

Internship Report

On

An Analysis of Marketing Strategies of Workplace Skills

Development Academy New Zealand (WSDA)



Name of the student

Farhin Islam



United International University
QUEST FOR EXCELLENCE

This Internship report is submitted to School & Business Economics, United International University as a partial requirement for the fulfillment of Bachelor of Business Administration Degree Requirement

Internship Report

An Analysis of Marketing Strategies of WSDA

Course code: INT 4399

Submitted To

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Date of Submission

September 15, 2021



United International University
QUEST FOR EXCELLENCE

Letter of Transmittal

September 15, 2021

Dr. Md. Shariful Alam

Associate Professor,

Department of School of Business and Economics

United International University

Subject: Submission of Internship Report

Dear Sir,

I am Farhin Islam, with due respectfully say to you that by the grace of almighty Allah and with your cooperation & helpful guidelines, I have been able to complete the internship report to meet the requirements of my BBA program and INT course- 4399.

I'd like to express my gratitude to you for the opportunity to get acquainted with the professional training and educational industry as well as the formal academic report. In order to prepare this report understandable and more informative, I have tried to give my best efforts. Since, I am fresher on this sector, I am requesting to you to consider my mistakes and errors in this report. By preparing this report along with academic knowledge, I have tried to introduce myself in line with my practical experiences.

I hope you found this internship report paper to be satisfactory, if you have any questions or concerns about these cases, it will be my pleasure to answer any questions you may have. Therefore, I am hopeful you would be very pleased to accept my report and oblige thereby.

Sincerely,

Farhin Islam

ID: 111 161 129

BBA Program, Major in Marketing

Farhin
14-9-'21

Certification of Similarity Index

Title of the Report: Marketing Strategies of Workplace Skills Development Academy New Zealand (WSDA)

Name of Student: Farhin Islam

Supervisor: Dr. Md. Shariful Alam

Department: School of Business and Economics

I hereby certify that my internship report is a unique research project with no plagiarized material. To prepare this report, I did not use any unethical methods.

Farhin
14-9-21

Signature _____

Farhin Islam

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Program: BBA (Major in Marketing)

School of Business & Economics

United International University

Declaration of the Student

I am Farhin Islam, student of United International University of Bachelor of Business Administration, major in Marketing. I do hereby declare that the Internship Report on “Marketing Strategies of WSDA” is real work and has not previously been submitted for a degree or accreditation.

I also hereby declare that this report work is solely done by me under my supervisor, Dr. Md. Shariful Alam, Associate Professor of School of Business & Economics at United International University. This internship report is completed for the fulfillment of my undergrad degree, BBA Major in Marketing from United International University.

Farhin
14-9-'21

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School of Business and Economics

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Acknowledgment

To begin, I'd like to express my gratitude to Almighty Allah for providing me with the opportunity to do my internship at such a large company, as well as the ability to complete the program successfully and in good health.

Second, I'd like to express my gratitude to Dr. Md. Shariful Alam, Associate Professor, School of Business and Economics, UIU, for his unwavering support and cooperation in the preparation of this report.

From 2nd February, 2021 to 25th April, 2021, I had the honor of working as an Intern in the Business Development Department of WSDA - Bangladesh. Sabina Yasmin, Director of Finance & Accounts of WSDA, has been especially helpful in educating me and providing hands-on training in departmental operations. I am very grateful to her.

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Executive Summary

The primary reason for choosing this topic for the full report is to learn about effective marketing strategies. It's important for any business or organization to have a strong & effective marketing strategy. I have selected WSDA– Workplace Skill Development Academy New Zealand – Global Corporate Training Industry for preparing my internship report to study about their marketing strategies & activities as well as their online training services during this pandemic situation. WSDA is New Zealand based training academy that offers and provides EQ based training & development program for corporate clients & employees in South Asia & other counties of South-East Asian. By using an open ended questionnaire and interview from senior colleagues, this study have been analyzed to learn and get the knowledge about WSDA's segmentation, target market and their positioning strategy and as well as how they applied 4ps of marketing mix on their training business in Bangladesh Market. In summary, the study provides a depth analysis and understanding of WSDA's marketing and sales activities, changes of their marketing strategies and activities during lockdown and also their SWOT analysis. Following that, I attempted to use my theoretical and useful knowledge of advertising and its numerous perspectives to build up the report and explain the difficulties surrounding benefiting WSDA's various efforts on Corporate Training businesses. Based on the findings, several recommendations are suggested that make sense to implement in order to improve WSDA's current market situation in training industry of Bangladesh and South and Southeast Asian countries.

CHAPTER 01

INTRODUCTION

1.1 Introduction of the report

It is very important for any business organization to create & implement the appropriate & effective marketing strategy to increase sales & profits as well as positioning a brand. People's perceptions about marketing have been changing day by day, especially since the Corona epidemic. People's needs-wants, as well as the characteristics of the customers are changed. So, to adapt to this change, every business has to follow certain strategies and follow such strategies to keep their organization existence & sustainable with the future market is called marketing strategy. Much of the development of any organization or business depends on the marketing strategies and activities. So, it's important for any business or organization to have a strong & effective marketing strategy. I have selected WSDA– Workplace Skill Development Academy New Zealand – Global Corporate Training Industry for preparing my internship report to study about their marketing strategies & activities as well as their online training services during this pandemic situation. WSDA is New Zealand based training academy that offers and provides EQ based training & development program for corporate clients & employees in South Asia & other counties of South-East Asian. Since, my major subject was marketing & I am doing my internship period on Business Development department of WSDA- Bangladesh, so in the short time of this internship period, I have tried to identify about their marketing strategies and regular activities, clients' relationship activities, sponsors, events & campaigns activities as well as changed of their marketing activities and online services from starting of the pandemic situation. And I am going to present all these things in the report.

1.2 Origin of the report

For a requirement of completing the Bachelor degree of Administration, the internship report is important to prepare. My internship course instructor Dr. Md. Shariful Alam , Associate Professor, School of Business and Economics, United International University allowed me to select a field that I was interested in when choosing a topic for making the report. Since my interest was more about marketing activities in an educational & training industry, I selected the topic “Marketing Strategies of WSDA”.

1.3 Purpose of the report

From a student perspective, an internship program helps in career development by imparting their practical experience which gives them the opportunity to develop their interests and other skills and abilities. Some of the key purposes of the internship program & the study are mentioned below:

- To compare and contrast the real-life situation with the concepts gained during the UIU BBA program.
- To introduce myself with developing professional skills, strengthening personal character and exploring a wide range of career prospects.
- To complete the BBA Program's requirements
- To get a practical understanding of marketing strategies & activities how actually it works.

1.4 Objectives of the report

1.4.1 Primary Objective:

The primary objective of the study is to better understand about the Marketing Strategies and Activities on Corporate and Educational Training Industry. (A Perspective of WSDA-Workplace Skills Development Academy New Zealand)

1.4.2 Specific Objective:

- To understand about the role as a Work place skill development and Corporate Training Institute of WSDA.
- To discuss about an overview of WSDA
- To identify & discuss about the segmentation, target customers and positioning strategy of WSDA.
- To find out the application of Marketing Mix of WSDA's Training services.
- To determine about their marketing strategies during this pandemic situation.
- To find out how WSDA attract and educate to their target customers on their Corporate Training services.
- To identify the strengths, weakness, threats & opportunities of WSDA.

1.5 Scope of the report

This study of this internship report has been done under the WSDA Training Institute in Bangladesh but the activities were all over the South Asian countries. The report is based on the Marketing Strategies of WSDA. This study will work to identify how WSDA implements their marketing strategies in the Corporate Training Industries in Bangladesh as well as over the other South Asian countries , at the same time during the pandemic situation and lockdown how they are conducting their marketing activities and training services through online platform. So, the individual whose intention is to conduct this kind of researches in the Marketing, Sales & Promotion sector of corporate training services in Bangladesh, this report will be very helpful for these human beings. By using this study and analysis, they can accumulate information about the services and products presented by WSDA in their sales & marketing activities, the performances they provide in fulfilling their targets, also customers' satisfaction and development in the marketing sector.

1.6 Limitation of the report

Despite the fact that my internship provided me with a fantastic chance to apply my theoretical academic learning to real-world settings here at WSDA but there were certain difficulties that should be regarded limits for the preparing of this report.

The following are a few of them:

- Lack of time is a major limitation of this report as the Corona epidemic has affected in our work places. Main purpose of this study was to understand all aspects of Marketing Strategies so it needed more time to observe the Marketing activities but due to work from home, there was not enough time for observing.
- Due to the corona epidemic and lockdown, it was difficult to take brief interview and discuss with Marketing Strategies and Activities, for the reason the answers were given in a short period of time and throughout their training business, there may have been inaccuracies.
- Relevant website, documents, reports and papers were not enough.

1.7 Methodology of the study

Academic theoretical knowledge, studying various marketing related articles, reports, group discussions with senior colleagues, coordinator teams, brand ambassadors & other qualitative data collection methods has been used for this study & preparing the internship report.

The following is a basic overview of the data collection and analysis used to prepare this report:

1. Type of the data: This report has been prepared based on primary & secondary data which are described below:

- **Primary Data:** Hand on experiences like taking interviews, discussions with senior colleagues, coordinator teams and brand ambassadors of WSDA, communication with trainers, trainee & clients & direct observations and practical working experiences on overall developing business of corporate and educational training industry, marketing and promotional activities were used to collect data.
- **Secondary Data:** Online publications, documents, various articles, online newspapers & various websites were used to collect the data.

2. Data Source: The method specifies how data is processed and interpreted. I got the data after going through the various databases that helped me write this report. It divides the foundation into two parts:

- **Primary Sources of collecting the data:** The following are some of the methods and sources used to collect the data such information:
 - Face to face conversations with trainers and management teams of WSDA.
 - Group discussions with Coordinators & Brand Ambassadors' teams.
 - Experiences on online marketing and promotional activities as well as communications with clients.
- **Secondary Sources of collecting the data:**
 - Articles, annual reports which are related to the professional training industry and its' marketing activities.
 - Official Websites of Workplace Skills Development Academy New Zealand
 - Internal Reports of WSDA

1.8 Definitions of Key Terms

Marketing:

In many cases, marketing is simply about buying and selling. In fact, buying and selling campaigns is part of a lot of marketing. Marketing is variable and complex subject. At the present time marketing refers to the needs of the buyer or the consumer satisfactory. The main purpose of the marketing is to attract the new buyer by promising the customer value or convenience and to retain the current buyer through the provision of satisfaction, increasing the number of satisfied buyer.

According to the **Phillip Kotler** and Gary **Amstrong**, Marketing is a social and managerial process in where individuals and others meet their needs and wants thorough the creation and exchange of products, goods and values.

Marketing Strategy

A marketing strategy is a set of methods that governs the promotion and sale of a product or service. Marketing involves the study and analysis of both the market and the consumer. As such, it evaluates which product or service delivery, customer attention and which is the most recommended commercial endeavor to gain loyalty to the brand or company. A marketing plan's overall goal is to increase the visibility of your product or organization, based on your plan's specific objectives. It's critical to understand the many roles you may play in achieving your marketing goals while developing your marketing strategy. To understand the role of a marketing plan, you are well equipped to create an effective strategy.

STP- Segmentation, Target Market and Position

Market Segmentation: When an organization divides its clients into subgroups, market segmentation based on characteristics like taste, hobby, personality, income, age, gender etc. Market objectives are to use these categories to improve products or perform different marketing for each category to do.

By doing this, a business can set a goal for its marketing efforts and thus further customize its services and products to meet the preferences of more specific markets.

The purpose of segmentation is to be able to concentrate marketing power across segments or segments of the market in order to gain competitive advantage within each segment. There are four main types of market segmentation. Each type is divided by specific variables.

Classification means dividing a number of people into different groups according to specific established variables. These changes range from age and gender to attitudes, values, etc.



Target Market: A target market is a group of people who an organization intends to offer its goods and services to. This category also comprises particular clients to whom a company's marketing efforts are directed. A target market is a part of the total market for good or service. Customers that make up the target market have similar characteristics, such as location, energy purchases, population statistics, and income. Target market identification is a necessary step for any organization in developing a marketing plan. An organization that does not know who its target market is might waste a lot of money and effort.

Positioning: Although the word 'position' means a place or place, it is not in the shelf of the shop but this place is in the mind of the people. Trying to take a place in people's minds is called 'positioning' in marketing. Now the question is what is the way to get a place in the mind of the buyer?

- Product differentiation: The color, design, qualities, shape, quality etc. of the product will be different from the competitors.
- Service differentiation. In most cases, product diversification is expensive and difficult.
- Channel differentiation.
- Personnel differentiation.

Marketing Mix

Marketing mix can be defined as a set of available tools and variables and it helps us to analyze customer and market behavior. Its purpose is to create activities that help to satisfy loyalty, or retain customers. In other words, it is based on creating something that is good for the customers and therefore, they choose that company or brand over others. The marketing mix that must be effective is to keep and develop the product that the customer wants, it arrives at the right place, at the right time and it has a right price. But of course this is not easy to do because you need to know a lot about not only the company or the brand, but also what the market is focusing on. And it's not easy at all.

The 4PS model of the marketing mix focuses on four key pillars for the product to be successful. These are as follows:

Marketing mix- 4P's



a. Product: This is the most important variable in the marketing mix because if customers don't offer something they really want to buy, no matter how well you do other factors, it will be almost impossible to succeed because no one will want to buy it. Therefore, you must bring something to the market that is really new, it improves the competition which can be easy to use for the customers and it is also effective. If you succeed, you will succeed as long as the rest of the variables keep it in the right direction.

b. Price: Prices are always decisive. Every company can put its price on its products but we are talking about very competitive reasons because the competition also analyzes it and sometimes delivers something cheaper or something more expensive. In this case, the price

must be adequate so that the expenses are covered and besides, there are some advantages as well. This can have a negative or positive effect on customers; they may like it or reject it as expensive. And it's not always good to deliver products with low prices, sometimes the key to balance.

c. Place: Another of the pillars is the distribution, which is to say that this product is found in many places. For example, imagine selling self-published books on Amazon. Their distribution is good, but their books are not available on Amazon and in two or three other places (not visible). Therefore, potential clients have no real vision of the product. What to do then? Invest in selling your product, get more companies, stores, supermarkets, you need to see it, know it, and analyze it so that it reaches customers.

d. Promotion: After all, you have a promotion; these are the actions you must take to make your product known. This is commonly called advertising. If you don't invest in it, no matter how many places you put the product in; people won't be interested if they don't hear it. You have to "sell" it and for that you must explain what it can do for them, how it will improve their lives and why they should buy it now.

CHAPTER 02

COMPANY AND INDUSTRY PREVIEW

Company Analysis

This chapter has been covered by an overview of WSDA, their goods and services, clients, and market circumstances.

2.1 Take a Look at WSDA

Workplace Skill Development Academy New Zealand – WSDA which is a New Zealand based firm or company that offers and provides EQ based training & development program for corporate clients & employees in South Asia & other counties of South-East Asian. They provide their clients with the best innovative & unique way of training sessions in the South Asian market.



Geographically, New Zealand is different from other counties, because this country is young. To survive, its people have had to be resourceful and inventive. They have a positive attitude and have taken the best worldwide learning techniques and used them in a variety of circumstances over the generations.

Their country has open spaces where the clean green landscape leads them to exploration and adventure in all their undertakings. With a straightforward and honest approach and friendly personality, they are a people with open hearts who interact readily with strangers and friends alike. They have space to think and breathe, which allows them to discover new and better methods of doing things with an open mind. They need creativity to figure out what will work best with the resources they have because they are a young country without centuries of limiting tradition. They are now combining this innovation and fresh thinking with the expertise and experience of South and Southeast Asia in order to better serve the requirements of the region's developing enterprises. The outcomes combine the finest of

Fresh Zealand innovation and new thinking with a practical grasp of the host nations' workplace issues.

They established & setup the academy so that their clients' business & company can grow and as well as develop because their employees and staffs will have the workplace skills to interact & communicate effectively with each other as well as to think positively about the clients' business and company to engage in the task in a way that benefits their business & company.

2.2 Teams of WSDA



Ahmed Bari

DIM (Canada), MBA (UK)
BSC, MSC (DU, 1st Class)
Trainer WSDA



Garth Cook

PGD, HRD, University of Auckland
Trainer, WSDA NZ



John Faisandier

B.A; B.Theol; M.Ed (distinction)
FNZATD
WSDA Trainer



Madeleine Taylor

BSW, ANZASW,
Reg. Social Worker, Cert IECL
WSDA Trainer



Susan Handisides

B.Com (Accountancy),
Diploma in Career Guidance (Merit)
WSDA Trainer



Gaylene Hughes

Action Coach & LS Trainer.
WSDA Trainer



Pallas Hupé Cotter

Life Skill Coach & Public Speaker
WSDA Trainer



Terry Hughes

Business Development and
Performance Coach
WSDA Trainer



John Robert Horrell

BA (H.Dip Ed.); M.Ed
WSDA Trainer



Ruth Ratcliffe
FDAP Managers Award, ILM,
CIH Practitioner
WSDA Trainer



Nicky Wells
Honours in Law (London),
Post Grad Certificate in Coaching (Sydney)
Certified Change Management Practitioner (Auckland)
Member of NZISM and HRINZ
WSDA Trainer



Malcolm Lowrey
B.Com; Dip Pol, NCAE, NCAL,
PRINCE2
WSDA Trainer

2.3 Program & Services of WSDA



FUTURE CEO

The Future CEO programme is a certification programme designed for future corporate and business leaders. Through a mixture of facilitated and experiential learning, members of the group are going to be equipped with the skills, knowledge and contacts to confront business challenges and manage growth.



EXECUTIVE DEVELOPMENT

WSDA offers numbers of specialized and customized training programme for the different level of executives or business leaders. These programmes are carefully designed to increase the EI/EQ skills of the participants to perform better in their workplace and achieve significant and remarkable success in business.



EMOTIONAL INTELLIGENCE (EI)

Emotional intelligence in the workplace is vital for being an effective and high-performing member of any team and for business success. WSDA provides some special training workshop to develop Emotional Intelligence (EI) or Emotional Quotient (EQ) skills for the top business leaders.



TOMORROW'S CEO

The Tomorrow's CEO programme is a certification programme designed for fresh graduates to new executives/managers. Besides the trainers, a number of past and current CEO will conduct sessions to prepare the participants for the future. It provides a unique platform for learning and networking.



ACADEMIC SKILLS

'Science and Art of Doing Better at University' provides practical, relevant and meaningful skills at the beginning of the studies to help students do well at university. This training program is specially designed for 1st-3rd trimester university students to develop the focus on their academic goals, improve their emotional intelligence and to perform better.



CAREER SKILLS

WSDA offers a number of career development training and workshops for the prospective participants who wants to develop their workplace skills for better career growth. This programme will be taught in an interactive way so that students have the opportunity to practice new skills during the training.

2.4 WSDA at Glance

Organization	WSDA Workplace Skills Development Academy New Zealand
Founded year	2014
Location of headquarters	Wellington, New Zealand
Employee Size	10-50 employees
Website & Followers	http://wsda.ac.nz/ 61k Followers on Face book Page
Specialties	• Training • Counseling • Mentoring • Consultancy • Future CEO Training Programme • Top Level Leadership Programme • Continuous Performance Development • Executive Development • Managing Emotion • Service Excellence • Emotional Intelligence • Negotiation Skill • Tomorrow's CEO • Career Skills • Academic Skills

2.5 Industry Analysis

The market size of corporate training globally in 2019 was 332,931.1 million and as of 2027 its market size is estimated at 417,212.5 million which is 9.4% of CAGR (Compound Annual Growth Rate) registered from 2019 to 2027.



Corporate Training also known as workplace learning is a practical educational activity system designed to help corporate employees and clients work better in their workplace. As well as this training helps an employee to increase their productivity, performance, motivation and increase their retention capacity as well as contribute to the achievement of their corporate business goals. And in general, Corporate Training activities are designed primarily by analyzing the training market, region, key players and departments of corporate jobs.

2.5.1 The impact of COVID 19 on Corporate Training Industry

The COVID 19 epidemic has had a negative impact on the corporate training market since its inception. Around 195 million employees worldwide have lost their jobs during this time. At the same time, in South Asia and the Arab states, as well as the percentage during the epidemic, the negative impact of employment is greater. The impact has been much greater in Bangladesh also. Compared to 2019, the percentage of unemployment in 2020 has increased by 5.30% where in 2019 it was 4.22%.

Disruptions in the global economy, unemployment and job market downturns create corporate training market constraints and R & D teams of each training academy are looking for solutions to manage their activities during this pandemic situation and at the same time, they are facing many challenges to demonstrate the ROI of their training program.

2.5.2 Forecasting of Corporate Training Market

The global Corporate Training market is segmented by training methods, training programs, industries and regions. Following the virtual and face to face training method, the Corporate Training market is driven. This area of training includes technical training, quality training, skills training and many more which are done through training programs. These training are mainly designed for healthcare, IT, banking, manufacturing, finance and for commercial or business sectors. These training programs are managed by analyzing the world market of Europe (France, Germany, and Italy, UK, Russia, Spain & rest of Europe), North America (Canada, USA & Mexico), and Asia Pacific (India, Bangladesh, Japan, China, New Zealand & Australia).



Depending on the type of training methods, the diagram shows that the face to face training market is the highest in 2019 compared to the virtual training market. But considering of COVID 19 pandemic situation, predicting the Corporate Training Market it can be said that the demand of virtual and online training segment will increase significantly compared to face to face training.

CHAPTER 03

ANALYSIS AND FINDINGS

3.1 STP Process of WSDA

Any organization or business tries to identify the right market and the potential buyers to properly market its products and services. It is for the purpose that market segmentation strategies, determination of target customers and positioning strategies are adopted. By adopting this marketing strategy, the marketer is able to sell his product and service successfully and effectively in large quantities and can survive in the competition. In the market segment where it is possible to make profit by marketing the product well, the organizations take action to market the product in that segment.

3.1.1 The basics of WSDA's Consumer Market Segmentation

The WSDA's consumer market is segmented of those consumers who take their products and services. They are generally divided into four categories based on the consumer which is shown in Table 3.1

Table 3.1: Market Segmentation – WSDA			
Geographic By Region	Demographic By Industries	Psychographic By Training Programs	Behavioral By Training Methods
South East Asian Countries ✓ Bangladesh ✓ India ✓ Pakistan ✓ Bhutan ✓ Nepal ✓ Afghanistan ✓ Sri Lanka	Banking & Finance Health Care Hospitality Education Academic Business	EQ Based Future CEO Executive Development Emotional Intelligence Tomorrow's CEO Academic Skills Career Skills	Virtual Face to Face

3.1.2 Target Customers of WSDA

WSDA, based on their segmentation, their target customers or clients are who wants to become a business leader in corporate world, wants to participate to better perform in his workplace as well achieve remarkable success in business, who wants to develop his EI (Emotional Intelligence) and EQ (Emotional Quotient) skills for the top business leaders and as a fresh graduate who want to achieve new executive manager position on his job career. WSDA, they have also targeted university students (1st to 3rd semester) who want to develop their academic skills, career goals and as well as emotional intelligence for performing better in their academics' life.

3.1.3 Positioning Strategy of WSDA

Training and development services academies help their target audience to develop their workplace and business areas with expansion of knowledge and skills about careers and driving a small business. In the same way, WSDA tries to inform to their target audience about the benefits of their training programs they have designed, create awareness about the job career and success ways of the business and also tries to motivate them to participate on their providing training programs. And through these activities, WSDA is trying to put their position in the Corporate Training Market of South East Asian countries.

Training and development business requires investment of enough time and resources. And in order to secure this right level of resources and time, marketing and management commitments must be made of its marketing programs and activities. WSDA is providing innovative way of training programs with experienced New Zealand based trainers and hosts to their corporate clients in South and Southeast Asian countries which are very effective for the South Asian counties. New Zealand is a young and developed country. They are more innovative and cleaver and they have Do-it-yourself attitude as well as a higher percentage of success through acquiring the best international education and applying is real situations. And using this experience and new innovative thinking, their country's hosts are trying to positing their corporate training and development business in the South Asian Market as well as increase the demand of it.

3.2 Marketing Mix

As a Corporate Training service provider, WSDA initiates a variety of training programs that contribute to ensuring their competitive global long term success. But before providing this service, they try to understand from their potential clients in South Asian countries how to market, sell and implement this training program.

- This increases the exposure of the training programs and courses,
- Makes it easier and helpful to get potential participants,
- As well as marketing can turn better training into great with effective training.

Marketing is an essential part of any successful training program and in order to market their training programs, WSDA is selecting participants and their organization for marketing their training programs. These marketing strategies are based on the basic 4ps of marketing mix which are given below:

4ps of Marketing Mix – WSDA	
Products and Services	Development of Appropriate Products and Services (Training Programs and Courses)
Price	At the Right Prices (Fees)
Place	In a conveniently located Training Center
Promotion	Techniques of providing & promoting various information about their training services

3.2.1 Development of Appropriate Training Programs (Product)

The training program for the people must be useful and effective and it should be committed that it will provide some kind of benefits to the participants such as knowledge, practical skills and network. It's important to understand and educate to your clients about the context of which you provide, offer and deliver training program services.

WSDA is continuously developing their training programs and services for their potential clients to increase the number of participants in their training programs.

Benefits of their courses

- | | | |
|----------------------------------|----------------------------------|------------------------------------|
| ✓ Accredited training materials | ✓ Editable design & material | ✓ Reusable training course content |
| ✓ Interactive & engaging | ✓ Affordable and easy to use | ✓ Restriction free - use as needed |
| ✓ Instant arrival - download now | ✓ Saves time - focus on delivery | ✓ Great prices |

Training and development business requires investment of enough time and resources. And in order to secure this right level of resources and time, marketing and management commitments must be made of its marketing programs and activities. WSDA is providing innovative way of training programs with experienced New Zealand based trainers and hosts to their corporate clients in South and Southeast Asian countries which are very effective for the South Asian counties. New Zealand is a young and developed country. They are more innovative and cleaver and they have Do-it-yourself attitude as well as a higher percentage of success through acquiring the best international education and applying is real situations. And using this experience and new innovative thinking, their country's hosts are trying to positing their corporate training and development business in the South Asian Market as well as increase the demand of it.

3.2.2 At the Right Fees (Price)

For considering of affordable price, a training program must be available at a reasonable cost to the target audience. And while price is frequently an essential element in determining the feasibility of a training program, it is seldom the most important aspect, as excessively high pricing will not attract many individuals. Obviously, the price must be adjusted to reflect

current market conditions. Comparing the fees of your training courses to those of similar training courses might be beneficial.

WSDA always takes this issue seriously so that the target audience can participate in their training program at affordable fees. Moreover, if the fee of a training program is high or not affordable, most of the potential audience would not interest in participating on it, so WSDA determines the fees of the courses of their training program according to the training market conditions.

WSDA designs and organizes their program courses according to the opportunities of target audience to participate in affordable fees. And according to the different categories, WSDA set the prices of their providing training programs. Such as-

Table 3.2: Course Fees of the perspective of Bangladesh		
Training Program	Categories	Fees (BDT)
Training Period (6 to 8 months)		
Corporate Training	Individual	50 – 80K
	Early Bird	45-75K
	Group Participation (Two or More Participations)	40k – 70k
Training Period (Short)		
Corporate Training	Individual	5k – 15k
	Early Bird	4.5k – 14.5k
	Group Participation (Two or More Participations)	4k – 14k

For Students	Offers at very affordable prices
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From table 3.2, WSDA sets the fees of their long terms and short term training programs into 3 categories where different types of fees are set for individuals. And also offer discounts for those who register to participate in the training program within the stipulated time (Early Bird Clients). As well as there is a mega discount offers for group participation clients.

For students they offer training programs at very low fees, in where any registrations fees are not taken from the students.

In addition, there are some organizations that select WSDA to train their employees in a group way, and the fess of this training program is set on the basis of the number of participants, venue, and requiring of resources for providing the training.

3.2.3 Places (In a conveniently located training center)

Any training providing companies try to find a suitable place for their clients to participate in the training. The trainees should be at ease and eager to learn, and the budget should not be blown. The location must meet the needs of the continuing training program. It should be picked with the goal of making a training program as realistic as feasible. It is critical that the knowledge being taught can be trained on the job. If the goal of a training program is to alter people's habits in terms of health, hygiene and safety practices, for example, there should be facilities to help train and demonstrate the essential changes.

Considering of a conveniently located training center, WSDA uses two types of methods on providing training facilities to their targeted clients which are:

- Face to Face Training Facilities
- Virtual (Online) Training Facilities

□ Face to Face Training Facilities

WSDA in Bangladesh has its own training center, and they provide all necessities resources to their trainee clients and 20 to 25 clients are gotten the opportunity to participate in each training session.

In addition, if an organization wants to train its employees, students in its own training center, in this case WSDA arranges seminars or workshops or training sessions on their training places. WSDA, they are providing this training program all over the Bangladesh.

Also, if any of their targeted corporate clients want the opportunity to take foreign training programs by physically, WSDA helps to them in confirming to get visa. But in this case, if for any reason, the visa is rejected, the full registration fee is refundable. Some of their training institutes are shown below:

Training at the Institute of Chartered Accountants of Bangladesh



Teachers Training on Learning Social Skill for Peaceful Classroom



WSDA Training Programs in Malaysia



□ Virtual (Online) Training Facilities

WSDA's online training facilities provide many benefits for the development of any corporate employees and students. For example:

- ✓ **Flexibility:** By online training facilities, corporate employees and students can choose the right time by compromising with their lifestyle and work or study schedule.
- ✓ **At any where:** Since the online training is web based, participants can take advantage of this training from anywhere. An online training session is an alternative way to get training without going abroad.
- ✓ **Cost Effective:** Online training sessions reduces the cost of WSDA and also their participate clients. Moreover, one study found that, on the same subject, online training is usually 25 to 60 % shorter than face to face training time. The highest cost for any training is to spend personal time for providing training, so Online Training programs are very effective in reducing costs.

3.2.4 Promotion

Training is arguably the most important part of every person's success in his career. But most of the customers don't have time to master this training product of yours. As a result clients are late to taking valuable training and at some point it becomes costly support for them and they also are not satisfied due to not taking training at the right time.

And to address this, WSDA uses their training programs as a product of their company, as well as planning and implementing strong level of promotional and marketing strategies to get their target clients and driving training consumption.

Some of the WSDA's marketing and promotional strategies and activities are discussed below that help to turn uneducated clients into highly trained advocates about their training programs and courses.

3.3 Training Market Strategies and Activities of WSDA

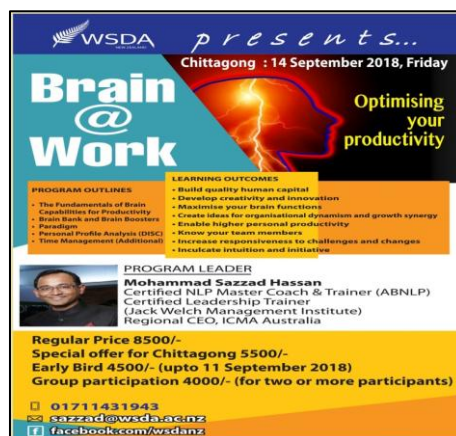
3.3.1 Market the Next Class

An important way to measure the marketing success of your training program is to understand how much training each of your target clients receives. An extra ordinary or high educated professional client will be reluctant to participate in subsequent classes if it cannot receive the equivalent training through the first class. Because all of them need more quality training to be succeeds.

So, WSDA firstly prepares their training maps in where their target clients get an idea of their next logical classes. For example, if they take class 1 then what about class 2 or class 3, everything about them is neatly given to their clients through a linear sequence.

3.3.2 Bundle Training programs into packages with Discount Offers

WSDA logically creates a large package to offer more training to its targeted clients and offers various discounts on it. This allows their targeted clients to know about their future training programs and courses and creates a demand within them. For example:



Brain Work 14, Chittagong, Bangladesh Training Program

Here for this training program's regular price is 8,500 BDT. But they gave discount offer which was 5,500 BDT, special offer for Chittagong. And special discount offers for those who will register for taking the training program within their stipulated time which was 4,500 BDT for early Bird clients. And for group participation clients, the discount price was 4,000 BDT.

3.3.3 Build a great training certification program

As a training service provider, if you do not have a certification program, your targeted clients will not show any interest as well as will not spend time or money on taking training programs from your training center.

In that case, WSDA has set up its own certification to encourage their clients about their training program and is enshrined in the New Zealand based international tract record which is considered a valuable certification for clients' personal working careers.



Certificate Giving Ceremony at the Structural Engineers Ltd

3.3.4 Using Email to keep training top of mind

Via email marketing, WSDA they always try to know about the importance of short term and long term training session to their targeted clients, some of the positive aspects of career benefits & the key to success by doing this training as well they provide a registration link in where they try to encourage them to do so at an affordable price. In this way, the only marketing and promotional goal of WSDA is to take the time out of their targeted clients and bring them to their notice.

3.3.5 Run Seminars Regularly

WSDA organizes training based seminars in different districts of Bangladesh at different university's campuses, corporate offices. Where various expertise, corporate leaders, executive and experienced trainers try to motivate their targeted clients about their training programs. As well as develop to build their confidence. The main purpose of organizing this seminar is to gaining a better insight into training market with a particular subject.

A two Hours seminar of WSDA at State University of Bangladesh



More than 50 students of SUB from different students were participated on this seminar. With the students, Mr. Khurshed Alam, Senior VP of Eastern Bank Ltd. discussed about the career planning from a local viewpoint, while a foreign career trainer from New Zealand discussed about career planning from a global perspective.

3.3.6 Content Marketing

Doing the professional training courses how to develop your working career, how to increase your skills and apply to them to work after training- about these all ideas, WSDA prepares quality contents regularly and posts it on their online social media platforms which helps in attracting their targeted clients as well as keeping them engaging.

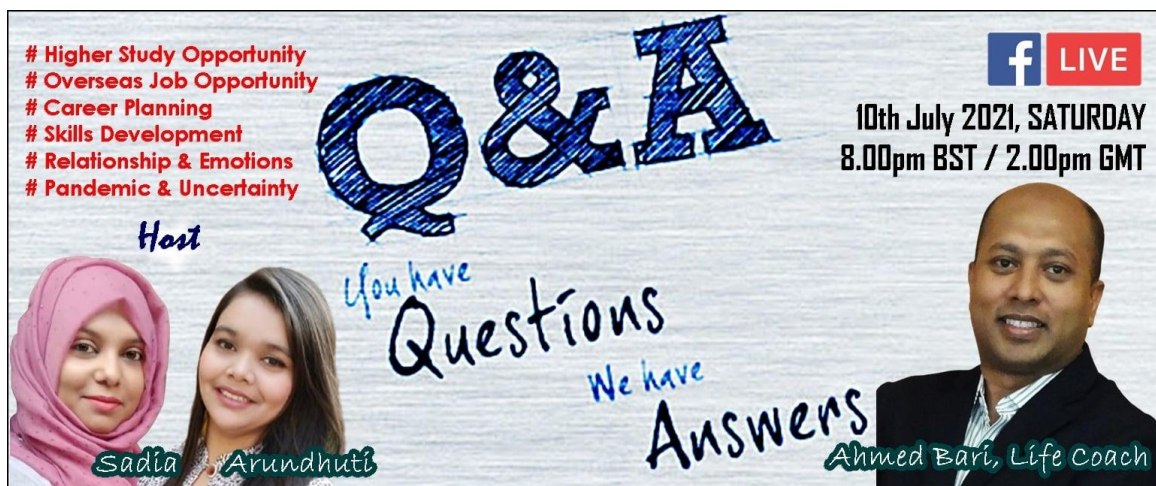
3.4 Changes of the marketing activities due to COVID 19

The global Corona Virus (COVID-19) epidemic has created a challenging business environment across several countries. All Businesses are being presented with many new challenges. People with isolation or lockdown cannot perform their normal routine. Customer behavior has been forced to change instantly and change drastically. Originally all educational institutions were instructed to close for safety reasons. This global epidemic also has a huge impact on training institutions. Due to the lockdown, people are changing their behavior on taking training programs. People avoid public places; they are spending more time on online platform & social media and prefer to do virtual training programs from their home.

With considering these on mind, WSDA is now involving on various online marketing and online promotional activities about their training programs. Some of these activities are discussed below:

3.4.1 Run webinars & Face book live regularly

WSDA, their training business and marketing are carrying out by building personal relationship with their targeted clients through live in social media, web bases seminars and conferences. Through various webinars hosting, WSDA markets their training programs to their targeted clients on all over the world, and many of the clients are willing to take online training programs from WSDA at any time.



On their live sessions & webinars, WSDA arranges to answer all questions of their participants clients related to their training programs. This process is done by asking question

in the comments section of their post. This live and webinars activities help to them to get more traffic on online platform.

3.4.2 Influencer Marketing

If your training company can build a partnership with a celebrity or an influential person through social media, it will create and increase awareness on your target clients' base on the fan. Through talk show on online live stream, WSDA presents to their audience as guests of some of the most famous celebrities who have good personality and image on the educated society. On the talk show or live video, a specific topic of WSDA's training program is discussed and it's an effective marketing strategy to get new clients on their training programs.



Online Talk show on Emotional Intelligence in where guest was Abdun Nur Tushar

3.4.3 International Youth Summit Campaign

Every 2years on specific season, WSDA organized International Youth Summit campaign for their targeted clients of over the South Asian countries where all the clients from almost all the countries of South Asian can participate by doing Online registration form and can achieve a certificate through online training by WSDA. But due to the pandemic epidemic situation, WSDA decided to hold this International Youth Summit campaign every year.

The main purpose of organizing this program and campaign is to keep focus on career developing of individual by overcoming the mental weakness and depression caused by the recent Corona epidemic that has disrupted on their targeted clients' job careers and education

careers. They have offered various discounts as well as free registration to their target clients to attract in these new online based courses.

3.5 SWOT Analysis of WSDA



Strengths

- ☐ Visual and practically hand on training,
- ☐ Professional Courses with the guarantee of career development,
- ☐ Creating knowledge sharing among the local & international corporate clients, staffs, students and researchers,
- ☐ Emerging promising sectors include: Health care, banks, education, hospitality and business
- ☐ Study programs differ among South Asian's countries,
- ☐ The growth of the Corporate Training Institute based on dynamics and innovation.

Weakness

- ☐ Insufficient training resources, staffs or coordinators and partners to expansion the training services,
- ☐ Lack of motivation to the local brand ambassadors, coordinators, staffs to improve their English language and enhance their communication skills,

Opportunities

- ☐ Big democracy, Large Market & Free media that means higher number of international corporate clients, researchers, trainers and students who have been internationally trained & well prepared,
- ☐ Long – lasting international partnerships/ collaboration

- ☐ Increasing the ranking & creating the strong international recognition and reputation as a Corporate Training Institute,
- ☐ Improving standard quality training and reputation
- ☐ Social engagement in an international multicultural society
- ☐ Strategic geographic position
- ☐ Technological Development
- ☐ Local & international networking
- ☐ Raising racial/cultural/ethnic diversity of staff body
- ☐ Competition from other corporate training institution

Threats

- ☐ Lack of corporate identify/ organizational culture.
- ☐ The impact of COVID 19 is due to the financial crisis of the clients, tuition fees may decrease.
- ☐ Economic and Job market crisis.
- ☐ Progressing globalization of higher education market.

CHAPTER 04

INTERNSHIP EXPRIENCE

4.1 Position, Duties and Job Responsibilities

In WSDA training institute, my internship experiences and working activities were full of knowledge. As a business developer, I have worked at the training center in WSDA and I have got the opportunity to learn a lot with real experience. During that time, I have involved on marketing and business developing related activities on their training programs and courses. It is described below:

4.1.1 Daily Activities

- √ Identify Potential Clients and Partners.
- √ Communication with clients and partners.
- √ Proper filling & scanning of papers or other documents.
- √ Identifying new training development channels.

4.1.2 Weekly Activities

- √ Meeting with Brand Ambassadors and Co coordinators' teams to develop mutually beneficial proposals.
- √ Hosting on Face book Live Training sessions or webinars.
- √ Providing reports to the supervisor.

4.1.3 Monthly Activities

- √ Meeting with management team of WSDA

4.2 Training

They provided me one week of training at initially. My training includes the following:

- Developing and implementing marketing strategies.
- Create analyses and report on campaigns.
- Planning and organizing operational activities.
- Communication with clients and partners.
- Presentation and hosting skills

I made errors throughout my working days, but my senior coordinators and top management were really encouraging, and he guided me with care. But I made mistakes again at that time,

so he gave me some comments that helped me stay optimistic and learn how to deal with these situations.

4.3 Contribution to departmental functions

The most prevalent organizational structure in business is functional departments, which are responsible for particular functions inside the firm. I was assigned to the marketing & Business Development department as one of the four. I participated in marketing & Business Development department activities as an intern and I contributed in here. Such as:

- ✓ I applied my skills properly
- ✓ Tried to collect & maintain up to date information from all departments through effective communication
- ✓ Tried to stay in touch with everyone
- ✓ Tried to give best efforts to gain hosting and presentation skills
- ✓ I attempted to build good relationship with clients and partners of WSDA
- ✓ Tried to see the bright side of everything.

4.4 New Skill Development

During my internship, I learned a lot of new things and gained some unique skills. The following are the new talents that I gained throughout my internship:

- Strong and effective communication & listening Skills
- Organizational Skills
- Presentation and Hosting Skills
- Time Management
- Initiative
- Team work and so on

CHAPTER 05

RECOMMENDATIONS AND CONCLUSION

5.1 Recommendation

- i. Purchasing training products and services may be a difficult challenge. But the need for better workplace learning is higher than it has ever been. According to a LinkedIn survey, 94 percent of employees said they would commit to remaining at a company longer if it invested in their professional growth. This number is complemented by the fact that 90% of top management believes that investing in their workers' career development is a good necessity for the company's success. In this cases, since WSDA has insufficient training resources, and partners to expansion their training services, so with so many alternatives, WSDA's training managers and teams must do their research and choose a training partner who shares their company's culture and values while also possessing the expertise and ability to offer a training solution that satisfies their requirements.
- ii. WSDA should approach their local chamber of business about collaborating on a seminar or webinar for their members. They should inquire about creating a relationship with their local institutions to give training and development to local companies. Then Community teams of WSDA and partner could find the best option for each client and encourage them to participate in their training and development programmes.
- iii. WSDA should give more concentrate about the English communication skills on their local staffs, coordinators & brand ambassadors teams. This will enable them to exchange all the types of relevant information to the target clients in their South Asian countries and also can convince them to participate in their training programs through an effective communication.
- iv. WSDA should go on paid advertising strategy on various online platforms like Google, Face Book, and LinkedIn for exposing their training business, events, campaigns, webinars and seminars etc. And it will be beneficial for getting potential clients and local & international partners during this COVID 19 situation.
- v. In the case of during this Economic and Financial crisis, WSDA should have to consider a little more about the reducing the tuition fees of their training program.
- vi. WSDA should send marketing communications via eNewsletters at least once every few months to remind prospects that their company offers training. By it, they need to do this until the prospect is convinced their workshops, seminars, and webinars provide a solution to clients' problems. Marketing emails are a cost-effective way to

get in touch with prospects on a regular basis. Include benefit-oriented advice, facts, case studies, and articles in your communication. They may also promote upcoming seminars; give links to publications they've published, and other valuable material that demonstrates their company's expertise in the field of training and development.

5.2 Conclusion

WSDA is New Zealand based training company. New Zealand is a young country different from the rest of the world by geography. In all of their endeavors, their nation offers vast areas where the clean green environment inspires us to discovery and adventure. With an open heart, a transparent and honest attitude as well as warm personality, their people can make friendly connections with everyone. As an open-minded young country, they are interested in working with the people of South and Southeast Asian through their innovations and new thinking. At the same time, they are working to help them gain knowledge and experience about the career development as well as increase the growing demand for training business in this region. And learning from New Zealand's real workplace experience, WSDA, they are working together to find ways to address hosting countries' workplace challenges by bringing their new innovations and new thinking.

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Appendix

Hosting on Face Book Live – Farhin Islam

Date: April 21, 2021

