketing systems that permit organizations to see how a campaign is acting out in real-time, such as what is being watched, how often, how long, as well as other figures such as sales conversions

Research Objectives

The main objective of this report is to analyze how Inpace Communication focuses on building their relationship with their customers in the field of digital marketing. Their main focus is to address the ever changing technological needs of their customers and to diminish every barrier in providing technological advancement to their customers. Inpace Communication is an international organization which is working with tech products to make life easier. The other objectives are as follows:

- Analyzing their marketing strategies, policies, programs and practices.

- Analyze how they provide better solution to their clients regarding integrated marketing and promotions.
- Analyzing how their team supports to achieve the business goals and objectives on a continuous basis.
- Analyzing how they are helping the Bangladesh Government in making 'Digital Bangladesh'.
- Analyzing the employee work system.

Research Methodology

I have used both primary and secondary data to collect information for preparing this report.

Primary Data

Primary data have been collected from the discussions with employees, my co-workers and clients. I've done many face to face discussions with the clients of Inpace Communication to know about their feelings and satisfaction toward the products and services.

Secondary Data

I have collected the secondary data from the annual report of Inpace Communication, from online articles and websites, periodical statement of Inpace Communication, client records, documentary fines, training materials and some related academic books such as, "The Art of Digital Marketing", "The New Rules for Marketing & PR" etc.

Digital Media Marketing or Digital Marketing

The term 'digital marketing' was first used in the 1990s. In the 2000s and the 2010s, digital marketing developed extra sophisticated as an effective way to build a relationship with the consumer that has depth and significance.

Peoples habitually mentioned digital marketing as 'online marketing' or 'internet marketing' but it's incorrect. Digital marketing turns around the Internet, which describes why people tend to trust that digital marketing and Internet marketing are synonymous. However, they are dissimilar. Internet marketing decreases under the category of digital marketing. Internet marketing includes digital marketing services such as search engine optimization, display advertising, and email marketing.

Client Servicing

Core part of this project is dealing Commercial Advertising is a method of marketing communication used to inspire, encourage, or influence an audience to take or continue to take some action. Most ordinarily, the preferred result is to drive consumer behavior with respect to a commercial proposing. Advertising is defined by Richard F. Taflinger as "Advertising is the non-personal communication of information usually paid for and usually persuasive in nature about products, services or ideas by identified sponsors through the various media."

Advertising is usually done by a third party known as advertising agency. An advertising agency is a service based business committed to making, forecasting, and control advertising for its

clients. An agency can also grip overall marketing and branding strategies and sales promotions for its clients. Types of ad agencies are

- Full service agencies

- Creative agencies

- Specialized agencies

- In-house agencies

- Digital agencies or new media agencies

Digital Media Marketing or Digital Marketing

Digital marketing developed extra sophisticated as an effective way to build a relationship with the consumer that has depth and significance.

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With client servicing: A client servicing is the aspect of an advertising agency. Accountabilities of client servicing include understanding the client's needs and hopes. In fact, the advertising process activates with the client servicing person staying the potential client for a brief. He then

wants to communicate this to his agency. His job is to hunt for new business and be a bond between the agency and the client.

Main tasks of client servicing are handling internal workflow and developing strong partnerships with clients.

Scope of the Internship

1) To understand the element in digital media

2) To understand the effectiveness of branding over digital media

3) To understand the effort behind accomplishment of brands objective through campaigns

4) To choose suitable media for communication

5) To maintain relationship with clients

6) To understand the Target Group for different brands

7) Understand the consumer buying behavior of Bangladeshis in digital age.

To understanding the consumer buying behavior I did one research via an online questionnaire. Sample size of the investigation was 100. Samples for this investigation are under Bangladeshi youth and young Bangladeshis, who come under 17 to 45 year age groups.

Limitation of the Internship

1)   The time span for the project is limited

2)   The problems with using paid tools for relevant data, example like ComScore.

3)   Time of campaigns for some client is more than three months

4)   Sufficient records and publications as well as updated information sometimes were not

readily available

5)   Several website personnel were not eager to openly talk about their business method.

ORGANIZATIONAL VISION

The main vision of Inpace is to build a perfectly communicated client-company relationship.

ORGANIZATIONAL MISSION

The attained information and knowledge through research and analysis can be implemented to

provide a better solution for branded clients regarding integrated marketing and promotions.

ORGANIZATIONAL GOAL

•   Conducting research through field work.

•   Analyzing the circumstances.

•   Providing immediate solution.

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- Providing long term solution.

- Establishing and promoting measures.

- Training and development of human resource.

CORE VALUES

- Maintaining the ethical standard of tech-related issues.

- Providing and utilizing authentic information while conducting the research.

- Improving IT infrastructure of the company.

- Providing proper training with necessary equipment and guidelines.

CORE COMPETITIVENESS

- Innovation.

- Professionalism.

- Resource utilization.

These were all about the organization's mission, vision, goals and core competitiveness. Every organization tries their best to achieve the mission, vision and goals. The mission statement is the reflection of the broader objective of Inpace Communication. The vision statement works as the picture of how Inpace will achieve the goals in the long run. These are important to know any organization clearly.

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SWOT Analysis:
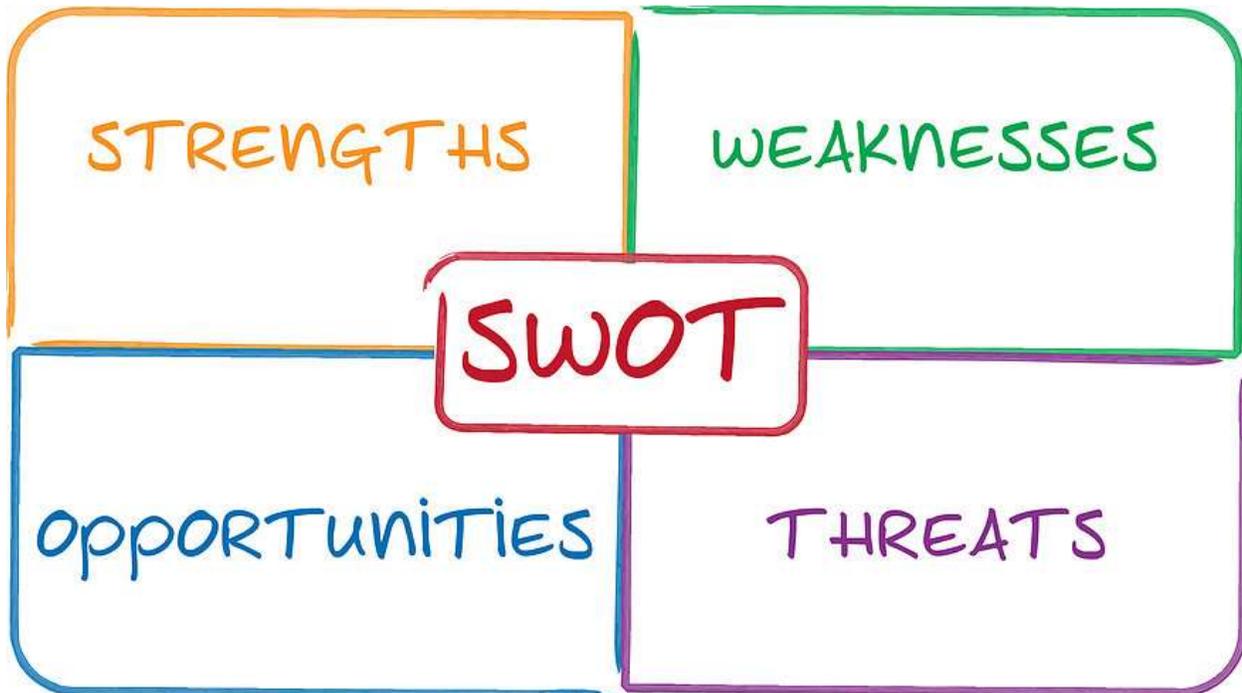
STRENGTH:

•   Easy to aim and touch more audience at an economy price.

•   Campaigns can be simply modified and made more targeted as per our business necessities.

•   As the world is more dependent on the internet, it benefits the business to spread out and link with the people on a greater scale.

•   Saves a lot of money as related to the old-style way of marketing as it is inexpensive and well-organized.

•   Being known as a brand has become much at ease.

- The options are not confined to one or two, there are many options and people can choose to switch from one to the other if PLAN A doesn't work and that does not charge an excessive damage of money.

- Advertising of small business is stress-free as it is cost effective.

- Businesspersons catch it very useful as they do not need a enormous budget for this and it gives them huge platform to make a mark on the digital world.

WEAKNESS:

- A task to reach the population which is still not consuming the internet.

- Keeping pace with new trends and technology.

- Need of deep understanding of altering human behavior and necessities.

- If your brand or product is not vindicating the users need, then the casual of getting bad criticisms in public is very high, which in turn might damage the reputation.

- Data Analysis is still a very great concern and very few people are expert in it as not many are able to realize what data actually says.

OPPORTUNITY:

- Increasingly employment for the youth as this field is just rising and number of experts are less.

- Growth the reach of your brand, therefore, leading to straight profit.

• If the digital marketing comes everywhere in a complete manner it will help the country itself to develop digital that means main chunk of our population will start leading a life which will be smoother and faster.

• It will help our Bangladesh Government Organizations to become digital.

• All the operation from railways, public organization etc. will become quicker and flatter.

• Packing of valuable and personal data of the government organizations will be easy and safeguarded.

• The Dream of making "Digital Bangladesh" can become real.

THREAT:

• If it doesn't work perfectly then chances of back fire is greater i.e. it might harm the brand name.

• Due to ever moving trends of different marketing spaces and ever moving rules of search engine for improving the content, continuous awareness is required, which is very difficult.

• Storage of data with full security is still a big question mark.

• Examining the data in an incorrect way can lead to damaging results which is found in a lot of companies.

• Gradually it is overwhelming all the traditional ways of marketing, which eventually might even lead to Television being left as the only source of old-style marketing.

Reason for Choosing Inpace for Internship:

There always remains a reason to choose a particular organization to work as an intern or employee. Some prefer it to be desk based or some prefer it to be more outgoing. In my internship, it was a mix of both desk based job and outing. I feel fortunate enough to have the opportunity to work as an intern in Inpace Bangladesh. The company has helped me develop my skills of analysis and has also given me the opportunity to go through the advanced technology available in the country. The benefits and pros of modern technology is a right to each and every man and woman in the country. I have always been very much inquisitive about working with the research of why the people detached with technology line should get the proper facilities. My inclination towards working for betterment of people have led me choose this tech-based company. Inpace is a very employee friendly organization in every aspect. The center works as a guideline to support the employees working over there. At Inpace, the employees feel to be safe and secured to work. I felt much comfortable while working over there. The overall work environment was quite encouraging and welcoming.

Inpace has been implementing following ten major programs in its working areas.

1.   Management Consulting

2.   Human Resource Management

3.   Project Management

4.   Event Management

5.   Computer Graphics & DTP

6.   Market Communications

7.   Brand Management

8.   Media Consultancy & Services

9.   Public Relations

10.   Corporate Promotions

Inpace is concerned with the overall development of the technology amongst all demography of people in Bangladesh. The research activities conducted in the center were quite helpful for me for my future research knowledge. I chose to do my internship in Inpace Communications to involve myself in such a project of ensuring the ease and comfort of technology and making myself skilled throughout the process of research and analysis. Inpace always tries to create a suitable environment for its employees and clients because they believe that technology is the future. Moreover, as a whole Inpace is involved in the development of society by providing better facilities and services helpful for the public. From the very beginning of university life I have been interested to work in the development of society and for human beings. Inpace has given me the scope to work in the development sector and share my knowledge with them. Another reason to choose Inpace Communications is to gather the experience in development sector and then try to implement in the experience for further work. I was always very much inquisitive to explore the tasks which do not expose in front of people easily. I found Inpace to be the best way of exploring the people who can take an important part in the society but they lag behind because of some social circumstances.

The Work Assignment/ Narratives of the Tasks

Protocol Title: Business development activities of Inpace Communication: A hands on practice through digital marketing.

Business development activities included process of promoting and marketing brands taking the demographic system of population in Bangladesh into consideration in a defined geographic area. The integrated marketing system included many different schemes that enhanced the overall brand recognition within a specific period.

The protocol has not been derived from any activity. The protocol of the research includes the following:

•   The research priority area is to mitigate the risk and vulnerability and maintain equitable systems.

•   The two research phases are promotions and integrated marketing.

•   The impact of the research is anticipated to have on Knowledge Production, Capacity Building, Informing Policy and IT improvements.

•   This protocol relates to the millennium development goals of digital marketing, marketing information systems, sustainability, improvements in IT sector and increasing brand recognition.

These protocols relate to some policies of Inpace which the employees and interns need to be followed. Moreover the senior supervisors and research coordinates will instruct their subordinates to work under the protocols so that the research process does have to go through

any chaos or misunderstanding. The protocols are like specimen both for the employees and coordinators. The protocols need to be maintained not only in the desk based research process but also in the field work.

Timing:

I had been working with Inpace for 72 days from 01th February to 30th April, 2018, on hours from 9:30 am to 6:30 pm.

Duties and Responsibilities

My responsibilities were to research data related to market analysis, target customers and executing and monitoring promotional activities of the targeted area. In my research, I surveyed the area of Dhanmondi, Dhaka. Subjects of my research were company executives, workers from different sectors and normal people from age group of 18-45 years old. Four surveys had been. There were two thousand respondents, who were surveyed by five hundred per day. They were responsive to the questionnaire but at the same time they needed to be understood the questions and queries with patience.

Ways of Accomplishing the Assignments:

As a researcher it turned into much difficult task for me to continue the files work. Yet the hard work made me accomplish my research.

During my accomplishment of my work, I used four data collection modules that were added. One at a time during the quarterly visits. The data collection modules comprised the topics on

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promotions, brand recognition, digital marketing, etc. I had to fix appointments to meet the company executives. As most of the respondents used to remain busy in work or in other job, I had to study few days to make sure of their presence during the survey. After fixing the time I had to create the mapping of the areas by dividing them into blocks based on demography. After that I had to pretest the data collection instrument. The baseline/socioeconomic census and surveillance data collection instruments had been used for pretesting. Portable devices were also used for data collection. Then when it came that the data collection process I used an identification number for each person and this was done for cross sectional survey for linking the records. In each day I used to complete 500 people and used to submit the completed work to the supervisor every week. The supervisor transferred the data from the memory card to his/her laptop and performed the basic checking. The supervisor used to deliver these data to the Field Research Coordinator/Computer Programmer at the central office of Inpace for further editing and updating the master database. This phase of data collection took about 3 months.

As a researcher I had to maintain the quality control of the overall survey. The quality control body comprised of two types. They were local and central. These bodies will visit the selected household to check the data quality on a regular basis. Both these control was ensured by our research project coordinator and us the   field work researchers. Personally I was fortunate enough to have the full support from my coordinator.

 The central quality control body was be formed by us involved with the project. This body was responsible for developing strategies and guidelines to maintain quality of data. Tabulation was

done on fortnightly basis to examine the data pattern. The data pattern was then cross checked by the research coordinators to make the data authentic enough for further use.

Working Areas:

The geographical location of where the survey questionnaire was performed has been shown in the following
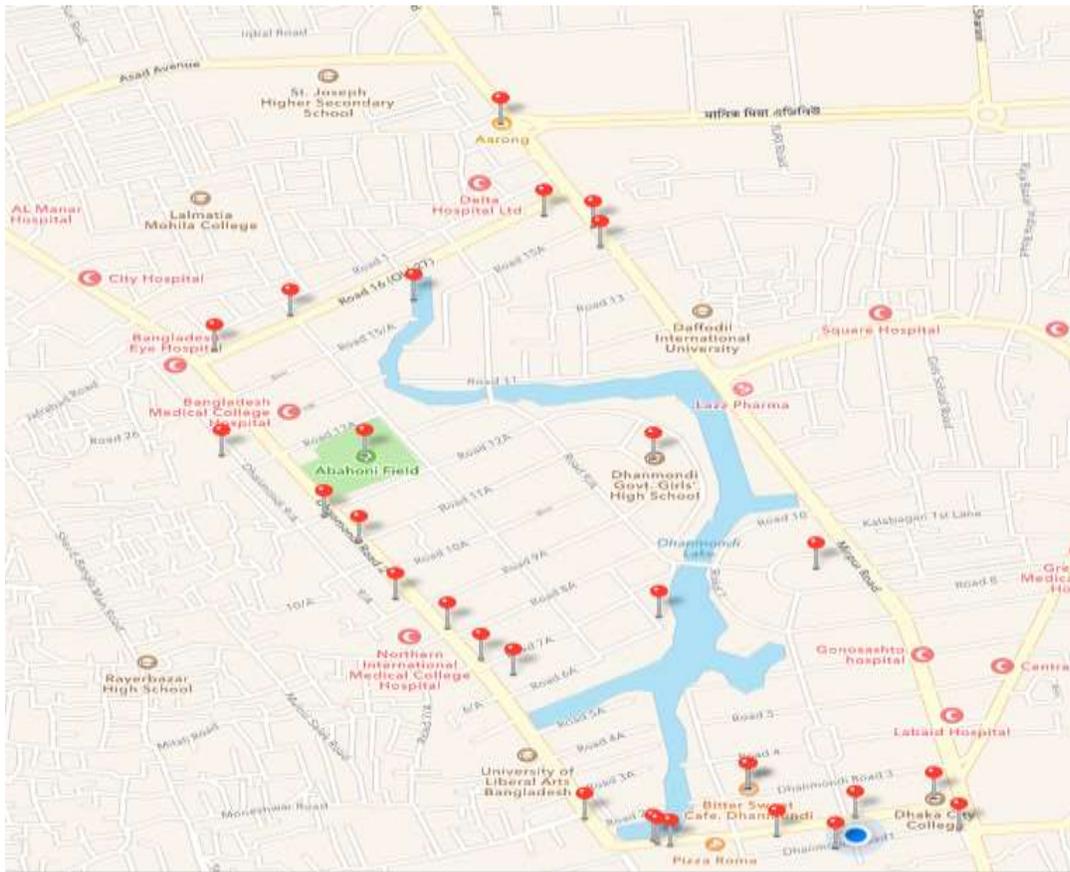
Interaction with customers/others:

In the field work I had to interact with the people around, mainly customers also to get the neutral information about the research process. I had to conduct in different sectors with for different respondents to learn how customers will be more encouraged to use technological products and what would make them more willing to make their life more digital. For conducting the information regarding market analysis, target customers and executing and monitoring promotional activities, I had to gather information from other members like the head of the featured brands Inpace works with. I had to collect data about their transaction and websites visits from Shulav.com, the main e-commerce website of Inpace communication.

Organization Culture:

The behavior of the employees in an organization is the reflection of the organization's culture. Inpace has the culture of cooperation and support to the employees. As an intern I saw that whenever any employee needed any kind of support while doing their job, the higher executives of the branch made sure to have given me that support properly. At one point of my research I became anxious of the overall activities of the research process, but later on the supervision of my research coordinator made all these tasks easier for me to accomplish. I realized during my internship program that the organizational culture can have a negative or positive influence in ones work. It either turns the job into an easy one or makes it difficult if the organizational culture does not have that much positivity as a whole. I was very fortunate enough to found the positivity throughout my internship.

Key Learning / Internship Experience:

The internship opened a new chapter of my life with the gathering of new experiences. Unfold ideas and special skills were key experience throughout my internship program. My experience was extraordinary. Moreover the working environment in the research center has helped me develop myself for my future career. From the very beginning of my internship days, I found an environment friendly atmosphere. The knowledge acquired from the field work of research helped me know from the root level of the people very closely. My urge for working in the development sector helped increased more when started to go through closely into the internship works. I have learnt lots of thing which I had not earlier. My internship at Inpace helped me to know these factors.

I got the opportunity to spend time with the tech-workers as well as my fellow interns through my internship. I got to know about their experience here and learned a lot. The obstacles they had to face as working, how they overcome those hurdles and so on has helped me overcome my own difficulties very easily. They cooperated with me even in their busy schedule of life. At first I had to make questionnaires. A worthy and decent relationship is very important to communicate with each other. After that I started working according to my questionnaires.

This internship was my very first experience of field work. I used primary data for the research from the respondents. I only learned about this data collection method in the academic books but this time I had the real life opportunity to go through and experience the overall process of data collection. My main task was to collect background data of the respondents. Data

interpretation helped me more to understand the present condition of the population's technology knowledge which is a key factor used in digital marketing.

Apart from the field work, as an intern of Inpace I have learnt so many things. I have observed how the other employees complete their duties. The decorum of punctuality and perfection of task helped me change my life style as a whole. Inpace had some specimen within which all the employees and interns had to work. The sense of following instructions enabled me to develop skills for my near future.   I also had the experience of judging myself and I could go through some personal tests and abilities.

There is no limit of learning. The rapport with the different people residing in my work environment as well as field work helped me learn various sectors of life. It would not be possible for me if I had not got the scope to do my internship in this firm. The new environment of working in the center was all about coordinating with people at a large of every sector.

I have worked with the project that is ""Business development activities of Inpace Communication: A hands on practice through digital marketing" and I have tried to find how digital marketing and promotions can help associated brands reach out to its customers. Inpace has collected information throughout the research and has been looking forward to provide a better life style to the people through its clients I came to know about all the challenges the people had to go through in every stage of their lives in the absence of modern technology and therefore were able to create marketing schemes for Inpace clients accordingly which would help promote their products in their stores as well as the e-commerce website 'Shulav.com'.

Critical Reflection/Evaluation

I had my research work field related to demographic conditions like birth rate, death rate, population density, behavior, health consciousness, population growth rate etc. This project helped me to understand the field work practically. I feel myself lucky enough because I have experienced actual circumstances going though and visualize the bridge between course work and work place. I had the opportunity to work as a team and learnt how to co-ordinate, follow and lead group of people. It also added my knowledge to gain idea of executing a total research project and experiences about the challenges that might pop up in the courses of action. It eventually guided me to deal with the hurdles efficiently and effectively by assessing and choosing best alternatives. Our research projects a complete idea about the demographic and health scenario of these particular slum areas of Tongi, Gazipur.

For achieving primary information, we had talked and interviewed the people who can provide information accurately. Our subjects of research were newly brand executives, normal daily workers, analysts from Shulav.com, colleagues, etc. They have talked about daily needs of technology, use of IT and their day to day hurdles related to tech issues, disposable incomes and we have found interesting information that were unknown and to some extent, neglected and not been given proper hid. I hereby enlisting some challenges I have faced some challenges while I was working with the project. The challenges were:

1.   As a whole this type of research had been done on the Dhanmondi several times but it did not come out that much worthy. So as a result they become frustrated about this type of

survey and so on. The impact of their frustration sometimes had a negative impact on my research process which I had to handle with enough guidance and pampering.

2.   The high mobility of residents implies that attrition is high, suggesting that appropriate measures have to be taken both at the data collection and data analysis levels to adequately monitor the research.

I had taken the challenges as problems to be solved and I had projected the insight in my mind while conducting the internship. From the analysis, I sketched up could-be scenario and concluded with some evaluations as well, which helped me summing up with some prospective solutions. These challenges may be dealt through some initiatives which I want to write onward. They are:

1.   There should be proper outline and guidance and a clear and effective training program conducted by the professionals that discuss the whole process accordingly. It will also develop confidence and assist overcoming frustration that field workers might face while conducting the survey. And of course, a strong and casually formal communication bridge among the field workers and researchers will also be helpful to find hope.

2.   Transportation problem occurs because we worked as a group a day covering the whole area. If a proper zoning could have had been ensured, research would have been conducted by all groups a day in different zones at a time. It would reduce the time cost and also help reducing the transportation hazard efficiently.

To be mentioned, Inpace leads the list of top research firms in Bangladesh. The core value and set of priorities of Inpace are quite unique in nature and the contribution of this organization to the society as well as in the flow of social development are phrase worthy. Inpace has maintained international standard for training and developing workforce to make sure of the accuracy of the information gathering, analyzing and processing. It also paves a way of communication-bridge among cross functional top managements and field workers which yet is not officially declared but anyone interested may communicate without facing trouble in information flow.

The questionnaire made for the respondents was in a written form and it was in Bengali. Many of them knew how to read so it was time saving in this regard as they could easily participate in the survey. Moreover, the questions in the questionnaire were written in very simple wording and languages. So it was not that much difficult to conduct the survey with them who could read.

In this way I have performed activities given and achieved some skills both practically and theoretically that has increased my experiences to another level. The cognitive ability of analyzing an ongoing research and the way of taking decisions regarding the challenges, communication skill in both upward and downward collaborations and interview strategies are to be mentioned. I have learnt how to ask questions when respondents might not be comfortable answering and how to extract the right answers from an individual which they might not be willing to provide.

Sociological implications of the internship:

In every internship, there are scopes to have some sociological implications. My research concern was about health, marriage, death rate of the slum dwellers of Tongi, Gazipur. AS all these factors are related to social issues so that the research had sociological insight as a whole.

My internship helped me think about the society in a new way as I had to get involved with things closely. I could find the demerits of society and this research project had scopes to contribute to the social changes. The project was done on the people detached to the tech-based product line. We know that a large number of people share this community. What I found from the research is the proper guidelines of lifestyle. If they are guided properly they will be capable to use modernized products to make life easier which would benefit our clients to market their new advanced products to the people.

Generally a graduate does his or her internship in his or her preferred area. I was very much inclined to turn my career into the development sector, and this research project gave me the opportunity to do so. It brought a lot of changes in me for the future as a sociologist:

- The experience I gathered throughout the internship will not only help me in my further career development but also will help me become a rational person and through my ideas and thoughts it might be possible to create a framework for the society in eradicating outdated methods of marketing.
- I had to go through a lot of challenges during my research project. I learned how to overcome the challenges even in crucial situation.

- As the protocol of the research project was funded, the problems shown by the project can be highlighted in the near future to take some necessary steps by the companies and the government.

- The result from the project was able to interpret the causes and issues that obstacle digital marketing more precisely to the young generation who were involved in the project.

These were all about my changes which have been brought by the research project and which might of be help in the near future in the corporate world of integrated digital marketing.

This project helped me make myself fit for the upcoming arguments and debates where issues of non-digital marketing need to be focused. This research project is the indicator to aware the tech-firms of the society to work together and promote for the betterment of these people. This project also made me realize that it is possible to come forward for the development of society at any stage of life.

Personally I made myself more involved in other social activities. At present I can understand the practical learning of my academic lessons. This has developed my skills and also made me analyze my strength and weakness. The analysis throughout the research process will work as a positive indicator of decision making and problem solving for future research activities and so on. The experience was related not only to accomplish the task or research project, for me it was like an overall change in my life. The project brought a lot of changes in my outlook and perception towards digital marketing as well.

Conclusion:

Inpace Communications has been alongside Shulav.com to promote its loyal clients throughout the nation. The main services of Inpace such as Management Consulting, Human Resource Management, and Project management, Brand Management, Public Relations and Corporate Promotions have been boosting the company's reputation towards a new era of Digital Marketing. The firm's utmost effort to build and maintain customer relationship is unparalleled. The research project was just a small initiative to work on the promotional sector of the technology industry. The findings of the project will be used as secondary data for further statistical research for the company. The data collected for the project was primary and it was a difficult task to conduct from the field people. At the same time, the data collected is much more authentic than that of any other organization. Inpace had given their cent percent to supervise and practice the overall project of digital marketing in Dhaka city. They will keep on promoting their client brands online and work on more and more ways on how to reach people through their clients to accept the tech-products that will ease their daily lives. The collected data from the survey has been utilized in the research project by the firm. As a whole the project came out to be effective both from my internship and corporate contribution perspective for future.

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Appendix:

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