

Internship Report
On
Assessment of the Marketing Strategies of Intellier
Limited

Submitted to:

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Assessment of the Marketing Strategies of Intellier Limited

Himel Dhar

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

Letter of Transmittal

November 23, 2025

Dr. Md. Kaium Hossain

Associate professor

School of Business and Economics,

United International University.

Subject: Submission of Internship Report on “**Assessment of the Marketing Strategies of Intellier Limited**”.

Dear Sir,

I have the privilege of submitting my internship report, entitled "Evaluation Marketing Strategies of Intellier Limited," as a partial fulfillment of the requirements for the Bachelor of Business Administration (BBA) under your supervision. This internship has been an excellent learning experience, where I have learned academic concepts and applied them in practical settings. I did my best to make this report comprehensive and relevant.

Thanks for all the valuable advice and comments you've given during the preparation of this report.

I will always be willing to provide clarifications regarding this report, if necessary.

Sincerely,

Himel Dhar

Student ID: 111 201 096

Program: BBA; Major: Marketing

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Declaration of the Student

I, Himel Dhar, hereby declare that the internship report titled “**Assessment of the Marketing Strategies of Intellier Limited**” has been prepared by me as part of my academic requirement for the completion of the Bachelor of Business Administration (BBA) degree at the School of Business and Economics (SoBE), United International University (UIU).

I also declare that this report has not been submitted for any other degree or diploma at UIU or at any other institution, either in part or in full.

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Acknowledgement

First, I must appreciate the Almighty for giving me the courage and perseverance to complete the internship report effectively.

A very special thanks goes to my esteemed supervisor, Dr. Md. Kaium Hossain, Associate Professor, School of Business and Economics (SoBE), United International University, for his stupendous guidance and motivation, as well as his valuable comments throughout the internship report-writing process.

I also express my sincere thanks to the management and staff of Intellier Limited for the opportunity to undertake my internship in such a challenging and accommodating environment.

Executive Summary

Intellier is a top IT service company that offers digital solutions and consulting for web and mobile, as well as enterprise. The objective of this report is to evaluate Intellier's marketing strategies. This report consists of six chapters: Introduction, Company and Industry Profile, Methodology, Analysis and Findings, Internship Experience, and Conclusion and Key Facts. This report is descriptive in nature and based on secondary data. The study found that Intellier has adopted value-based and project-based pricing. Intellier's market offering includes ERP, cloud solutions, cybersecurity, and SMB automation software. The main core people are the delivery staff, who are highly skilled at their respective jobs. The major recommendations of the report are to introduce a robust client feedback system, regular employee training, and performance-based incentive programs. The use of technology in marketing, along with the introduction of strong client feedback and a regular training and incentive-based program, will enable Intellier to capitalize on new opportunities to establish long-term client relationships, maximize client satisfaction, and improve sales performance.

Keywords: Marketing Strategy, Intellier Limited, Digital Marketing, B2B Marketing.

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CHAPTER 1: INTRODUCTION

1.1 Background of the Report

In the competitive global market of today, marketing and customer relationships are the key of success for business growth. As the digital economy rapidly expands, businesses strive to explore new ways to engage their customers and provide value-added experiences. The use of technology in marketing as well as customer service has provided new possibilities to companies in establishing long term relations, maximizing the customers' satisfaction and increasing their sales performance.

Intellier is a top IT services company that offers digital solutions and consulting for web and mobile, enterprise solutions and cloud solutions. The company's goal is to improve business performance with its pioneering digital transformation programs, which incorporate such initiatives as smart factory solutions and ERP system utilization.

It was important for me to be able to apply what I learned about business, marketing, communication and consumer behavior in the classroom in a real-world setting; which this internship allowed me to do. It gave me crucial insights for running on the ground marketing and sales tactics, managing customer satisfaction, and tying organizational marketing to business objectives. Overall, this practical work has proved to be a great learning experience for me. I have received wonderful exposure to understanding the working atmosphere too and enhanced my skills for instance, communication, negotiation and client dealing.

1.2 Objectives of the Report

Broad objective

- To assess the marketing strategies of Intellier Limited.

Specific Objectives

- To know the departmental activities of Intellier limited.
- To know the strengths, weakness, opportunities, and threats (SWOT) of Intellier and software industry.
- To know the marketing strategies of Intellier limited.
- To make some recommendations on Intellier marketing practices.

1.3 Rationale of the Report

It's important to know how marketing and sales tactics play out in actual businesses, so for a Marketing major this is incredibly important. Materials that we study helps us understand the theories and models of marketing, but internship gives us a chance to practice them in real world scenarios. At my internship in Intellier Limited I was fortunate to witness first-hand how a fast-growing technology company develops and executes their marketing strategy in the modern digital age.

The IT industry of Bangladesh is seeing growth at a high rate with the rise in competition, making it impossible for any business to maintain its market position. To survive on this market companies such as Intellier should pay attention to effective marketing communication, customer management and the quality of services. I witnessed these actions during my internship and understood the role marketing played in establishing trust with clients.

The report is in reference to the practical work I did at Intellier, where my station was applied located in the Customer Service (Sales) Department and as Student Advisor. The book gives an insight into the line to be used for marketing, customer management by using CRM – systems and the role of team in achieving sales target.

During the internship, classrooms thoughts were tied with actual corporate process. This report presents my observations, learning and how Intellier's marketing efforts are adding value to the growth and success of the company.

1.4 Scope and Limitations of the Report

Scope

This report deals with the marketing activities at Intellier Limited specifically, in the Customer Service Department where I undertook my internship. It can involve the way the company speaks to clients, systems of managing relationships via CRM and whether it hits sales targets. It also demonstrates how Intellier collaborates with clients such as 10 Minute School to market digital learning products.

The key scope areas include:

- Application of marketing strategies in the Customer Service Department

- Daily communication and sales processes.
- The role of CRM marketing systems.
- I have had the opportunity to experience client meetings, sales work, marketing efforts and team meetings

Limitations

As I'm just an intern I have many limitations on my part one them being unable to access company data which can provide more details. Additionally, there are many more limitation which are given below:

- The internship lasted just for a period of 4 months so the long term effect could not be studied.
- Most of it is based on observation and conversation, not any formal survey or any data.
- Some operational specifics could not be disclosed, due to company confidentiality.

CHAPTER 2: COMPANY AND INDUSTRY PROFILE

2.1 Company Analysis

2.1.1 Overview & History

Company analysis is the act of ascertaining a company's performance, financial health, and business position by examining the company itself in its environment.

Intellier Limited, one of the rising and prospective IT service companies in Bangladesh under Team Group. Est in 2018, Intellier was designed to exist as the technology arm of Team Group CS and is leading businesses through digital transformation and algorithm driven software.

Since the start, Intellier has been forming as a full IT service provider including ERP System, CRM system software and Smart Factory Solution, Cloud Computing, Cyber Security and UI/UX. Intellier empowers local and global organization to grow, thrive and innovate in a data-driven competitive market by consolidating technology, innovation and customer-focus.

Parent company Team Group Founded in 2009, Team Group is involved in various businesses covering textiles, apparel manufacturing, pharmaceuticals and real estate. Intellier acts as the think tank of the group, assisting to connect IT system and industrial chains on Team Group and also providing business solutions for external business clients.

Throughout the years, Intellier has established a wide clientele including Bangladesh's renowned digital education platform 10 Minute School to design and implement digital teaching-learning solutions along with sales operations.

Mission Statement: A company mission statement is a brief and focused declaration of an organization's purpose, identifying the goal of its operations (what kind of product or service it provides), its primary customers or market, and how it wishes to achieve those goals.

By developing next generation technology we aim to transform businesses for changing paradigms and maintain sustained growth by being a leader in delivering greater value.

Vision Turning organizations to be more innovative and customer-centric through the use of next generation solutions that will see their business grow.

2.1.2 Trend and Growth

Since, the First Intellier has experienced a constant growth thanks to innovation, client result, and expansion into other sectors. The technology capacity and a powerful organizational support has placed the company as a promising contender in the growing IT business of Bangladesh.

Growth Milestones

- 2018-2019: Launched operations from Uttara, Dhaka with a small yet talented software team.
- 2020-2021: Launched services in enterprise resource planning (ERP) systems for retail and pharmaceuticals.
- 2022 - Introduction of Nidle Smart Factory Solution that change the rule of garment production with automation and IoT monitoring system.
- 2023: Collaborated with 10 Minute School to reinforce its sales and customer engagement initiatives.
- 24-25: Centered on the integration of AI, Blockchain, and Cloud in enterprise software.

With these new developments, the Intelligence Service has developed into a multi-element IT service provider offering product innovation, customer interaction and business intelligence

2.1.3 Product / Service

A product is any good or service offered to fulfill the customer's needs or want.

Intellier's solutions and services are tailored to the unique requirements of business clients in local as well as international markets. The company provides full stack solutions to digitalize, automate, and scale businesses easily.

Product and Service Portfolio:

Enterprise Solutions

- i. a. Intelli ERP for Retail and Pharm
- ii. Odoo ERP Integration and Customization
- iii. Business Process Management (BPM)

Smart Factory Solutions

- i. Nidle - Internet of Things (IoT) Based Production and Efficiency Monitoring System
- ii. Plan and productivity analytics for production sites

CRM and Sales Tools

- i. i-CRM : One basic digital tool of Customer Relationship Management
- ii. i-POS: Point-of-Sale in Retail & Service industry

Web and App Development

- i. a. Custom website and mobile app development
- ii. b. UI/UX development for Better User Experiences Optimizations and Usability .

Cloud and Cybersecurity Services

- i. Cloud hosting and data storage
- ii. Cyber risk assessment and security for digital developments

Customer Mix

Customer mix is the proportion of a company's customer profile across different types of customers, usually as a percentage of total customer or sales volume, to know who's buying its goods and services.

- Educational Platforms (10 Minute School).
- Manufacturing and RMG Companies.
- Retail Businesses and SMEs.
- Pharmaceutical and Healthcare Industries.
- International Clients (B2B partnerships).

This range of products is how Intellier stays competitive in product flexibility and customer-driven innovation.

2.1.4 Company Operations

Intellier is based at two principal locations:

Head Office: ABC Heritage (Level 4), Sector # 3, Uttara, Dhaka.

Service Delivery Outlet: Kawran Bazar, Dhaka.

It is organized in a departmental structure, which includes:

- Software Development.
- Customer Service (Sales).
- Digital Marketing.
- Resource Augmentation.
- IT Support & Cloud Management.

During my internship my role as Customer Service Department customer officers and marketing strategy I directly felt what it takes to provide quality and then again discussed with the client of his needs, analyze IT solutions, we meet weekly & tens days targets. I mostly developed products and services, reaching them to prospective clients for companies like 10 Minute School and Marketing camping.

This team also cooperate with our technical & marketing team to provide smooth delivery and after-sales service. The CRM system provides lead management, communication tracking and conversion effectiveness.

2.1.5 SWOT Analysis

Ansoff SWOT Analysis is a tool for auditing an organization and its environment, how well it is doing and what needs to be improved. It is useful in identifying a company's Strengths, Weaknesses, Opportunities and Threats. These four factors can facilitate businesses to capitalize on their strengths, work on their weaknesses, grab an opportunity and protect itself from threats in the long run.

Strengths

Advantages a business has over its competition.

- Supported by a respected large parent company (Team Group).
- Expertise in disruptive tech such AI, IoT, Blockchain and ERP.
- Professional workforce with cross-industry experience.
- B2B partnerships and client relationships.
- Track record in Smart Factory Automation.

Weaknesses

Aspects of a business that give the other companies an advantage over it.

- Not so visible internationally compared to other global IT companies.
- Rely on a small number of top clients (10 Minute School).
- Some delays because development teams were over worked!
- The online brand presence challenge.

Opportunities

Conditions outside a company that helps the company improve performance by designing and implementing strategies.

- Globalizations in other markets through digital transformation projects.
- Increasing adoption of cloud, cybersecurity, and AI solutions.
- Tactical partnerships with universities and startups.
- Digital Bangladesh project from government.

Threats

Threats Things in the external environment that threaten the business, its profits or its competitive position.

- Strong competition among IT companies.
- Ever-evolving technology and the need for constant re-plugging.
- Cybersecurity threats and data breaches.
- Economic fluctuations affect client investment.

2.2 Industry Analysis

2.2.1 Specification of the Industry

Intellier is working in the field of IT & Software Development in Bangladesh. The space involves services running ERP, software, mobile applications, and IT apps among others.

Digital Bangladesh has radically increased the country's IT sector since its launch by the ICT Division, a number of private organizations and BASIS. Intellier — helping local and international business adopt digital transformation Companies such as Intellier are key players in supporting the adoption of digitalisation by local and international businesses.

2.2.2 Size, Trend, and Maturity of the Industry

Size

Bangladesh stands IT and Software export is an estimated margin of 20-25% annually, as it's a growing market.

Trend

Growing presence of Online/SAP and CRM Solution Providers. Increasing dependence on data analytics and cloud technology. Growing market for remote work, digital learning and e-commerce. Concentrate on sustainable and green tech going mainstream.

Maturity

Information technology has expanded but remains in an embryonic stage in relation to world markets. The business is already booming — and churning. Moving away from outsourcing to project based software innovation and product creation.

2.2.3 Industry SWOT Analysis

Strengths

- Huge reservoir of gifted IT professionals.
- State support and policy incentives (ICT Division, BASIS).
- Rising stature in software exporting markets.
- Competitive servicing cost against the regional markets.

Weaknesses

- Restricted global venture capital and fund access.
- Problems with infrastructure and slow internet in rural areas.
- Shortage of high-end talent in specific areas.

Opportunities

- As the world goes digital, global software demands are changing.
- Increases in areas like fintech, e-learning and cybersecurity.
- Regional associations with South Asia and Middle East markets.

Threats

- Stiff competition from Indian and South East Asian IT companies.
- The technical ageing of innovations.
- economic, political instability in relation project flow.

2.2.4 Industry Rivalry:

Industry rivalry reflects the extent to which companies compete with one another in an industry for market share and in attracting customers, such as through pricing, advertising and product differentiation.

Most competitive with global markets such as Data soft Systems Bangladesh Ltd, Brain Station 23, BJIT Limited, South tech Group, Kaz Software, and Magnito Digital. Intellier's advantage comes from its creative products, a diverse customer base, and the foundation of its powerful parent company-Team Group to keep itself steady and go to become strong.

string support of the corporate family Team Group, ensuring its stability and competitiveness in today's IT market.

CHAPTER 3: METHODOLOGY

3.1 Introduction

Methodology is a system of methods and principal used to carry out task like conducting research or managing a project. This is one of the crucial parts of any report writing as it is a blue print of how the research will progress and results will be interpreted.

3.2 Research Design

The following are three types of research design: Exploratory, Descriptive and Causal
Brief Explanation for Each:

Exploratory Research

Exploratory research is used when the problem definition is not known. Its primary aim is to explore the issue and discover potential variables or relationships that could be investigated in subsequent research. It is often based on qualitative methods like literature review, interviews or secondary data analysis. This isn't the kind of research that provides final answers, but it points to a direction for further investigation.

Descriptive Research

Descriptive research aims to describe and analyze a particular situation, event or process in detail. It helps answer the questions who, what, when, where and how. This design is appropriate when we aim to depict reality in a detailed, factual way. It involves the use of surveys, case studies or observations for data collection.

Causal Research

Casual research is concluded in order to identify the nature of cause and effect relationships. It focuses on an analysis of a situation or a specific problem to explain patterns of relationships between variables. The purpose of this research is to discover the reasons behind all the problems.

Descriptive research has been chosen for this report. This methodology helps to provide an exhaustive explanation around the way Intellier tries to place themselves within a competitive technology driven market. The main goal of this report is to

describe Intellier's marketing strategies and brand development practices. This research gives a structured analysis of marketing operations based on own observation and secondary data.

3.3 Data Collection

There are two types of data to conducting research one is primary data other is secondary data.

Primary data

Primary data is first hand information which is collected from sources for specific research purposes.

Secondary data

Secondary data is information which is already collected by some other researcher for different purposes. I have made use of internet to find information related to our research.

This report is based on secondary data and the following sources have been considered.

- **Intellier Official Website**

The official website of a business itself is one of the most important places where information about its history, vision, mission, and services or technology can be found. It also included information around Intellier's digital offerings, clients, and brand positioning.

- **Social Media Portals**

Intellier has opened the following social media information channels for further publication of current marketing campaigns, client projects, company partnerships and promotional materials on a regular basis. Platforms Information pages about the company will be constantly updated via its profiles in popular social networks: Facebook, LinkedIn, Instagram etc., where you can get acquainted with its activities around the world. Studying these

platforms allowed for the identification of the company's digital marketing initiatives that are being used to reach audiences and establish its brand.

- **Internal Experience during Internship**

And when on the internship, the first-hand experience was an eye-open for Intellier marketing planning process, promotional campaigns and client communication or market research workings. Trainees were able to observe the process of strategy development and application in practice through attendance at meetings and team activities.

- **Internet Marketing Articles, and Industry Reports**

A number of articles, case studies, marketing reports were reviewed in order to identify current trends on the internet marketing related to IT industry. Such articles were helpful for comparing Intellier's marketing actions with commonly acceptable industry practices.

- **Public and Online Sources**

The additional information was collected from reputable sources such as business directories, tech blogs and press releases referring to Intellier in market, alliances and supporting the local and global business.

Together, these points of information provided a rounded picture of how Intellier intends to craft and measure its marketing action. By cross-installing between clinical notes and free-text tweets, we were able to verify that the results are sound and relevant in real world.

CHAPTER 4: ANALYSIS AND FINDINGS

4.1 Market

Market is a place or platform where the specific group of customers are targeted for marketing about specific products which a company wants to sell to customers.

In tech and B2B, the market lives in the digital world; through meetings with our clients to online communication or collaboration at an enterprise level. A market is comprised of not only transactions but also relationships and long-term value creation that are made between a service provider and clients.

Intellier's Market Concept

Intellier is a global player in the technology products and services industry, delivering cutting-edge digital solutions across Artificial Intelligence, Machine Learning, Internet of Things, Blockchain and cloud services market. It's a SaaS product and B2B clients are enterprises, start-ups & organizations from various industries like - apparels, retail, e-commerce, healthcare FinTech, Telecom & education.

Intellier also offers Smart Factory solutions, ERP systems, cloud & cyber security services, web and mobile app development, Business Process Management, UI/UX design. The company helps its clients drive digital transformation and operational efficiency through transitioning to agile custom software developments.

They sell in Bangladesh and abroad. Serving clients in 18+ countries of Asia, Europe, Africa, South America and Oceania, Intellier is a global IT partner to businesses small or large - from SMBs (Small & Medium Businesses) to enterprise-scale organizations.

In Bangladesh, Intellier's market is enterprise software, smart industry solutions and digital transformation consulting. Their clients are manufacturers, banks and corporate offices that want automation and efficiency.

The increase of demand on Industry 4.0, AI applied automation and secure digital ecosystem makes Intellier in a fast-growing and competitive market both domestic and global market as well.

4.2 Segmentation, Targeting, and Positioning (STP)

Intellier uses an STP model strategically to reach various business clients efficiently as possible. As a vendor of technology and services, it's not doing traditional consumer segmentation- business segmentation was employed to identify and fulfill organizational needs.

Segmentation

Market segmentation is the breaking down of large target demographic or audience group, which may include existing and potential consumers, into smaller categories of individuals who share specific characteristics customized to marketing strategies.

Intellier segments its target market using three factors:

- **Industry Segmentation**

Industry segmentation is a marketing brainchild wherein a market is sliced and diced into homogenous groups of companies that are either in the same industry or sector.

The firm segments its customers by industry. Main sectors are apparel, retail, E-commerce, education, healthcare, Fintech and telecom.

- **Business Size Segmentation**

Market segmentation in terms of business size is the practice of dividing a target market into groups according to common traits.

Intellier caters to SMBs (Small and Medium Businesses) and enterprises. This enables SMBs in India a full suite of tightly integrated, scalable and remarkably economical digital solutions including i-POS, i-CRM and Odoo HRMS as large enterprises are treated to custom ERPs, BI dashboards and 'smart factory' technology.

- **Geographic Segmentation**

Geographic segmentation as one of the methods of segmenting the target market, which involves dividing the target market based on where that people live, Country Region, City, neighborhood constitutes the geographic territory to show a product.

It serves the domestic and international customers around various continents. Its home base is Bangladesh, and its export market includes clients in Asia, Europe and Africa.

- **Behavioral Segmentation**

Behavioral segmentation is a marketing strategy that partitions customers into groups based on their interactions with the product or services – such as purchase history, amount of usage, and loyalty.

Intellier divides customers based on technology familiarity and digital maturity. For technology-driven firms, we see advanced artificial intelligence and cloud solutions take-on, and for developing businesses, easy-to-implement digital transformation assistance.

4.3 Marketing Mix

The marketing mix or 7Ps Product, Price, Place, and Promotion, People, physical evidence, process forms the foundation of Intellier's marketing strategy. It defines how the company offers and promotes its technology services to diverse clients across multiple markets.

4.3.1 Product

I'm tired of that one product being used to describe "products." A product is a good or service given in order to satisfy someone's need or want.

In the case of Intellier, the "product" is actually far more than just a digital solution and IT service that it provides to clients. The company excels in bespoke, flexible and high-performance solutions for individual business objectives.

Main Product Categories

Smart Factory Solutions for NIDLE: A B2B mobile app for job work preparations, materials and workflow management. Aids factories in becoming more efficient, minimizing downtime and improving yield.

- **Enterprise Solutions (ERP & Planning Systems)**
Includes comprehensive enterprise control solutions combining planning, resourcing, finance and analytics for major companies.
- **SMB Solution**
Comprising i-POS, i-CRM and HRIS systems to facilitate small-and-medium businesses' automation works.
- **Cloud & Cyber Security Services**
Secure your digital files, documents, and data both in transit and at rest in the cloud.
- **ESG Tracking System**

One-of-a-kind sustainability tracking software that helps track and measure environmental, social, governance performance of companies.

- **Office Productivity Solutions**

Office 365, SharePoint and Adobe integration for better workplace collaboration.

- **IT Services and support**

Web & App Development, UI/UX Design, Quality Assurance, Resource Augmentation, Analytics and Process Management.

Every Intellier product is technology based, flexible and created to guarantee efficiency, reliability and innovation for customers in any sector.

4.3.2 Place (Distribution)

In terms of marketing place can be physical or non-physical place where company try to reach customer to sell their product or services.

As a technology company, we focus our distribution via digital channels and direct B2B relationships rather than physical distribution.

- **Client Interaction**

The company interacts with its customers directly by using emails, contacting clients through internet and physical survey at Dhaka head office or the regional office in Kawranbazar.

- **Online Presence**

Intellier's website (www.intellier.com) to request services, schedule product demonstrations and onboard clients.

- **Partnership Ecosystem**

Intellier is further strengthened by partnerships with technology ecosystems, cloud service providers and industry partners.

- **Worldwide Operations**

We have clients in 18+ countries, we support delivery of projects by utilizing internet project mgmt., virtual svcs. and remote tech support.

This multi-path strategy allows the services provided by Intellier to be available worldwide, fast and scalable.

4.3.3 Price

Price is the amount of money that you will be able to charge a customer for your product. Pricing on Intellier is structured as value-based B2B pricing – depending on the customization, complexity, project scope etc.

- **Value Pricing**

Similar to the value but based on the business level value that a solution brings, particularly for enterprise clients wishing to adopt Smart Factory or ERP instruments.

- **Project Based Pricing:** For Building Web and App or Resource as per requirement, it is quoted Project Wise at how many efforts and hours / Technology Stack.

4.3.4 Promotion

Promotion means making customer aware of the products which company offer at a convenient way which can shape customer perception.

Promotion, is a concentration of Intellier marketing department. With the audience being primarily B2B, the marketing push relies more on digital branding, thought leadership and relationship marketing versus mass consumer advertising.

Major Promotional Activities

Online Presence & Website SEO: Powering an online footprint with a well-optimized website accompanied by case studies, client testimonials as well as descriptions on services.

- **Social Media Marketing**

Active in LinkedIn, Facebook and Instagram to post the latest news, success stories and tech talks building brand reputation within the corporate target audiences.

- **Content Marketing**

Writes blogs, white papers and industry reports to establish brand itself as a thought leader in AI, IoT and ERP technology.

- **Email & B2B Campaigns**

Email campaigns are directly targeted to potential clients and partners across the globe.

- **Event Attendance & Tech Fairs:**

Intellier presents its solutions at national and international IT fairs, expos, digital transformation summits..

- **Public Relations and Awards**

It provides faster growth to the business as it established the trust for the company.

- **Client Testimonials & Case Studies**

Features prominently on our digital channels to demonstrate the success of projects.

Key Partnerships with top tech companies (Microsoft, Odoo) will provide Intellier a credibility and co-marketing support.

With such digital-first marketing initiatives in place, Intellier drives brand relevance, fosters customer relations, and delivers premium leads globally.

4.3.5 People

In-term of organization people mean the staff who are working for a set organization.

Main core people are the delivery staff who are highly skilled at their respected job. This is key because no slick technology can replace good people, whether they are the ones delivering a service or the ones engaging with customers. It is employees, management and even other customers in the service facility. Recruitment of the right staff, training and company culture are all keys to making sure your customers always receive great service.

4.3.6 Process

The procedures, mechanisms, and flow of activities to delivered service for the customer.

A seamless process that combines both in-call services and services at offices which ensures efficiency and consistency in delivering service directly impacting the customer satisfaction.

4.3.7 Physical evidence

Physical evidence is tangible part which customer can see and feel when receiving product or services.

Our services are largely intangible in nature. As a result, customers often look for tangible clues and benefits they receive to evaluate the quality of the service. This can include the physical environment aspects where the service takes place, office decor, cleanliness, equipment, staff uniforms, branding, and even paperwork or receipts.

4.4 Findings

After analyzing Intellier's marketing strategy and operations, several key findings can be summarized:

Global B2B Technology Market Operation

The company is not solely inwardly focused on raising or working in Canada, its only a testament to the fact that it runs/own businesses and serves people across 18+ countries. Pulling such a multi-market operation off is only possible with robust infrastructure, to ensure regulation compliance across the globe and be physically near enough that they can meet clients' wildly differing requirements for complex long-cycle B2B sales in locations ranging from countries suffering very different economic conditions.

Industry-Based Segmentation and Differentiated Targeting

At the core of their market reaction is marketing led segmentation and focussed differentiation.

Instead of taking a one-size-fits-all approach, Intellier segments its massive worldwide audience into multiple verticals – manufacturing, finance and retail to name just three. This allows them to develop value propositions, great messaging talking directly to pain points and regulation and tech speak in each industry, without having resources scattered across industries that won't work.

Comprehensive Product Portfolio Spanning Key Enterprise Needs

The product portfolio is diverse and includes Smart Factory, ERP, cloud solutions, cybersecurity, and SMB automation software.

This depth of the portfolio suggests that Intellier is actually working as a full-service partner for digital transformation rather than just a point solution provider.

- ❖ Solutions like Smart Factory are targeted at high-end, sophisticated manufacturing customers.
- ❖ ERP addresses basic operational effectiveness for established companies.

- ❖ Solutions like Cloud and Cybersecurity constitute a part of what some might call an overused global need for smart, scalable infrastructure and solid security.

Target Audience Across the Enterprise Spectrum

Their community includes startups, SME and corporates from across industries. That would seem to be a highly scalable business model.

They serve

- ❖ **Start-ups/SMEs:** Perhaps these more "one size fits most" cheaper/free/subscription style automation/cloud tools.
- ❖ **Big Business:** These clients require custom, complex and longer project implementations such as ERP integration, Smart Factory Integration or a next-level cybersecurity solution – Which usually means bigger contracts over a longer period. This broad attack surface provides them both revenue predictability (from large enterprise business) and massive topside potential in the SME space.

Digital Channels as the Main Distribution Medium

Online are primary touchpoint and service delivery mode. This approach is affordable, inexpensive and suitable for global use. So their website, client portals, virtual service platforms and tools for communicating online are the lifeblood of their business. Their use of digital infrastructure means that rather than just being quicker and more fully trained the new agents are better supported and updated more easily as well.

- **Pricing Strategy**

There are many ways to set strategy for pricing. As for Intellier follow pricing strategy given below.

- ❖ **Value Based**

Intellier try to provide at affordable price to remain in competitive.

- ❖ **Project Based Pricing**

This depends on the project and what would take to complete this project

Heavy Focus on Branding, Social Media, and B2B Communications

The marketing team takes care of branding, social media marketing, and B2B communication. Trust and thought leadership are the bedrock of B2B tech.

- ❖ **Branding**

Focused on the message of an innovative partner.

- ❖ **B2B Communications**

Creating very technical based learning content required to bring multiple stakeholders up to speed in a complex B2B buying process.

- ❖ **Social Media Marketing**

Focused primarily on business networks like LinkedIn to hit decision makers, shared Thought Leadership and drives click-thru on lead gen Campaigns.

Participation in Tech Events and Exhibitions

It's a way to get visibility and respect at home and abroad: By attending tech conferences and shows.

But for as much as they're believers in digital channels, they see the value of a high-touch, face-to-face approach to B2B sales particularly when significant contracts are on the line. These events are used to:

- ❖ **Demonstrate Credibility**

Demonstrating and engaging with your stakeholders in person builds trust.

- ❖ **Get information**

See what the market is doing, see what your competitors are doing.

- ❖ **Reduce Sales Cycle**

Converting good leads they acquire using their digital means.

Integrated Digital Marketing Tools for Lead Generation

The platform works in concert with other such digital marketing technology solutions grouped under the heading (SEM, email, LinkedIn campaigns) to ensure maximum lead generation and conversion. Here is what a modern marketing machine, based on data and driven by the internet, looks like:

❖ **Search Engine Optimization**

Be discoverable to businesses who are actively searching for their problems match

❖ **Email Campaigns**

Personalised lead nurturing through sending specific segments of the funnel content relevant to their place in the complex B2B sale funnel.

❖ **LinkedIn Campaigns**

Utilized to super-targeted ABM things like targeting people with specific job titles and companies off their unique targeting model.

Consistent Brand Positioning Fosters Trust and Recognition

Intellier continues its innovation-based management philosophy for the customers' success as a reliable IT partner and future global brand management image. It's this last point that is the strategic payoff. There's a consistency to their messaging across all communications that backs up the central message - we're a safe pair of hands for forward thinking companies. This consolidating force behind the brand is underlined by:

The Reduction in Perceived Risk

"B2B buyers are progressive with knowledge of fear self-doubt diminution." My B2B clients want to become increasingly confident about their own decision making as they progress through the journey.

Human Resources & Service Team

❖ **Skilled People**

People who can do their work effectively in less time.

❖ **Training**

Making employee more effective at their work.

❖ **Recruiting**

Hiring more people to reduce their work load.

Service Delivery System

- ❖ Office Based

Delivering service directly impact the customer satisfaction.

- ❖ Online Based

Delivering service throw the online so that customer can receive the service from their work place.

Tangible Service Cues

- ❖ office decor

If the office décor is nice customer get a good impression

- ❖ Equipment

Good office equipment helps provide better service to customer.

- ❖ Staff uniforms

Net staff uniforms create a good imoression for customer as well as to represent the company.

CHAPTER 5: INTERNSHIP EXPERIENCE

5.1 Position, Duties, and Responsibilities

I have spent the internship period at The Marketing Department of Intellier Limited, a fast growing and professionally managed IT based company under Team Group one of the largest groups in Bangladesh. As part of my role, I was Marketing Intern where I participated in marketing campaigns, helped with sales growth strategies, supported the CRM team and contributed to promotional planning.

During the four months I was involved in a number of marketing and sales projects activities which gave me good insight into how a tech focused business increases business through innovation and customer promotion. Below is an overview of my major roles and responsibilities while serving Intellier:

- **Client Outreach and Lead Generation**

I help to communicate with the potential clients of Intellier for their digital services which include web site development, ERP system, CRM and security assurance. I leveraged CRM platforms to store contact lists and follow up leads while assisting team members in the conversion of leads into sales.

- **Marketing Campaign Planning**

I partnered with marketing team to create and execute promo campaigns across digital platforms. I would make campaign concepts, write promotional copy and assist visual creatives on Canva. I assisted with scheduling and staying engaged in posts across social media channels also

- **Customer Relationship Management (CRM)**

Part of my responsibility was working with and updating CRM data. Tasks would involve maintaining client info, trace communications history and supporting the marketing team in analyzing customer responses to help optimize by making tweaks to engagement strategies.

- **Sales support**

In support of sales, I created product content and maintained customer RFP databases, as well as supported demonstrations of Intellier's software to potential clients. It enabled me to witness how marketing tactics related to direct sales results.

- **Event and Campaign Support**

Attended trade shows, webinars and product demonstrations for Intellier. I helped to develop event content, plan invitations and solicit feedback from attendees. These proved to be good marketing efforts having been achieved by Intellier's branding.

- **Content Development and Documentation**

I also assisted in writing product descriptions, promotional copy and internal communication. I assisted in preparing Goodwill files and reports that outlined marketing and client interaction work.

- **Market Research and Competitor Analysis**

Researched potential client sectors and competitor propositions within ERP, CRM and digital markets. The collected findings informed the marketing team to guide campaign direction and business planning.

- **Interdepartmental Coordination**

Worked closely with Sales, Design and Technical teams to make sure that all marketing materials and campaigns followed company aims and brand standards.

5.2 Contribution to Organization

During my joining to Intellier, I participated in some strategic actions in marketing and sales sector. My strategic and operational contributions streamlined the operation of the department. Key contributions included:

- **Improved Client Communication**

Worked to ensure regular client communication through CRM follow-ups and support emails; Strengthening client relations.

- **Streamlined Marketing Processes**

Aided in planning campaign collateral, digital asset and marketing content development which was instrumental in increasing promotional efficiency.

- **Sales Growth Assistance**

Contributed to programs that drove leads, linked marketing to sales.

- **Creative Design Help**

Made social media posts, flyers and presentation slides in Canva that made the team look professional and visually attractive!

- **Interdepartmental Work**

Streamlined process with related departments in order to allow the market, technical and BD to deliver a consistent message.

5.3 Evaluation

My work during the internship at Intellier Limited was very commended by my supervisor and colleagues. During the four-month project I showed commitment, motivation and an can-do attitude that allowed me to get involved positively with the marketing and sales activities of the company. I got good feedback in terms of both my strengths and what I added effectively.

Identified as strengths and competencies

- **Professional & Dependable**

I showed high standards of efficiency and was able to managing time effectively and keep great communication with clients or the team. It allowed me to be confident about work flow and facilitated my personal work habits of responsibility and accountability in the professional world.

- **Interpersonal Skills**

I learned how to communicate and present myself, which was evident through team meetings, client relations, and teamwork projects. I became adept at explaining concepts, actively listening and tailoring my language for different stakeholder, becoming more effective as a result.

- **Creativity and Initiative**

I had creative input on digital marketing campaigns, promo material. By creating these stunning pieces and participating in the campaign planning, I helped ensure the work was on-theme to support and celebrate the company's cool modern age guides! This developed even more my creative mind, but also my chasing after the goals that I had a picture in my head was set by the organization.

- **Team Player**

I got along well with both marketing and the technical team. My receptiveness to learn and assist team members allowed for easy integration between departments and successful marketing implementation.

- **Learning Agility**

What I had to do was to get used to mark and management tool such as CRM, Microsoft Excel and Word even though I become more familiar with let deeper Intellier's ample services. I feel like the ability to learn something new and write code at work was one of the most important things for me joining this team.

In total, I got comments that gave me indication about which part I have to improve in and what is my strength. It was the reminder I needed that I can play in a fast and furious business environment, multiple balls when I must, and still be very significant for both team and organization.

5.4 Skills Applied

I received feedback that was useful in helping me to understand the areas that I need to work on and what I am good at. It allowed me to prove my abilities in a fast-paced business world, throwing and catching different balls at the same time and having an impact not only for the team but also personally them. I was able to apply these skills effectively in a fast-paced organization, overall amplify my learning and prepare for a role in marketing and business development in future. Some of the key skills I implemented and honed during my internship were organizational the mitigation of multiple access issues calls for a good degree of organization:

- **CRM Management**

I received hands on CRM software training to maintain updated detailed information about clients. We were able to communicate easily with our customers, follow up on leads, and manage the pipeline. While chasing up lines of business and making notes on follow ups from clients I'd see first hand how important CRM was to make or break those sales targets.

- **Marketing Communication**

I consistently maintained the marketing brochures and clients templete for Inteller digital solutions. This encompassed identifying the client's need, generating appropriate messages and keeping the communication style on brand and in line with marketing directives.

- **Sales Department Support**

Assisted sales department in creating a proposal, generating leads, and retaining records of sales. That is the role that I learned what marketing versus sales was, but also how they work together and how synergy drives a strategy towards growth.

- **Canva Design Skills**

I created promotional graphics, infographics, marketing banners both for online and print. This taught me a lot about creativity, showing complex information visually and simply how to make stuff look cool for professional purposes.

- **Content and Documentation Writing**

Drafting internal and external content such as reports, product write-ups, goodwill notes. This also helped me be better able to communicate effectively, professionally and persuasively in writing.

- **Interpersonal skills**

Daily client contact and working effectively as part of a team within the department have helped me to develop my interpersonal communication skills. I mastered the art of active listening, articulating ideas and relationships...all skills needed to manage clients and work with a team.

- **Presentation and Reporting Skills**

Preparing PowerPoint presentations/Excel reports to summarize marketing activity, campaigns and results. This proved as an invaluable experience to me, where it fine-tuned my skills of communicating information and sharing insights in a formal manner.

- **Microsoft Office Skills**

I am comfortable with Microsoft Excel, Word and Powerpoint for reporting, documentation and presentations. This was great for to gain a better understanding under the hood and it gave me the ability to represent information in structured way.

- **Organizational**

Records keeping, deadlines tracking and coordination of marketing/sales tasks were my duty. This developed my skill to task manage, time keep and discipline myself in a professional environment.

CHAPTER 6: CONCLUSION AND KEY FACTS

6.1 Recommendations

Based on the analysis and findings, I think there's room for improvement. Those are given below:

- **Expand Digital Marketing Activities**

Recommend this post by tensing Please click the link to Recommend this Post tense up. "Pages on Webmaster Library Google loaded. Intellier need make their web profligates Magic Quale Ave Comment I found you guys after shopping for my home security age IMD Packing includes: JDI BLACK Dual USB Mini Car product Four Corners of Truth with Gary Krup49 day(synopsis). regular social media activity, case studies and posting project updates in professional networks (e.g. LinkedIn)will increase your brand awareness and also the potential customers.

- **Create A Robust Client Feedback System**

Creating a mechanism for client feedback would enable the industry to gauge quality of service, assess customer satisfaction and ensure long-term business relationships.

- **Provide Regular Employee Training**

Periodic workshops and training sessions on soft skills, CRM tools, and new trends in digital marketing could be beneficial to employee efficiency, technical knowledge and service delivery quality.

- **Improve Interdepartmental Coordination**

Greater cross-different departmental cooperation between sales, marketing and customer service would help drive workflow and problems solved faster within the org resulting in a better customer experience.

- **Use Data Analytics for Decision Making**

Leveraging data-led insights to analyze customer trends, performance of services, and market dynamics can enable Intellier to take better informed business decisions which are driven by outcomes.

- **Introduce Performance-based Incentive Programs**

When applied correctly, a reward/recognition system has the potential to motivate staff members, better engage and utilize staff talents in favor of the organization's objectives.

6.2 Key Understanding

During my internship, in particular, I had a very deep look inside to the business environment of Intellier Limited – quite a technical B2B corporate company (B2Bi). Here are a few things I took from it and learned:

- **Customer-Centric Approach**

Intellier focuses on developing solid and serving long-term client relations through instantaneous response, prompt services and post-sales support. This adds to the trust and loyalty of a client.

- **Importance of CRM and Reporting**

Concise and up-to-date CRM repositories are necessary to keep track of client activities and monitor performance, as well as maintain transparency in sales and service transactions.

- **Teamwork and Communication**

Efficient teamwork, coordination and communication is the basis for success of the Customer Service Department. Cooperation in problem solving and in support was critical to the success of departments.

- **Adaptability and Time Management**

Trying to manage several clients' requests at once helped me learn what the most important thing for my client and company was, how I could rearrange my deadlines

and what kind of routine enabled me to keep on top of a lot of different projects in a very busy workplace.

- **Understanding Practical Marketing**

I got to learn on the job how they get things done in the market -- from understanding client-side recognition and managing counterpart as well as establishing brand loyalty over years.

- **Professional Development**

The internship has allowed me to improve my communication skills and critical thinking/problem solving. It did raise my self confidence in using tools like CRM systems, Excel and presentations software.

6.3 Conclusion

My internship at Intellier Limited has been an impressive and enlightening experience during my studies. It bridged the gap between my academic learning and its practical application in the corporate world particularly in marketing aspect, client service management and company messaging. Learning from the pros had proven that planning, working together as a team and hard work are essential to achieving goals.

This hands-on experience (pitching to clients, doing sales report or even being able to learn and contribute for our marketing strategy) is what made me feel confident as stepping into the corporate world. This internship has also enabled me to enhance my technical and managerial skills both inside the firm, while as well developing an understanding of how business relationships are maintained in a competitive industry.

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