



## Operations Management of World Expo Hub (B2B Business)

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This report is submitted to the school of Business and Economics,  
United International University as a partial requirement for the degree  
fulfilment of Bachelor of Business Administration.

# Operations Management of World Expo Hub



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Date of submission: **21 October 2025**

## Letter of transmittal



21 Oct. 25

Dr. Mimmun Sultana

Assistant Professor,

School of Business and Economics

United International University

Subject: Submission of report on operations management of World Expo Hub.

Dear Ma'am,

I am happy to present my internship report on Management Operation of World Expo Hub, and I have prepared it as a requirement for completion of my internship at World Expo Hub.

This is a detailed report on World Expo Hub's operations management process with focus on the learning and hands-on experience that I gathered in my duration. I have done my best to write this report accurately, concisely, and professionally.

I personally recognize the guidance and assistance I have received from you and other stakeholders, which helped significantly in the completion of the work. I trust that the report is as you expected and will be useful to you.

In case you need more information or explanation, kindly do not hesitate to reach out to me. Appreciation for your time and consideration.

Sincerely yours,

Mehrab Hussain

ID: 111 201 214

United International University

# Certification of similarity index

## Operations Management of World Expo Hub (B2B Business)

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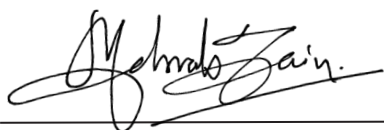
## Declaration of the student



I certify that research, findings, and analysis presented in this project report titled Operation Management of World Expo Hub Ltd.' are original work, research, and analysis of mine. The report has been prepared under the able guidance of Assistant Professor Dr. Mimnum Sultana, School of Business & Economics, United International University.

I hereby declare that the findings, interpretations, and conclusions expressed in this report are my own original work and have neither been plagiarised nor reproduced from any unauthorised source. All external material, data, or literature incorporated in this study have been properly cited and referenced, in accordance with the university's academic integrity guidelines.

I further state that the report has not been presented to any other institution or organizations for any academic qualification, including a degree, diploma, or certificate. During preparation of this work, I have followed strictly the United International University mandated ethical standards, formatting guidelines, and academic principles. I affirm that it is of the highest standard in terms of academic integrity and professionalism.

A handwritten signature in black ink, appearing to read 'Mehrab Hussain'.

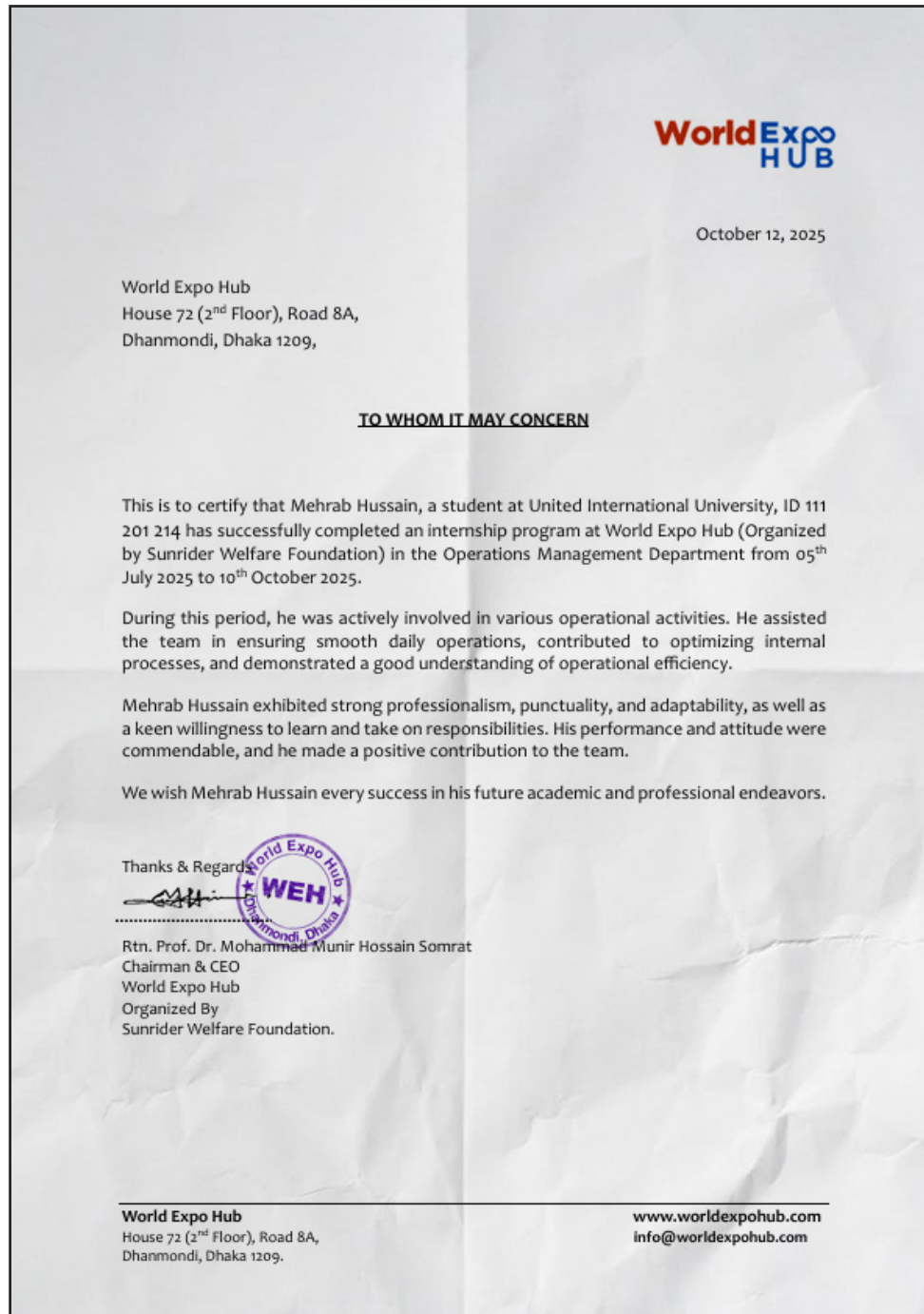
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## Corporate evidence



## Acknowledgement



I'd like to thank Almighty for giving me strength, patience, and determination to complete my internship at World Expo Hub with the Operations, Inside Dhaka Operation Team.

First, I'd like to thank my internship coordinator, Dr. Mimnun Sultana, an Assistant Professor at United International University's School of Business and Economics (SOBE). Her encouragement, assistance, and suggestions were invaluable while writing this piece.

I am very grateful to my supervisor, Nasim-Uddin Shah, Assistant Manager of Operations at World Expo Hub, for his ongoing support, valuable guidance, and constructive criticism throughout the internship. Their mentorship has helped me improve my analytical, operational, and problem-solving abilities.

I would like to thank the Inside Dhaka Operations team for their support and encouragement during my internship, which was both enjoyable and informative. I have gained practical knowledge and experience in daily operation management.

Finally, I'd want to thank World Expo Hub Ltd for allowing me to work in a dynamic and fast-paced operational environment. This internship provided valuable practical experience and helped me better understand B2B platform operations in Bangladesh.

## Executive summary



This report is based on my internship at World Expo Hub, a growing company in Bangladesh that focuses on connecting businesses through trade fairs, exhibitions, and online-offline platforms. The main purpose of this internship was to understand how operational management works in a professional environment and how different departments work together to achieve company goals.

During my internship, I learned how the company manages its daily operations, coordinates between clients and service providers, and ensures smooth event and project execution. I also observed how the operation team plans, organizes, and monitors every task to maintain quality service and timely delivery.

World Expo Hub mainly operates as a B2B platform, helping businesses promote their products and services both locally and internationally. I had the opportunity to work closely with the operations and business development teams, which helped me gain hands-on experience in communication, planning, client coordination, and process improvement.

The internship allowed me to understand the importance of efficiency, teamwork, and time management in operations. It also helped me develop problem-solving skills and practical knowledge about how a company manages its workflow to meet client expectations.

Overall, this internship at World Expo Hub was a valuable learning experience that strengthened my professional skills and provided a clear understanding of real-world operational management practices.

## List of acronyms and abbreviations



|                                |         |
|--------------------------------|---------|
| Standard Operating Procedures  | SOP     |
| Project Lifecycle              | PLC     |
| Key Performance Indicator      | KPI     |
| Resource Allocation            | RA      |
| Workflow                       | WF      |
| Event Operations Team          | EO Team |
| Client Relationship Management | CRM     |
| Risk Management                | RM      |
| Inbound Operations             | IB Ops  |
| Outbound Operations            | OB Ops  |
| Stakeholder                    | SH      |
| Continuous Improvement         | CI      |
| Operational Efficiency         | OE      |

## Table of contents



| <b>PRELIMINARY PAGES</b>       |                                     |          |
|--------------------------------|-------------------------------------|----------|
| SL No.                         | Particulars                         | Page No. |
|                                | Letter of transmittal               | I        |
|                                | Certificate of similarity index     | II       |
|                                | Declaration of the student          | III      |
|                                | Corporate evidence                  | IV       |
|                                | Acknowledgement                     | V        |
|                                | Executive summary                   | VI       |
|                                | List of acronyms and abbreviations  | VII      |
| <b>Chapter 1: Introduction</b> |                                     |          |
| SL No.                         | Particulars                         | Page No. |
| 1.1                            | Introduction                        | 2        |
| 1.2                            | Background of the study             | 2        |
| 1.3                            | Objective of the report             | 3        |
| 1.3.1                          | Primary objective                   | 3        |
| 1.3.2                          | Secondary objective                 | 3        |
| 1.4                            | Methodology of the study            | 4        |
| 1.4.1                          | The sources of the data             | 4        |
| 1.4.2                          | Primary sources                     | 4        |
| 1.4.3                          | Secondary sources                   | 5        |
| 1.5                            | Scope and limitations of the report | 5        |
| 1.5.1                          | Scope of the report                 | 5        |
| 1.5.2                          | Limitations of the report           | 6        |

|                                                          |                                                      |          |
|----------------------------------------------------------|------------------------------------------------------|----------|
| 1.6                                                      | Definition of key terms                              | 7        |
| 1.7                                                      | Internship positions, duties and responsibilities    | 8        |
| 1.7.1                                                    | Position                                             | 8        |
| 1.7.2                                                    | Duties and responsibilities                          | 8        |
| 1.8                                                      | Training and development                             | 9        |
| <b>Chapter 2: Organizational Overview</b>                |                                                      |          |
| SL No.                                                   | Particulars                                          | Page No. |
| 2.1                                                      | Overview of World Expo Hub                           | 12       |
| 2.1.1                                                    | Company hierarchy                                    | 13       |
| 2.2                                                      | Main features of World Expo Hub                      | 13       |
| 2.3                                                      | Mission, Vision, Slogan and values of world expo hub | 15       |
| 2.3.1                                                    | Mission                                              | 15       |
| 2.3.2                                                    | Vision                                               | 15       |
| 2.3.3                                                    | Values                                               | 15       |
| 2.3.4                                                    | Slogan                                               | 15       |
| 2.4                                                      | Core B2B Products of World Expo Hub                  | 16       |
| 2.5                                                      | Achievements and expansions                          | 16       |
| 2.6                                                      | SWOT analysis of World Expo Hub                      | 17       |
| 2.6.1                                                    | Strengths                                            | 17       |
| 2.6.2                                                    | Weakness                                             | 17       |
| 2.6.3                                                    | Opportunities                                        | 18       |
| 2.6.4                                                    | Threats                                              | 19       |
| <b>Chapter 3: Operation Management of World Expo Hub</b> |                                                      |          |
| SL No.                                                   | Particulars                                          | Page No. |
| 3.1                                                      | Introduction to operation at world expo hub          | 21       |
| 3.2                                                      | Framework and workflow at world expo hub             | 22       |
| 3.3                                                      | Size, trend and maturity of marketing industry       | 23       |

|                                                    |                                                                 |          |
|----------------------------------------------------|-----------------------------------------------------------------|----------|
| 3.4                                                | Member and promotional fee for new starters                     | 24       |
| 3.4.1                                              | Membership and tier fees                                        | 24       |
| 3.4.2                                              | Benefits & promotional features                                 | 24       |
| 3.4.3                                              | Process & renewal                                               | 25       |
| 3.5                                                | International expos and trade fairs                             | 25       |
| 3.5.1                                              | Nature and purpose                                              | 25       |
| 3.5.2                                              | Operational components                                          | 25       |
| 3.5.3                                              | Operational challenges & considerations                         | 27       |
| 3.6                                                | Digital and hybrid events                                       | 28       |
| 3.7                                                | Promoting cross border trade and investments                    | 29       |
| 3.8                                                | Quality Assurance                                               | 30       |
| 3.9                                                | Conclusions                                                     | 31       |
| <b>Chapter 4: B2B Strategies of World Expo Hub</b> |                                                                 |          |
| SL No.                                             | Particulars                                                     | Page No. |
| 4.1                                                | B2B Strategies                                                  | 33       |
| 4.1.1                                              | Primary strategies                                              | 33       |
| 4.1.2                                              | Current Strategy                                                | 34       |
| 4.1.3                                              | Use of CRM software at B2B sector                               | 34       |
| 4.2                                                | Operational and service delivery strategies (B2B Fo-<br>cused)  | 35       |
| 4.3                                                | B2B process flow chart                                          | 36       |
| 4.4                                                | Who are the clients and customers                               | 36       |
| 4.5                                                | Customer relationship and segmentation                          | 39       |
| 4.6                                                | Annual report and KPI data of B2B business of World<br>Expo Hub | 41       |
| <b>Chapter 5: Conclusion and Recommendation</b>    |                                                                 |          |
| SL No.                                             | Particulars                                                     | Page No. |
| 5.1                                                | Key understandings                                              | 44       |

|                        |                                                      |          |
|------------------------|------------------------------------------------------|----------|
| 5.1.1                  | Coordination across departments is critical          | 44       |
| 5.1.2                  | Detailed planning and contingency management         | 44       |
| 5.1.3                  | Time management and sequencing                       | 45       |
| 5.1.4                  | Resource optimization matters                        | 45       |
| 5.1.5                  | Quality control and standardization                  | 45       |
| 5.1.6                  | Data and feedback loops drive improvement            | 45       |
| 5.1.7                  | Client expectations and flexibility must be balanced | 45       |
| 5.1.8                  | Risk management and compliance                       | 46       |
| 5.1.9                  | Scalability and repeatability                        | 46       |
| 5.2                    | Recommendations                                      | 46       |
| 5.2.1                  | Standardize processes with documented SOPs           | 46       |
| 5.2.2                  | Implement a centralized project management system    | 47       |
| 5.2.3                  | Strengthen communication and coordination channels   | 47       |
| 5.2.4                  | Capacity planning and resource allocation            | 48       |
| 5.2.5                  | Vendor and supplier management                       | 48       |
| 5.2.6                  | Quality control and inspection checkpoints           | 48       |
| 5.2.7                  | Recommendations specific for international expos     | 49       |
| 5.3                    | Conclusion                                           | 50       |
| <b>List of Tables</b>  |                                                      |          |
| SL No.                 | Particulars                                          | Page No. |
| 3.4.1                  | Membership tiers & fees                              | 24       |
| <b>List of Figures</b> |                                                      |          |
| SL No.                 | Particulars                                          | Page No. |
| Figure 01              | Organogram of the company                            | 13       |
| Figure 02              | Workflow chart of World Expo Hub                     | 23       |

|            |                                           |    |
|------------|-------------------------------------------|----|
| Figure 03  | Digital and hybrid event workflow diagram | 29 |
| Figure 04  | B2B process flowchart                     | 36 |
| Figure 05  | B2B client onboarding flowchart           | 39 |
| References |                                           | 52 |
| Appendix   |                                           | 55 |

CHAPTER ONE

# INTRODUCTION

## Chapter one



# *Introduction*

## 1.1 Introduction

This report is based on my internship at World Expo Hub, a company that connects businesses and industries through global exhibitions and trade shows. The internship focused on learning about operations management, which deals with planning, organizing, and managing resources to deliver services effectively. During my time at the company, I was involved in different operational activities such as event planning, coordination, and resource management. The purpose of this report is to share my learning experiences, highlight the company's operational practices, and reflect on how these activities contribute to their overall success.

## 1.2 Background of Study

World Expo Hub is an event solutions company specializing in designing, organizing, and executing international trade fairs, exhibitions, and corporate events. It functions as a full-service provider, managing services from venue planning and both construction to logistics, on-site coordination, and post-event evaluation.

Operations management is at the heart of World Expo Hub's business model. The company must seamlessly coordinate multiple interdependent processes, including procurement of materials, scheduling of labor and contractors, logistics of shipping exhibits, quality control, and risk mitigation to deliver successful events on tight timelines and budget constraints. The

operational complexity is heightened by uncertainties such as changes in client requirements, vendor delays, transportation disruptions, and variations in demand for exhibition space.

This internship offers an opportunity to observe and participate in these operational processes and to analyse how World Expo Hub aligns its resources, processes, and workflows to ensure reliability, timeliness, and cost efficiency. The insights gained will help illustrate how operations management principles are applied in a real-world event services context and identify areas for improvement in process design, resource allocation, and performance measurement.

## 1.3 Objectives of the Report

The main purpose of this report is to present a comprehensive understanding of the operational activities and management practices at World Expo Hub. It reflects the practical knowledge and experience gained during the internship period and connects them with relevant academic concepts of operations management.

### *1.3.1 Primary Objective*

The primary objective of this report is to analyze and understand the core operational processes of World Expo Hub. This includes exploring how the company manages its daily activities, resources, and workflows to ensure smooth business operations and customer satisfaction.

### *1.3.2 Secondary Objective*

- To identify the different functions and responsibilities of the operations management team.
- To observe and understand the company's internal processes, including order handling, logistics coordination, and inventory management.
- To assess how technology and strategies are used to improve operational efficiency.
- To gain practical knowledge that supports academic learning and enhances professional skills.

- To provide suggestions or insights for further improvement in operational activities.

## 1.4 Methodology of the Study

The methodology of the report is provided here:

### *1.4.1 The Source of The Data*

The report's objectives were supported by the collection of both primary and secondary data.

### *1.4.2 Primary Sources*

The primary data was collected directly from the workplace of World Expo Hub during the internship period. These data are firsthand, original, and based on practical experiences and interactions within the company. The major sources of primary data include:

- **Direct Observation:** Observing day-to-day operations, workflows, and internal processes of World Expo Hub.
- **Personal Experience:** Gaining insights through active participation in assigned tasks and projects.
- **Interviews and Discussions:** Engaging in conversations with supervisors, managers, and colleagues to understand company practices and operational challenges.
- **Official Meetings:** Attending team meetings and briefings where internal strategies and performance updates were discussed.

These primary sources provided real-time and practical knowledge of how World Expo Hub functions, enabling a detailed and authentic analysis.

### *1.4.3 Secondary Sources*

Secondary data was collected from published and documented materials related to World Expo Hub and its industry. These data sources helped to complement the primary findings and provided broader perspectives. The main secondary sources include:

- **Company Documents:** Annual reports, policy guidelines, and internal documentation shared by the organization.
- **Official Website:** Information available on the official World Expo Hub website, including service portfolios, mission statements, and company updates.
- **Industry Reports:** Research papers, articles, and publications related to the logistics and event management sector.
- **Academic Resources:** Books, journals, and previous internship report relevant to operations and management practices.

The secondary data helped validate the information gathered from primary sources and provided additional context to make the report more comprehensive and reliable.

## **1.5 Scope and Limitations of the Report**

This report has been prepared based on the internship experience at World Expo Hub. It aims to provide a comprehensive understanding of the company's operations, management practices, and industry relevance. The following subsections highlight the scope and limitations of the report.

### *1.5.1 Scope of the Report*

The scope of this internship report is broad enough to cover both theoretical and practical aspects of organizational learning. It focuses on analysing the operational and management practices of World Expo Hub while also linking academic knowledge with real-life corporate experience. The major areas within the scope of the report include:

- **Organizational Overview:** Understanding the structure, mission, vision, and core services of World Expo Hub.

- **Operational Activities:** Observing and analysing how the company manages its projects, clients, and events.
- **Learning Experience:** Gaining hands-on experience through assigned tasks and responsibilities.
- **Industry Insight:** Exploring the company's role in the broader business and event management sector.
- **Application of Theories:** Relating classroom knowledge to practical organizational practices.

This scope ensures that the report reflects both the academic requirements of the internship program and the professional experience gained at World Expo Hub.

### *1.5.2 Limitation of the Report*

Despite efforts to make the report accurate and comprehensive, certain limitations were encountered during the preparation. These limitations are as follows:

- **Time Constraints:** The internship period was limited, which restricted the depth of data collection and analysis.
- **Confidentiality Issues:** Some internal data and company information were confidential and could not be disclosed.
- **Limited Exposure:** Access to all departments and operational areas was not possible within the internship timeframe.
- **Secondary Data Availability:** Limited published materials on World Expo Hub reduced the extent of secondary research.
- **Subjectivity:** Observations and interpretations are partly based on personal experience, which may involve individual bias.

These limitations may have affected the overall depth of the report; however, every effort was made to ensure accuracy and reliability within the available resources and scope.

## 1.6 Definition of Key Terms

**Standard Operating Procedures (SOP):** A structured set of step-by-step instructions prepared by World Expo Hub to guide employees in routine tasks, ensuring consistency, efficiency, and quality in operations. SOPs minimize errors and improve overall performance in event and project management.

**Project Lifecycle (PLC):** The series of stages through which a project progresses, including initiation, planning, execution, monitoring, and closure. At World Expo Hub, this is used to manage client events and operational projects systematically.

**Key Performance Indicator (KPI):** Quantifiable metrics used to measure the efficiency and success of operations. For World Expo Hub, KPIs may include event completion timelines, client satisfaction levels, and cost-effectiveness of operations.

**Resource Allocation (RA):** The process of assigning available resources—such as manpower, budget, and equipment—to tasks and projects. Proper resource allocation ensures smooth execution of events and operations at World Expo Hub.

**Workflow (WF):** A defined sequence of processes or tasks through which work passes from initiation to completion. Workflows at World Expo Hub guide employees in event planning, vendor coordination, and client servicing.

**Event Operations Team (EO Team):** The team responsible for executing and managing live events, including vendor setup, client requirements, and on-site problem resolution.

**Client Relationship Management (CRM):** A systematic approach to managing the company's interactions with clients. At World Expo Hub, CRM ensures effective communication, stronger partnerships, and higher client retention.

**Risk Management (RM):** The process of identifying, evaluating, and mitigating potential risks that may disrupt operations. In World Expo Hub, risks may include vendor delays, technical failures, or budget overruns.

**Inbound Operations (IB Ops):** The processes related to receiving and preparing materials, equipment, or resources needed for an event or project. This may include vendor deliveries, equipment checks, and documentation.

**Outbound Operations (OB Ops):** Activities involved in dispatching or

delivering final outputs to clients, including event execution, final reporting, and feedback collection.

**Stakeholder (SH):** Any individual or group directly or indirectly affected by World Expo Hub's activities. Stakeholders include clients, employees, vendors, and external partners.

**Continuous Improvement (CI):** A long-term approach to consistently evaluate and enhance operational processes. At World Expo Hub, CI involves updating event strategies, adopting new technologies, and refining workflows.

**Operational Efficiency (OE):** The ability to deliver services effectively with minimal resource waste. World Expo Hub measures OE by the timeliness of project delivery, cost control, and quality of client outcomes.

## 1.7 Internship Position, Duties and Responsibilities

During the internship period at World Expo Hub, the assigned role was that of a Management Operations Intern. This position was designed to provide practical exposure to the operational processes of the organization while contributing to the execution of day-to-day activities. The role served as a bridge between theoretical learning and real-world application, allowing the intern to gain firsthand insights into event and project operations.

### 1.7.1 Position

The internship position was designated as Operations Management Intern at World Expo Hub. This role was designed to provide exposure to the operational framework of the organization and to allow active participation in daily activities related to event and project execution. The position emphasized learning through observation, engagement with internal teams, and contribution to operational tasks that support organizational efficiency.

### 1.7.2 Duties and Responsibilities

As a Management Operations Intern, the duties and responsibilities were centered on supporting the smooth functioning of operational activities. The key areas of involvement included:

- **Operational Support:** Assisting the operations team in coordinating day-

to-day activities, including project tracking, resource allocation, and event preparation.

- **Documentation and Reporting:** Preparing operational documents, maintaining records, and supporting the development of reports for internal use.
- **Team Coordination:** Working with different departments to ensure alignment in schedules, task completion, and client requirements.
- **Process Observation:** Monitoring workflows and learning how operational procedures are designed, implemented, and evaluated.
- **Client Interaction Support:** Assisting in communication with clients when necessary, ensuring that feedback and requirements are properly addressed.
- **Research and Analysis:** Collecting and reviewing information related to vendors, logistics, and industry practices to support operational planning.
- **Task Execution:** Performing assigned tasks under supervision, such as managing checklists, following SOPs, and contributing to event-related logistics.
- **Continuous Learning:** Adapting to dynamic situations, identifying gaps in processes, and suggesting improvements when possible.

## 1.8 Training and Development

During the internship at World Expo Hub, structured training and guided development activities were provided to enhance both technical and managerial competencies. The training was designed to familiarize the intern with organizational operations, industry practices, and professional standards, while also promoting practical application of academic knowledge.

### Training Areas:

1. **Orientation Program:** Introduction to the organizational structure, operational processes, and standard operating procedures (SOPs) of World Expo Hub.
2. **Operational Training:** Exposure to workflow management, documentation

systems, and resource allocation methods used within the company.

3. **Technology Tools:** Hands-on practice with software and digital platforms utilized for scheduling, reporting, and client communication.
4. **Team Collaboration:** Training sessions on effective teamwork, professional communication, and coordination with cross-functional departments.

#### Development Outcomes:

1. **Practical Skills:** Improved ability to manage tasks, monitor operations, and understand the logistics behind event and project execution.
2. **Analytical Thinking:** Development of problem-solving skills through observation of real-time challenges and participation in solution-oriented discussions.
3. **Professional Growth:** Enhanced interpersonal communication, adaptability, and time-management skills through exposure to dynamic work environments.
4. **Knowledge Integration:** Ability to link academic concepts of management operations with real-world organizational practices.

CHAPTER TWO

# **ORGANIZATIONAL OVERVIEW**

## Chapter Two

# *Organizational Overview*

### 2.1 Overview of World Expo Hub Limited.

World Expo Hub is a global platform dedicated to organizing exhibitions, trade events, and networking opportunities for businesses, entrepreneurs, and industry stakeholders. Its primary mission is to facilitate international trade, showcase innovation, and foster meaningful connections in diverse sectors.

Headquartered in Dhaka, Bangladesh, World Expo Hub operates through multiple programs and initiatives that bring together exhibitors, sponsors, and attendees from around the world. The organization runs events across a variety of thematic sectors, including trade and commerce, technology and innovation, real estate and infrastructure, health and wellness, arts and culture, sustainability, and education.

World Expo Hub is structured with a board of directors, advisory council, secretariats, and standing committees focused on areas such as branding & social media marketing, finance & investment, technology & communication, public relations, and cross-border e-commerce. It also maintains a membership model to engage corporate and individual stakeholders and offers sponsorship opportunities to support its events and programs.

By combining event management, strategic partnerships, thought leadership, and sectoral expertise, World Expo Hub aims to become a trusted partner for organizations seeking exposure, growth, and collaboration in the global marketplace.

### 2.1.1 Company hierarchy

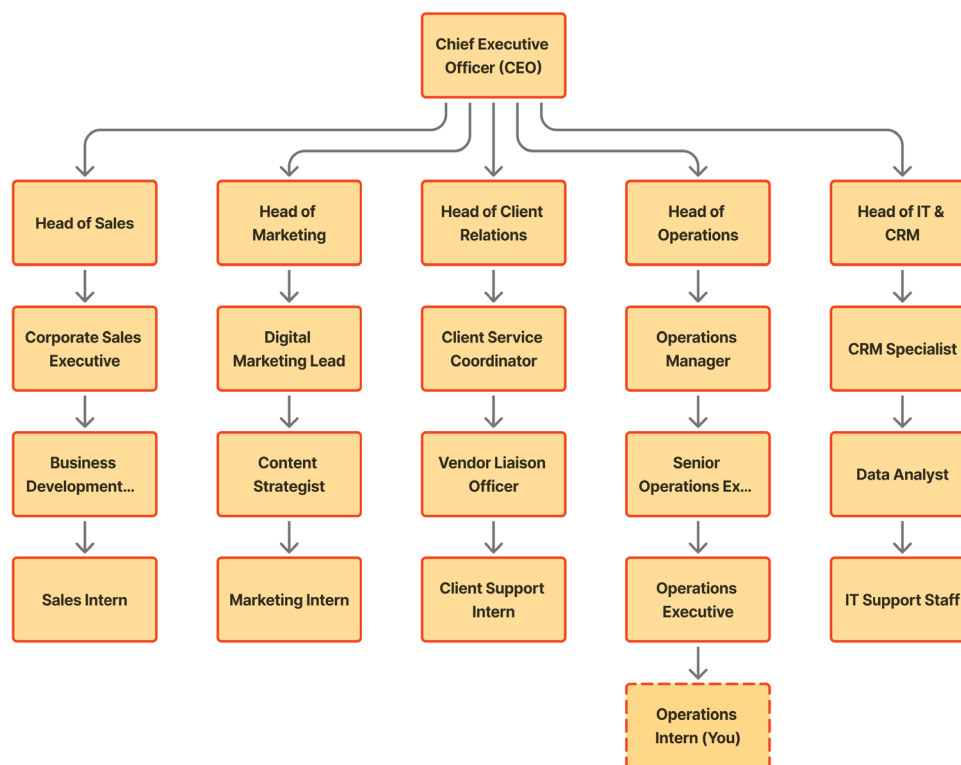


**Figure 1: Organogram of the Company**

## 2.2 Main Features of World Expo Hub Limited.

### ■ Global Exhibitions and Trade Fairs

World Expo Hub organizes large-scale exhibitions, trade fairs, and expos that bring together exhibitors, buyers, and businesses from different countries. These events showcase products, services, and innovations across a wide range of sectors.

### ■ Networking and Business Connections

A key feature is facilitating connections among industry professionals, entrepreneurs, investors, and decision-makers. World Expo Hub hosts B2B and B2C meetings, forums, and workshops to help members build partnerships and collaborations.

### ■ Industry-Focused Conferences and Seminars

The organization conducts events dedicated to specific industries. These include seminars and conferences on topics such as technology, innovation,

health and wellness, real estate, and sustainability, where experts share knowledge and trends.

#### ■ **Diverse Sector Coverage**

World Expo Hub operates across many sectors, including trade and commerce; technology and innovation; real estate and infrastructure; manufacturing; health and wellness; arts and culture; sustainability and environment; education and professional development; and international disabilities initiatives.

#### ■ **Inclusive Events and Social Responsibility**

The organization places emphasis on inclusivity, especially through events related to persons with disabilities. It promotes awareness, equal opportunity, and representation of disadvantaged or underrepresented groups.

#### ■ **Membership Structure and Benefits**

There are multiple membership categories (corporate, general, honorary, individual) tailored to different types of participants. Membership provides benefits such as global exposure, participation in high-profile events, access to resources and industry insights, and privileges like discounted event fees.

#### ■ **Support for Startups and Entrepreneurship**

World Expo Hub supports emerging businesses by providing platforms for startups to present ideas, gain visibility, and connect with funding or mentorship. It also helps them engage with established businesses and stakeholders.

#### ■ **Promotion of Sustainability and Innovation**

The organization features programs and events that highlight eco-friendly solutions, green technologies, renewable energy and other sustainable development practices. Innovation in technology is also a prominent theme in many of its events.

## 2.3 Mission, Vision, Slogan and Values of World Expo Hub

### 2.3.1 Mission

World Expo Hub aims to facilitate international trade, showcase groundbreaking ideas, and provide a stage for businesses, entrepreneurs, and industry leaders to thrive in the global marketplace. It is committed to creating opportunities for growth, learning, and lasting partnerships through exhibitions, trade events, and networking.

### 2.3.2 Vision

World Expo Hub envisions becoming a premier global platform where collaboration and innovation empower diverse industries. It seeks to shape global opportunities by connecting businesses across sectors, enabling them to stay ahead through insight and exposure.

### 2.3.3 Values

1. Collaboration: Encouraging partnerships among exhibitors, attendees, sponsors, and other stakeholders to foster mutual success.
2. Innovation: Promoting new, creative, and forward-thinking ideas in trade, technology, sustainability, and other sectors.
3. Inclusivity: Ensuring that a wide range of industries, including persons with disabilities, are represented and have opportunities within the platform.
4. Excellence: Maintaining high quality in event organization, service delivery, and participant experience.
5. Insight-driven growth: Sharing trends, knowledge, and strategies to help members make informed decisions and grow in the competitive global environment.

### 2.3.4 Slogan

*“Connecting Businesses, Inspiring Growth, Shaping Global Opportunities”*

## 2.4 Core B2B Products of World Expo Hub

World Expo Hub operates as a platform, so many different sellers (businesses) supply many kinds of products. Here are the main product types/categories:

1. Electronics & Devices
2. Home Appliances & Kitchen Electricals
3. Fashion & Apparel
4. Beauty, Health & Personal Care
5. Home, Living & Lifestyle
6. Groceries & Everyday Essentials
7. Baby, Kids & Toys
8. Sports, Fitness & Outdoors
9. Automotive & Motorbike Accessories
10. Home Office, Computing

## 2.5 Achievements and Expansions

- World Expo Hub has rapidly established itself since its founding year, creating a platform that connects businesses, entrepreneurs, and industry decision-makers globally.
- It has organized high-profile events like the Golden Citizen Carnival, Miss Angel (Bangladesh), and the International Disabilities Conference, increasing its visibility and reputation in different industries.
- The membership programme has expanded, offering multiple categories (corporate, general, honorary, individual) with benefits such as global exposure, participation in prestigious events, and access to learning resources.
- In its sector coverage, World Expo Hub has broadened operations into diverse fields including real estate & infrastructure, manufacturing & industry, health & wellness, arts & culture, sustainability & environment, and education & professional development. This expansion reflects its growth into multiple domain areas.

- The organization has increased its event portfolio and news visibility, conducting and promoting events that engage both local and international participants. This helps strengthen its brand and trust among stakeholders.

## 2.6 SWOT analysis of World Expo Hub

Below is the analysis of the internal strengths and weaknesses of World Expo Hub, and external opportunities and threats.

### 2.6.1 Strengths

- Strong global platform for exhibitions and trade fairs, enabling businesses to reach international markets.
- Wide sector coverage operates in areas such as trade & commerce, technology & innovation, health & wellness, real estate & infrastructure, arts & culture, sustainability & environment, education & professional development.
- Robust networking opportunities organizes B2B and B2C meetings, workshops, forums, and conferences that connect entrepreneurs, industry experts, investors, and stakeholders.
- Inclusive focus includes programs for people with disabilities, cultural exchange, sustainability, which can improve reputation and broaden appeal.
- Membership model various membership tiers with benefits like exposure, access, and privileges.

### 2.6.2 Weaknesses

- Possible dependency on physical events and expos; during disruptions (e.g., pandemics, travel restrictions) these could be heavily affected.
- Scaling issues organizing large-scale international events across many sectors requires strong logistical and managerial capacity, potential strain on resources.
- Competition: many players in global expo/trade fair industry, which could make it difficult to differentiate.

- Cost structure high costs involved in organizing expos, travel, venue, promotion could reduce profit margins.
- Visibility in less served markets: while strong in some sectors, may have less reach or recognition in certain geographies or amongst smaller businesses.

### *2.6.3 Opportunities*

- Growing demand for global networking and trade, especially as economies recover and globalization resumes.
- Increasing interest in sustainability, inclusion, technology, and innovation themes aligning with company's sector focus offers chance to lead.
- Digital and hybrid event formats: optionally combining virtual events with physical ones to reach more people and reduce costs. (Inferred)
- Partnerships with other international bodies, governments, or cultural organizations to co-host events or expand into new regions.
- Expansion of membership base (corporate, honorary, individual) particularly in underrepresented sectors or regions.
- Offering more educational, capacity-building, and professional development programs to strengthen value proposition.

### *2.6.4 Threats*

- Uncertainty due to external shocks: pandemics, travel bans, geopolitical tensions could disrupt events.
- Competition from established expo organizers who have greater resources or brand recognition.
- Economic downturns may reduce spending by businesses on exhibitions, marketing, international travel.
- Regulatory or logistical barriers: visas, customs, import/export regulations, venue approvals, etc., could complicate operations.
- Rapid changes in technology or attendee preferences (e.g. virtual events, remote networking) may require World Expo Hub to adapt quickly or risk losing relevance.

CHAPTER THREE

**OPERATION  
MANAGEMENT OF  
WORLD EXPO HUB**

## Chapter Three



# *Operation Management of World Expo Hub*

## 3.1 Introduction to Operation at World Expo Hub

**W**orld Expo Hub operates as a platform that arranges and manages international expos, trade fairs, conferences, and networking events. Its operations are designed to connect businesses, entrepreneurs, and stakeholders from different sectors and regions.

The company works through several core operational activities:

- Planning and organizing large-scale exhibitions and trade fairs across multiple industries. These events involve selecting venues, coordinating logistics, arranging exhibitor and visitor participation, and ensuring sector-representative displays.
- Facilitating networking through B2B (business-to-business) and B2C (business-to-customer) meetings, workshops, and forums. These gatherings aim to build partnerships, trade links, and business growth opportunities.
- Hosting industry-specific conferences and seminars where experts and thought leaders share insights, trends, and innovations relevant to their fields. These events help in knowledge dissemination and sector development.
- Promoting cross-border trade and investment by helping companies from different countries connect with each other. This includes matching importers, exporters, investors, and supporting international expansion.

- Showcasing arts, culture, heritage, and promoting sustainability. The operations include cultural exhibitions, events for persons with disabilities, green technology showcases, and programs emphasizing environmental awareness.
- Supporting startups and entrepreneurial initiatives. The organization provides platforms for new ventures to pitch ideas, get exposure, and seek mentorship and investment.
- Organizing educational and professional development events, such as career fairs, training sessions, and workshops, often in collaboration with academic or institutional partners.
- Deploying digital and hybrid event formats to widen participation. Virtual networking, digital showcases, and live streaming are parts of their operations, especially to ensure that people who cannot attend physically can still participate.

Internally, World Expo Hub's operations involve structuring teams, membership management, event promotion, and sector management. It ensures participants, exhibitors, and sponsors receive support throughout pre-event preparation, during the event, and post-event follow-ups. These operational processes are crucial for delivering smooth, high-quality experiences.

### **3.2 Framework and Workflow at World Expo Hub**

World Expo Hub follows a structured framework to manage exhibitions, trade fairs, and networking events. Its workflow includes planning, stakeholder engagement, event preparation, execution, and post-event review. Each stage involves coordination among specialized teams to ensure smooth delivery.

The planning stage sets objectives, selects themes, and manages budgeting and logistics. At the same time, the membership and stakeholder engagement stage involves reaching out to sponsors, exhibitors, and members, while offering different membership packages with specific benefits.

In the event preparation stage, exhibitor registrations are finalized, layouts are designed, and technical and logistical arrangements are made. Accessibility, safety, and promotional activities are also ensured.

The execution stage covers the live management of the event. Teams

oversee exhibitions, seminars, and networking sessions while ensuring technical support and visitor assistance.

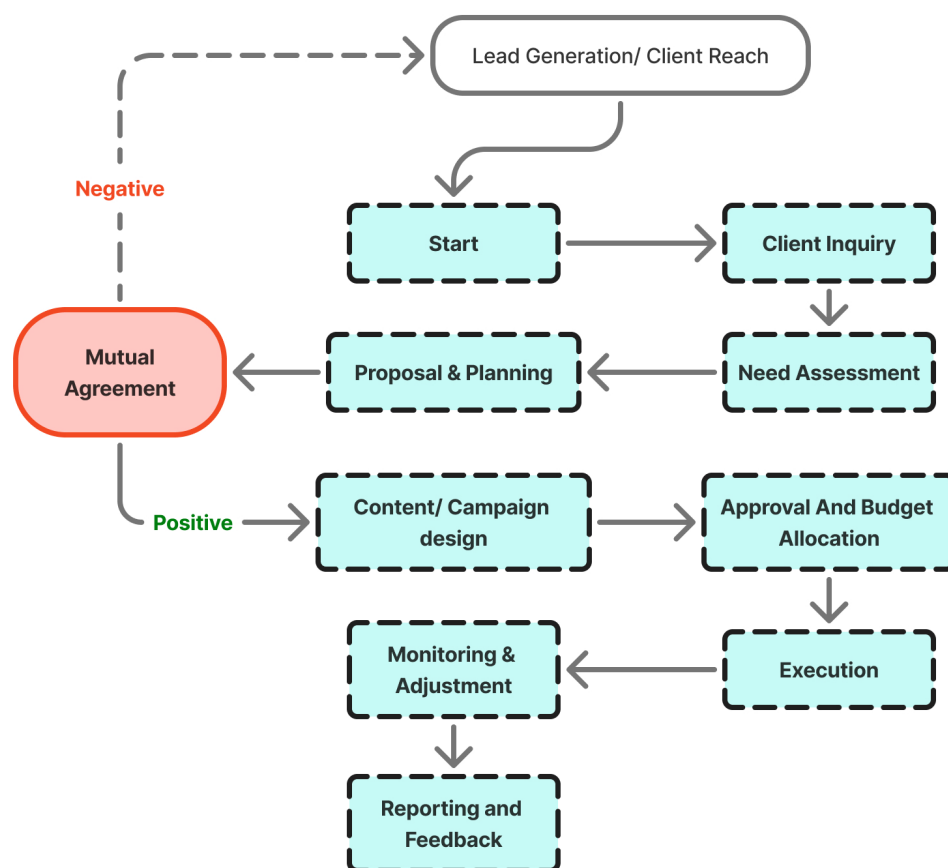


**Figure 02: Workflow Chart of World Expo Hub**

### 3.3 Size, Trend and Maturity of Marketing Industry

The marketing industry is a large and fast-growing sector. The global digital marketing market is valued at over USD 400 billion and is expected to almost triple by 2033. Marketing services connected to events and exhibitions are also expanding, as organizations invest more in branding, promotion, and audience engagement.

Recent trends show a clear shift from traditional advertising toward digital and event-based strategies. Companies now use digital platforms, social media, and influencer marketing to connect with audiences, while exhibitions and trade shows provide direct customer interaction. Personalization, automation, and the use of data analytics are also changing how campaigns are planned and measured.

The industry is mature but continues to evolve. Traditional marketing channels are slowing down, while digital and event marketing remain in strong growth. This creates opportunities for platforms like World Expo Hub, which combine marketing services with exhibition solutions to meet the changing needs of businesses.

### 3.4 Membership and Promotional Fee for new starters

World Expo Hub offers various membership tiers to suit different types of participants, such as individuals, corporations, and honorary members. The membership is valid for one year and must be renewed annually.

#### 3.4.1 Membership Tiers and Fees

| No. | Tier                  | Fees                               |
|-----|-----------------------|------------------------------------|
| 1   | Corporate Membership  | USD 500 (approximately BDT 42,500) |
| 2   | General Membership    | USD 300 (approximately BDT 25,500) |
| 3   | Honorary Membership   | USD 200 (approximately BDT 17,000) |
| 4   | Individual Membership | USD 100 (approximately BDT 8,500)  |

These fees apply to new members for the first year.

#### 3.4.2 Benefits and Promotional Features

Each membership level offers benefits tailored to its scale. Common benefits include:

- Invitations to all events and reduced entrance fees
- Being included in World Expo Hub's network and directory listings
- For corporate members, additional privileges such as hosting events through World Expo Hub, display of the member's logo and link on the World Expo Hub website, and reserved seating in functions.

### *3.4.3 Process and Renewal*

New starters choose a membership tier, register with required details, and complete payment of the subscription fee. Upon successful registration, members receive a unique membership ID and a certificate. The membership must be renewed each year at the same rate unless changed.

## **3.5 International Expos and Trade Fairs**

International expos and trade fairs are central to the activities of World Expo Hub. These large-scale events involve many stakeholders, numerous logistical elements, and complex operational demands. Understanding how they work and how operations management plays a role can help improve efficiency, quality, and stakeholder satisfaction.

### *3.5.1 Nature and Purpose*

World Expo Hub organizes international expos and trade fairs to bring together exhibitors, buyers, industry experts, and innovators across sectors. These events serve several purposes:

- Showcasing products, services, and innovations to a global audience.
- Facilitating business networking, partnerships, and trade/investment opportunities.
- Sharing industry insights, trends, and knowledge through conferences, seminars, and workshops that often accompany fairs.

These expos are international both in reach (participants from multiple countries) and in impact (opening new markets, enabling cross-border trade).

### *3.5.2 Operational Components*

Managing an international expo involves several key operational components that ensure smooth coordination and successful event execution. As an Operations Management intern, it is important to understand and focus on each of these areas.

## ■ Venue and Logistics Management

Venue selection is one of the most critical aspects, as it involves choosing a space that is easily accessible to international visitors and equipped with adequate infrastructure such as exhibition halls, power supply, connectivity, and safety measures. Logistics management includes the transportation of exhibitor materials, booths, and display items, as well as handling customs formalities when products are shipped across borders. Layout design also plays a significant role by ensuring proper booth placement, smooth visitor flow, clear signage, efficient utilities routing, and well-marked emergency exits.

## ■ Coordination of Stakeholders

Effective coordination among different stakeholders is essential for the expo's success. This includes regular communication with exhibitors regarding their requirements, booth setups, and event schedules. Collaboration with service providers and vendors—such as stand builders, audiovisual teams, security, cleaning, and catering services—is also crucial to ensure that contracts, responsibilities, and timelines are clearly defined. Additionally, coordination with internal teams like marketing, membership, operations, finance, and technical departments helps align responsibilities and schedules, ensuring overall organizational harmony.

## ■ Scheduling and Time Management

Time management is vital in organizing a large-scale event. A detailed timeline must be created covering all phases of the expo—pre-expo, during the expo, and post-expo. Each of these stages involves multiple tasks such as site preparation, registration, and dismantling. Strict adherence to deadlines for design, printing, and logistics is essential, as even small delays can lead to cascading problems and disrupt the event's overall flow.

## ■ Budgeting and Financial Control

Budgeting and financial management play a central role in operational planning. This includes estimating all potential costs such as venue rental, equipment, staffing, marketing, and travel expenses. On the revenue side, planning must account for participant fees, sponsorship fees, ticket sales, and membership income. Continuous monitoring of actual expenses against the budget is required to control cost overruns and to optimize resource use, ensuring cost efficiency without compromising the quality of the expo.

### ■ **Quality, Compliance, and Safety**

Maintaining quality and adhering to compliance standards are essential for a successful international expo. Quality control must be applied to booth construction, display setups, and promotional materials to maintain professional standards. Compliance with local regulations, permits, insurance requirements, customs laws, and safety codes—such as those related to health, fire, and security—is mandatory. Safety and risk management measures should include effective crowd control, emergency response plans, backup power systems, and medical readiness to handle unexpected situations.

### ■ **Marketing, Promotion, and Visitor Experience**

A strong marketing and promotional strategy is necessary to attract exhibitors and visitors before the event. This can include advertising campaigns, social media engagement, and partnership development. During the expo, ensuring a smooth visitor experience is crucial through services such as registration desks, clear wayfinding, information booths, and supportive staff assistance. After the event, post-expo activities should focus on collecting feedback, evaluating performance, and maintaining long-term relationships with participants and partners.

### ■ **Technology and Hybrid Components**

In the modern expo environment, technology plays a vital role in improving efficiency and accessibility. Digital tools can be used for exhibitor registration, visitor management, and event scheduling. Furthermore, hybrid or virtual components—such as live streaming, virtual booths, and remote participation—help extend the expo's reach to a wider global audience. These technological integrations not only enhance engagement but also ensure flexibility and inclusiveness in international event management.

## *3.5.3 Operational Challenges & Considerations*

Managing international expos is challenging. Here are several issues you may confront, with suggestions for managing them:

1. **Supply Chain / Shipping Delays:** Materials or exhibits arriving late from overseas can delay setup. Build buffer time; have local backups.

2. **Communication Barriers:** When working with international exhibitors or vendors, language and cultural differences may affect clarity. Use clear written guidelines; provide interpreters when needed.
3. **Regulatory/Customs Issues:** Import/export regulations, customs clearance, visas for exhibitors may cause unexpected delays. Have dedicated staff or partner agents who specialize in customs and legal compliance.
4. **Unforeseen Events:** Weather, technical failures, cancellations, or health emergencies can disrupt operations. Plan for contingency (backup plans, insurance, redundancy).
5. **Cost Overruns:** Expenses often higher than estimated (transport, labor, last-minute changes). Maintain tight contract management; negotiate well; monitor expense flows early and often.

### 3.6 Digital and Hybrid Events

World Expo Hub organizes both digital and hybrid events to meet the needs of global participants. A digital event is fully online, while a hybrid event combines physical presence with virtual participation. This model expands audience reach and creates more engagement opportunities.

From an operations management perspective, these events require coordination of technology, logistics, and content. The team ensures smooth streaming, prepares digital materials, manages venue arrangements for hybrid setups, and monitors performance during the event. Feedback and analytics are collected afterward to evaluate success.

In short, digital and hybrid events at World Expo Hub demonstrate how the company blends technology with traditional event practices, while ensuring effective operations and client satisfaction.

### DIGITAL AND HYBRID EVENT WORKFLOW

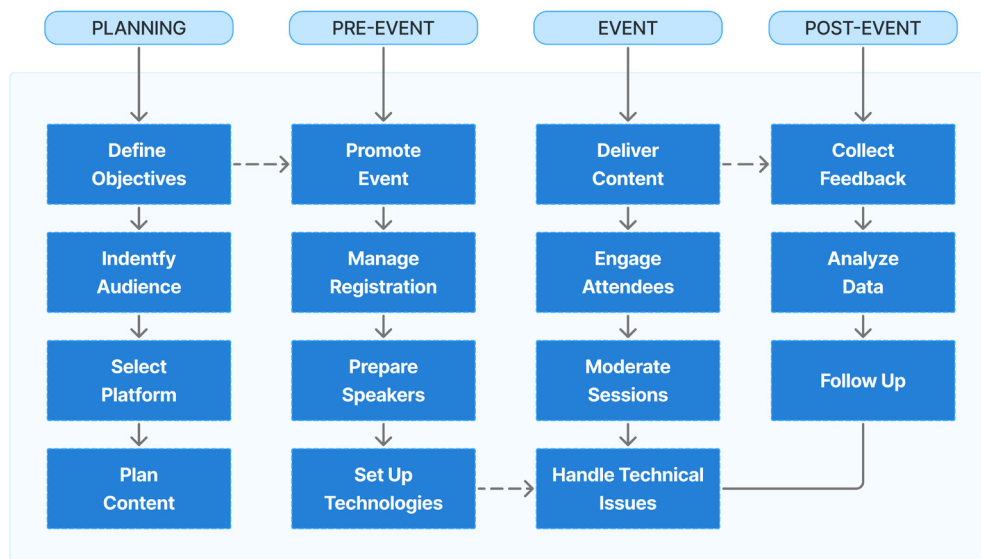


**Figure 03: Digital and Hybrid event workflow diagram**

## 3.7 Promoting Cross-Border Trade and Investments

World Expo Hub serves as a key facilitator for cross-border trade and investment by organizing international expos and fairs that bring together businesses, investors, and trade professionals from different countries. Through these events, firms gain exposure to foreign markets, form partnerships, and explore investment opportunities.

One example is the Golden Citizen Carnival-2025 held at Army Stadium in Dhaka. This event attracted companies and visitors from different sectors, including manufacturing, wellness, and art and culture. By showcasing products and services to both domestic and international attendees, exporters had the opportunity to connect with potential overseas buyers and establish new trade links.

Another concrete example is the International Disabilities Conference organized by World Expo Hub. This conference draws global stakeholders in health, technology, wellness, and inclusive development. It provides a forum for investors interested in assistive technologies and health-care innovations to discover new solutions, understand regulatory environments in various countries, and potentially collaborate across borders.

Operationally, World Expo Hub supports cross-border trade and investment by handling planning and logistics for exhibitors, arranging booths, promoting events globally, and facilitating networking sessions and B2B meetings. The company also ensures that members are aware of international trade norms and investment climates via seminars and event materials.

Finally, World Expo Hub's membership model amplifies these benefits. Members gain visibility in international trade fairs, access to global networking, and opportunities to present in high-profile events like the Golden Citizen Carnival or Miss Angel (Bangladesh). Such visibility helps young firms and startups attract foreign partners and investment.

### 3.8 Quality Assurance

At World Expo Hub, quality assurance ensures that all operations, events, and services meet predefined standards and client expectations. The purpose is to minimize errors, maintain consistency, and continuously improve performance.

First, standards and guidelines are established before any project begins. These guidelines cover event setup, marketing materials, logistics, vendor selection, customer service, and safety protocols. By having clear criteria, the team can objectively assess whether deliverables are acceptable.

During implementation, monitoring and inspection take place at multiple stages. For example, before printing materials or rolling out promotional campaigns, samples are reviewed. Venue setup and equipment checks happen early, so issues are caught before opening day. Any deviations from standards trigger corrective actions immediately.

After the event or project, evaluation and feedback are conducted. Performance metrics (attendance, engagement, cost variance, feedback scores) are collected and compared against targets. Clients, participants, and staff are surveyed to gather qualitative feedback. Lessons learned are documented and shared internally.

Finally, continuous improvement is a key part of quality assurance. Based on evaluations, the processes are refined. Best practices are updated in guidelines. Training is given to staff on weak areas. This iterative cycle helps World Expo Hub raise its service quality over time and maintain reputation in the exhibition and marketing industry.

### 3.9 Conclusion

In conclusion, the operation management at World Expo Hub plays a central role in ensuring that events, exhibitions, and marketing services are delivered smoothly, efficiently, and responsively. The operational framework from client onboarding and planning through execution, monitoring, and feedback provides a structured way to manage complexity and reduce risks.

Throughout my internship, I observed that clear communication, resource allocation, and real-time adjustment are critical success factors. The operations team must coordinate many moving parts: logistics, client coordination, content creation, vendor management, and performance tracking. When these components align, the result is high client satisfaction and successful events.

However, there remain opportunities for improvement. For example, further automation of routine workflows, better integration of data analytics for decision support, and formal documentation of best practices can enhance efficiency and scalability. Strengthening standard operating procedures (SOPs) and training for newer team members would also reduce inconsistencies.

Overall, the operations function at World Expo Hub is well established and increasingly robust. My internship experience has deepened my understanding of how operational strategies translate into execution quality. I believe that continuing to refine processes and adopt new tools will support the company's growth and service excellence in the competitive exhibition and marketing industry

CHAPTER FOUR

# **B2B STRATEGIES OF WORLD EXPO HUB**

## Chapter Four



# *B2B Strategies of World Expo Hub*

## 4.1 B2B Strategies

World Expo Hub uses clear business-to-business (B2B) strategies to connect buyers and sellers. The company focuses on creating a reliable marketplace where companies can find trading partners, suppliers, and buyers. It packages services around exhibitions, digital trade shows, and membership plans. These offerings are designed to reduce search costs for buyers and expand market access for sellers. World Expo Hub also emphasizes quality control and verified listings to build trust between businesses. The platform adds value by combining offline events with online tools, so companies can meet in person or trade remotely. Overall, the B2B strategy is to be a one-stop hub for trade facilitation and partnership building.

### 4.1.1 Primary Strategies

First, World Expo Hub focuses on market segmentation. The company divides the market by industry, company size, and export potential so it can offer tailored services. Second, it builds strong partnerships with chambers of commerce, trade associations, and logistic providers. These partnerships help with event content, credibility, and delivery. Third, the company invests in a clear value proposition: reliable lead generation, verified suppliers, and cost-effective exhibition packages. Fourth, operations are standardized to ensure consistent service quality. This includes checklists for event setup, supplier onboarding processes, and customer service scripts. Lastly, World Expo Hub uses membership and subscription models to create stable revenue and long-

term relationships.

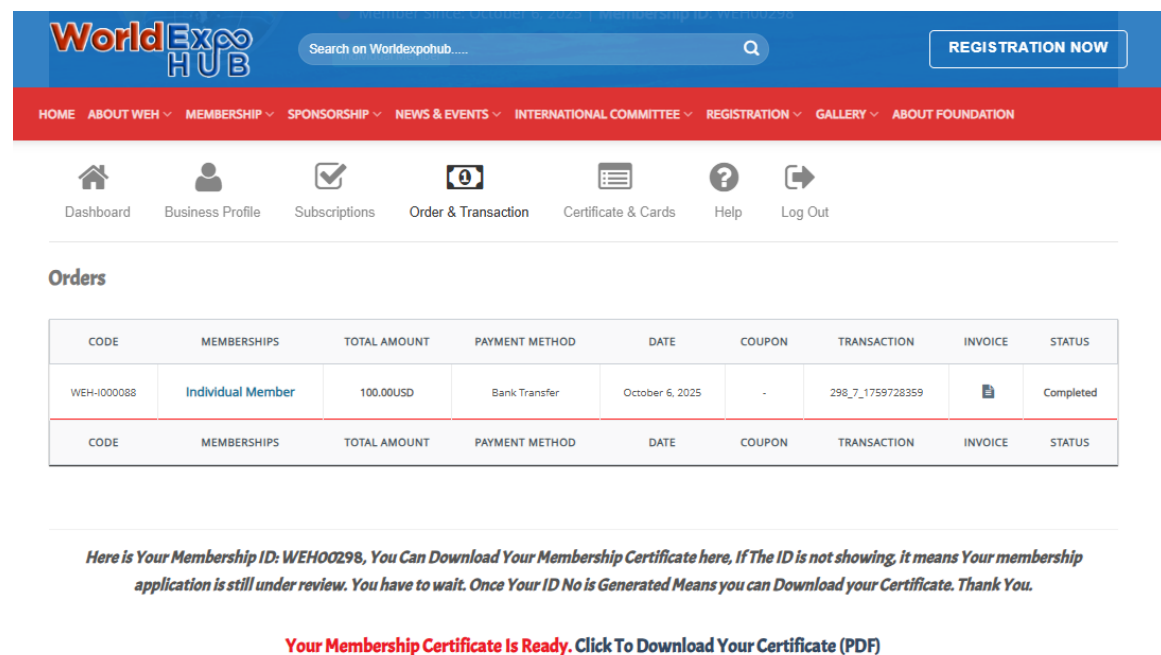
### *4.1.2 Current Strategy*

At present, World Expo Hub combines digital and physical approaches. It runs hybrid events where exhibitors can present online and meet buyers at physical venues. The company promotes membership plans that offer added visibility, analytics, and priority support. Marketing focuses on targeted digital campaigns, email outreach, and industry-focused webinars. Operationally, the company uses customer relationship management (CRM) tools to track leads and follow up with clients. There is also an emphasis on fast vendor onboarding, clear documentation, and logistical coordination to make participation easy. Risk management and contingency planning are applied to reduce disruptions during events and shipments.

### *4.1.3 Use of CRM software at B2B sector.*

The CRM (Customer Relationship Management) software used by World Expo Hub in its B2B business serves as a central platform to manage the full lifecycle of its client relationships from initial contact through event participation, membership, sponsorship, and post-event follow-up. In essence, the software helps the organisation track and store key data about corporate members, suppliers, sellers and agents. It enables the team to record contact information, membership tier or sponsorship level, event history (which expos or conferences the client has attended or exhibited at), meeting and networking engagements, and payment / contract status.

Finally, from an operational and strategic viewpoint, the CRM facilitates reporting and analytics: key metrics such as number of active clients, total revenue by client segment, lead-to-conversion rate, event participation frequency, and retention rates can all be drawn from the system. This enables the management of World Expo Hub to make data-driven decisions about which markets, sectors or membership tiers to focus on, thereby supporting sustainable growth in the B2B arena.



The screenshot shows the World Expo Hub user interface. At the top is a navigation bar with the logo, a search bar, and a 'REGISTRATION NOW' button. Below this is a menu bar with links: HOME, ABOUT WEH, MEMBERSHIP, SPONSORSHIP, NEWS & EVENTS, INTERNATIONAL COMMITTEE, REGISTRATION, GALLERY, and ABOUT FOUNDATION. A secondary menu contains icons and labels for Dashboard, Business Profile, Subscriptions, Order & Transaction, Certificate & Cards, Help, and Log Out.

The 'Orders' section displays a table with the following data:

| CODE        | MEMBERSHIPS       | TOTAL AMOUNT | PAYMENT METHOD | DATE            | COUPON | TRANSACTION      | INVOICE                                                                             | STATUS    |
|-------------|-------------------|--------------|----------------|-----------------|--------|------------------|-------------------------------------------------------------------------------------|-----------|
| WEH-1000088 | Individual Member | 100.00USD    | Bank Transfer  | October 6, 2025 | -      | 298_7_1759728359 |  | Completed |

Below the table, a message states: *Here is Your Membership ID: WEH00298, You Can Download Your Membership Certificate here, If The ID is not showing, it means Your membership application is still under review. You have to wait. Once Your ID No is Generated Means you can Download your Certificate. Thank You.*

A red button at the bottom reads: **Your Membership Certificate Is Ready. Click To Download Your Certificate (PDF)**

### CRM Software Interface

## 4.2 Operational and Service Delivery Strategies (B2B Focused)

To deliver its B2B services, World Expo Hub follows a structured operational process that ensures smooth business interactions between suppliers and buyers. The company maintains a verified database of businesses, ensuring all listed suppliers and service providers meet quality and reliability standards. The operations team manages client onboarding, data verification, lead generation, and after-sales support to ensure both parties benefit from the platform. Communication between clients is closely monitored to maintain transparency and trust.

World Expo Hub also uses digital tools such as CRM systems to track client activities, manage leads, and record transaction progress. Performance indicators such as lead response time, conversion rate, and customer satisfaction are regularly measured to maintain service quality. The company provides business profile optimization, product listing management, and buyer-seller matching services to make the trading process efficient. Continuous feedback from clients is collected to improve the system and address any operational gaps. Overall, the operations department ensures that all B2B activities run efficiently, creating a reliable and result-oriented environment for business networking and trade growth.

### 4.3 B2B Process Flow Chart

The B2B process at World Expo Hub focuses on connecting businesses through international exhibitions, trade shows, and networking events. It involves building partnerships between corporate clients, exhibitors, and sponsors to promote global trade opportunities. The company facilitates communication, contract management, and collaboration among businesses, creating a professional platform for expanding markets and strengthening business relationships.

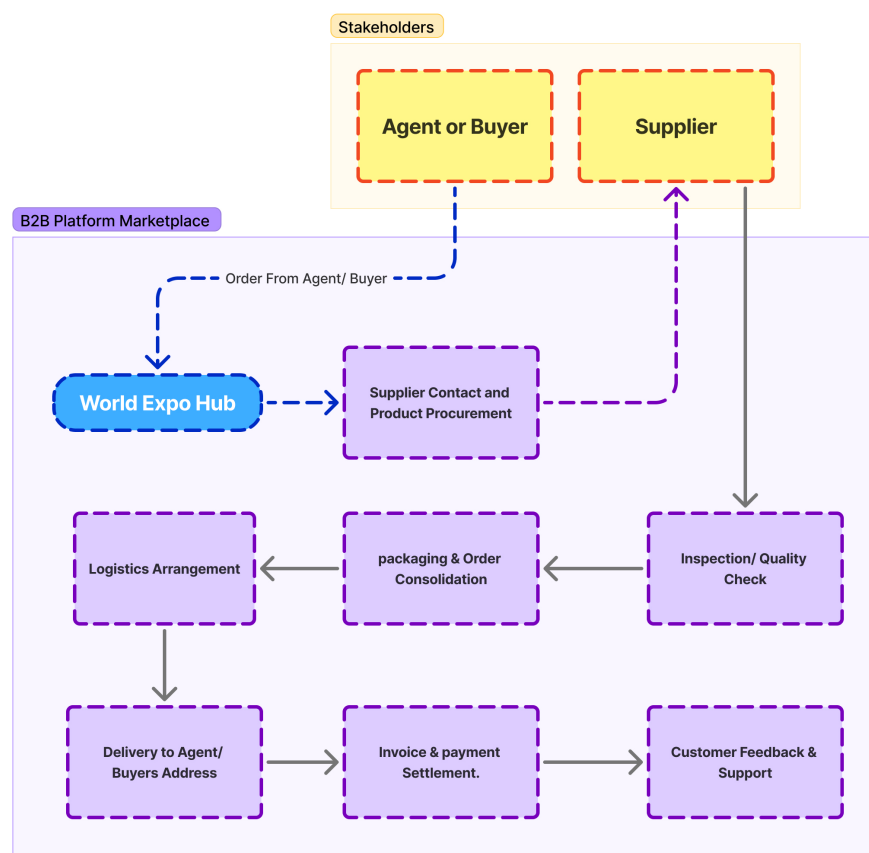


**Figure 04: B2B Process Flowchart.**

### 4.4 Who are the Clients and Customers

World Expo Hub primarily operates within the Business-to-Business (B2B) sector, meaning its clients and customers are mostly companies, organizations, and professional buyers rather than individual consumers. The company's entire operational model revolves around creating a digital and service-based environment where different types of businesses can meet,

connect, and trade efficiently.

The core client group of World Expo Hub includes exporters, manufacturers, and wholesalers from various industries across Bangladesh. These clients use the platform to promote their products, increase visibility, and find international or domestic buyers. Common industries among these clients include ready-made garments (RMG), leather goods, jute, agro based products, seafood, electronics, machinery, plastic goods, and light engineering products. For these businesses, World Expo Hub serves as a strategic marketing and trade facilitation partner, helping them enter new markets and expand their distribution networks.

On the buyer side, the platform attracts importers, distributors, retail chains, sourcing agents, and e-commerce resellers from both local and global markets. These customers rely on World Expo Hub to discover verified suppliers and ensure product quality and authenticity before making purchase decisions. Buyers often come from regions such as South Asia, the Middle East, Europe, and Africa, where demand for Bangladeshi manufactured goods is strong. The platform's vetting and verification process ensures that international buyers can confidently trade with local suppliers, which builds trust and repeat partnerships.

In addition to traditional buyers and sellers, service-oriented companies also act as clients of World Expo Hub. These include logistics firms, freight forwarders, packaging companies, testing laboratories, quality assurance consultants, and customs clearance agents. By partnering with these service providers, World Expo Hub ensures that all essential elements of a successful B2B transaction—such as shipping, quality testing, and documentation—are readily available to its users. This integrated service ecosystem makes the platform a complete business support hub rather than just a trading directory.

Institutional and organizational clients also play an important role in the company's operations. These include trade associations, chambers of commerce, business councils, and export promotion agencies that collaborate with World Expo Hub to support their member businesses. Government-linked organizations and industry bodies often use the platform's network to promote local industries and attract foreign buyers. For example, associations related to garments, agriculture, or handicrafts may encourage their members to list products and participate in trade facilitation programs through World Expo Hub's platform.

The company's international client base continues to grow as it builds partnerships with global sourcing agents and importers who seek direct connections with Bangladeshi producers. These clients value the company's emphasis on verified supplier databases, transparent communication systems, and support with documentation such as invoices, certificates of origin, and compliance records.

From an operational point of view, World Expo Hub's clients are divided into two main categories:

1. **Supply Side Clients:** Exporters, manufacturers, wholesalers, and service providers who list their businesses and products on the platform to find new customers and business leads.
2. **Demand Side Clients:** Importers, distributors, retailers, and sourcing agents who use the platform to find trusted suppliers and purchase goods in bulk.

The operations team maintains ongoing contact with both categories, ensuring continuous engagement through lead tracking, feedback collection, and personalized support. Data analytics tools are used to monitor client activity, identify high-value accounts, and recommend potential business matches based on industry trends and product categories.

Additionally, World Expo Hub pays close attention to relationship management and retention. Key account managers are assigned to large-scale clients, ensuring timely communication and support. Small and medium enterprises (SMEs) are provided with onboarding assistance and marketing guidance to help them succeed in the B2B environment. The platform also runs membership programs, where premium clients receive added benefits such as lead priority, customized promotional campaigns, and dedicated account managers.

In summary, World Expo Hub's clients and customers represent a complete business ecosystem that includes producers, buyers, service providers, and trade facilitators. Through efficient operations, data-driven support, and relationship-based engagement, the company successfully bridges the gap between supply and demand, helping Bangladeshi businesses grow in both local and international B2B markets.

### B2B Client Onboarding Chart

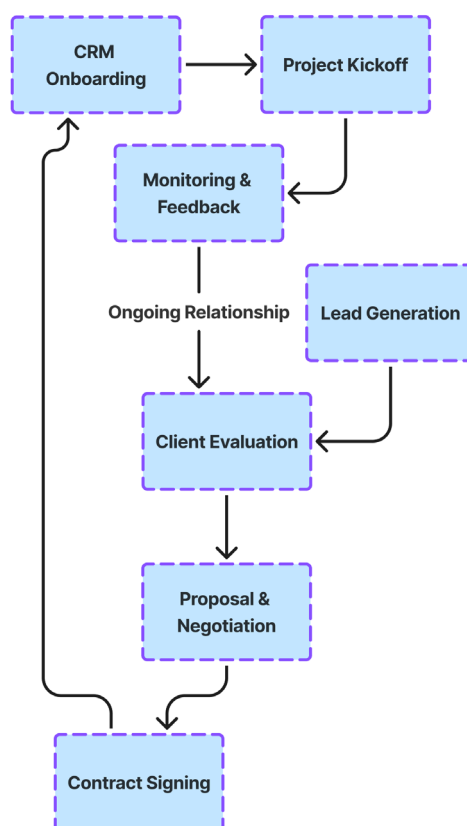


Figure 05: B2B Client Onboarding Flow Chart.

## 4.5 Customer Relationship and Segmentation

World Expo Hub follows a well-structured operational approach in managing its B2B customer relationships. The company segments its clients based on industry type, company size, and market focus, which helps in providing customized support and services. The major industries include textiles, garments, leather goods, food processing, machinery, electronics, and fast-moving consumer goods (FMCG). Each industry segment is handled by a dedicated operations officer who studies market behavior, supplier capability, and buyer demand to ensure the right business connections are made.

For small and medium enterprises (SMEs), the operations team provides additional assistance in onboarding, profile creation, and digital visibility. These clients often receive training on how to manage their product listings, respond to buyer inquiries, and use World Expo Hub's tools effectively. In

contrast, large-scale enterprises and exporters are offered customized service packages that include data analytics, verified lead generation, and dedicated relationship managers who maintain continuous contact to monitor business performance.

Operationally, the relationship management process begins from client registration, followed by verification and data validation. The operations department ensures that all business profiles are authentic and up to date. After onboarding, clients are assigned to an internal CRM system where their activities—such as inquiries, quotations, and deal closures—are tracked in real time. This system allows the team to analyze business performance, identify high-value clients, and detect inactive accounts that require follow-up or re-engagement.

The client support process is also a core part of operations. World Expo Hub's operations and customer service teams jointly handle client queries, match them with potential buyers or suppliers, and resolve any transactional issues. The team regularly checks for service quality by collecting feedback and conducting short satisfaction surveys. These insights are then shared with management to adjust pricing, improve tools, or introduce new service features.

For long-term relationship management, World Expo Hub offers loyalty programs, periodic account reviews, and business growth consultations. Returning clients are given data insights on market trends and buyer preferences to help them plan their next steps. The operations team also organizes one-on-one virtual meetings and networking sessions to strengthen trust and ensure continued engagement.

In summary, the operational process behind customer segmentation and relationship management at World Expo Hub is systematic and data driven. From onboarding and verification to lead tracking and retention, every step is carefully monitored to ensure client satisfaction, transparency, and continuous business growth within the B2B ecosystem.

4.6 Annual report and KPI data of B2B Business of World Expo Hub

The annual performance report of World Expo Hub for the period July 2024 to November 2025 reflects a strong and sustainable growth pattern in its B2B marketplace operations. The Minimal Annual Table outlines the company’s key financial and operational indicators, showing consistent quarterly progress. Total revenue reached BDT 81.6 million, increasing steadily from BDT 14.8 million in Q1 to BDT 20.4 million in Q4, while operating expenses amounted to BDT 41.1 million. This balance resulted in a healthy net profit of BDT 40.5 million, demonstrating efficient cost management and solid profitability. Additionally, the company successfully onboarded 124 new clients and completed 79 projects, indicating strong business development momentum. The average customer satisfaction rate of 92.6% further emphasizes the company’s consistent commitment to service quality and client relationships.

| Category                 | Q1        | Q2        | Q3        | Q4        | Current   | Total     |
|--------------------------|-----------|-----------|-----------|-----------|-----------|-----------|
| Revenue (BDT)            | 14,80,000 | 16,20,000 | 18,90,000 | 20,40,000 | 11,30,000 | 81,60,000 |
| Operating Expenses (BDT) | 8,10,000  | 8,60,000  | 9,20,000  | 9,80,000  | 5,40,000  | 41,10,000 |
| Net Profit (BDT)         | 6,70,000  | 7,60,000  | 9,70,000  | 10,60,000 | 5,90,000  | 40,50,000 |
| New Clients              | 21        | 25        | 28        | 33        | 17        | 124       |
| Projects Completed       | 13        | 17        | 19        | 21        | 9         | 79        |
| Customer Satisfaction    | 90%       | 91%       | 93%       | 94%       | 95%       | 92.6%     |

| Category              | Q1        | Q2        | Q3        | Q4        | Current   | Annual Summary |
|-----------------------|-----------|-----------|-----------|-----------|-----------|----------------|
| Revenue (BDT)         | 14,80,000 | 16,20,000 | 18,90,000 | 20,40,000 | 11,30,000 | 81,60,000      |
| Quarterly Growth (%)  | -         | +9.5%     | +16.7%    | +7.9%     | -44%      | +37.8% YoY     |
| Profit Margin (%)     | 45%       | 46.9%     | 51.3%     | 51.9%     | 52.2%     | Avg 49.4%      |
| New Clients           | 21        | 25        | 28        | 33        | 17        | 124            |
| Client Retention (%)  | 86%       | 88%       | 90%       | 91%       | 92%       | Avg 89.4%      |
| Projects Completed    | 13        | 17        | 19        | 21        | 9         | 79             |
| Supplier Partnerships | 5         | 6         | 7         | 8         | 3         | 29             |
| Employee Count        | 34        | 36        | 38        | 40        | 42        | +8 Growth      |
| Marketing Spend (BDT) | 1,30,000  | 1,50,000  | 1,70,000  | 1,90,000  | 1,10,000  | 7,50,000       |
| Digital Reach (M)     | 1.3       | 1.6       | 1.9       | 2.3       | 1.5       | 8.6M           |

The Advanced KPI Table provides a deeper analysis of the company’s key performance indicators. Quarterly revenue growth averaged +37.8% year-over-year, highlighting significant business expansion. The average profit margin of 49.4% reflects efficient operations and healthy financial performance. Client engagement remained high, with an average client retention rate of 89.4%, showing strong trust and loyalty among partners. Strategic supplier partnerships and consistent project completions contributed to operational stability. The company also invested BDT 7.5 million in marketing, achieving a total digital reach of 8.6 million users, which supports its strong online presence. Furthermore, employee growth of 9% indicates a positive trend in organizational capacity building and resource development.

Overall, the data suggests that World Expo Hub maintained a profitable and sustainable growth trajectory during the reporting period. The company demonstrated effective financial management, robust client acquisition and retention strategies, and a well-balanced approach to marketing and digital outreach. These achievements underline its competitive strength in the B2B marketplace sector and position it for continued success in future operational cycles.

CHAPTER FIVE

# **CONCLUSION AND RECOMMENDATION**

## Chapter Five



# *Conclusion and Recommendation*

## 5.1 Key Understandings

During my internship in operations management at World Expo Hub, I gained several important insights about how an B2B and an exhibition oriented company function. These understandings span strategy, coordination, challenges, and operational principles.

### *5.1.1 Coordination across departments is critical.*

At World Expo Hub, operations must sync closely with marketing, event planning, logistics, finance, and client relations. If marketing pushes a campaign before logistics is ready, delays occur. If finance does not approve budgets, the execution stalls. I observed that smooth workflows require continuous communication and clear handoffs.

### *5.1.2 Detailed planning and contingency management*

Cannot be overstated. For every event or exhibition, many factors venue choice, supplier selection, booth design, equipment procurement, staffing, transport must be aligned months ahead. Yet uncertainties arise (supplier delays, technical issues, last-minute changes). Having backup plans, buffer time, and alternative vendors is essential.

### *5.1.3 Time management and sequencing*

are pivotal. Many tasks in expo operations are interdependent. For example, the layout must be finalized before printing materials; shipping must be scheduled before installation. A delay in one step cascades down the line. I saw how critical it is to build a logical sequence, set milestones, and monitor progress closely.

### *5.1.4 Resource optimization matters.*

Whether human resources (staff, volunteers), technical resources (audio/video, lighting), or financial resources, the operations team must balance demands and constraints. Over-allocating can waste budget, under-allocating causes failure. During my work, I appreciated how the operations team reviews resource allocation continuously, reallocates as needed, and seeks cost-effective solutions.

### *5.1.5 Quality control and standardization*

Ensure consistency and reliability. Because World Expo Hub organizes multiple events across different countries and industries, maintaining a standard level of service, signage, booth construction quality, safety protocols, and customer experience is essential for reputation. I understood how operations documents, checklists, and standard operating procedures (SOPs) tools are to achieve uniformity.

### *5.1.6 Data and feedback loops drive improvement.*

After each event, the operations team collects metrics (attendance, delays, client feedback, cost variances) and reflects on what went well or poorly. I learned that such post-mortem reviews are vital in refining future workflows, reducing risks, and enhancing efficiency.

### *5.1.7 Client expectations and flexibility must be balanced.*

Clients often want custom changes, last-minute additions, or design tweaks. From my exposure, I realized that operations must remain flexible enough to accommodate client desires, while also protecting the project timeline, budget, and internal resources. Clear communication with clients

about what changes are feasible—and their cost/time implications—is a key operational skill.

### *5.1.8 Risk management and compliance*

play an important role. In expo operations, safety standards, permits, local regulations, insurance, and vendor contracts are part of day-to-day concerns. I saw that the operations team must proactively monitor legal and safety constraints to avoid last minute disruptions.

### *5.1.9 Scalability and repeatability*

prepare the company to grow. World Expo Hub works across multiple countries and sectors, so operations need to be designed so that processes can scale up (to larger events, to new geographies) without collapsing. Standard templates, modular event kits, vendor networks, and documented workflows help the company replicate success.

In sum, my internship clarified that operations management in an expo and event business is about orchestrating many moving parts, preventing disruptions, optimizing resources, ensuring quality, and continuously learning. These key understandings will guide me in any future operations role, especially in events and large-scale projects.

## **5.2 Recommendations**

### *5.2.1 Standardize Processes with Documented SOPs*

To ensure consistency, efficiency, and quality across all organizational operations, it is essential to standardize processes through well-documented Standard Operating Procedures (SOPs). These SOPs should be created for all major workflows, including event planning, membership onboarding, promotional campaigns, vendor coordination, and reporting. Each SOP must clearly outline the step-by-step process to be followed, defining responsibilities, timelines, required resources, and expected outcomes. This structured approach minimizes confusion, reduces variability, and prevents operational errors by ensuring that all team members perform tasks in a consistent and uniform manner.

Moreover, SOPs serve as valuable training tools for new employees, enabling them to quickly understand company procedures and maintain the organization's operational standards. To ensure their continued effectiveness, these documents should be reviewed and updated regularly—preferably every 6 to 12 months—to incorporate process improvements, technological changes, or organizational updates. Such periodic revisions help align operations with current best practices and evolving business goals. In addition, SOPs should be easily accessible to all relevant staff members through a shared digital platform or internal system, promoting transparency and accountability. By implementing and maintaining comprehensive SOPs, an organization can achieve greater operational efficiency, consistency in service delivery, and continuous improvement across all functions.

### *5.2.2 Implement a Centralized Project Management System*

To improve coordination and efficiency, the organization should implement a centralized project management system using digital tools such as Asana, Trello, or Monday.com. This system will help manage tasks, deadlines, responsibilities, and progress for projects like events, membership drives, and marketing campaigns. By centralizing all project information, team members and supervisors can easily track status, identify bottlenecks, and understand dependencies, ensuring transparency and accountability. Integrated features such as notifications, reminders, and dashboards will keep everyone updated and prevent missed deadlines. Overall, a centralized system streamlines workflow, enhances collaboration, and supports better project outcomes.

### *5.2.3 Strengthen Communication and Coordination Channels*

To ensure smooth coordination and effective execution of major events or campaigns, regular briefing meetings should be held before each project to align all key departments, including marketing, logistics, design, and finance. Shared calendars and communication tools such as Slack or Microsoft Teams should be used to manage timelines, assign responsibilities, and maintain consistent updates among teams. Additionally, cross-functional check-ins for example, between marketing and operations or logistics and design should be encouraged to promote alignment, enhance teamwork, and detect potential issues early. This structured communication approach strengthens collaboration, reduces misunderstandings, and supports efficient project

delivery

#### *5.2.4 Capacity Planning and Resource Allocation*

Effective resource planning is essential for maintaining operational efficiency, especially during major exhibitions or seasonal peaks. Workload, staffing needs, and resource demands such as venues, materials, and manpower should be forecasted well in advance to ensure smooth execution. A buffer of “float resources,” including extra staff, backup vendors, and a contingency budget, should be maintained to handle unexpected challenges or emergencies. Additionally, utilization rates such as staff working hours and venue usage must be regularly monitored and adjusted to prevent both underuse and overwork. This proactive approach ensures balanced resource allocation and sustainable performance across operations.

#### *5.2.5 Vendor and Supplier Management*

Efficient vendor and supplier management is vital for ensuring consistency, quality, and cost control in operations. A structured vendor evaluation and selection framework should be developed based on key factors such as cost, reliability, flexibility, quality, and past performance. Long-term contracts should be established with essential vendors for recurring needs such as printing, staging, and booth materials to secure favorable rates and reliable service levels. Additionally, maintaining a preferred vendor list along with backup options for critical services helps minimize risks and prevent disruptions during important events or projects.

#### *5.2.6 Quality Control and Inspection Checkpoints*

To maintain high operational standards, quality control and inspection checkpoints should be introduced at critical stages such as before printing, installation, and launch to identify and correct errors early. Checklists and inspection logs must be used to document quality levels and ensure compliance with established standards. When issues are detected, they should be analyzed through root cause analysis and fed back into the process for continuous improvement. This systematic approach helps prevent the repetition of mistakes, enhances efficiency, and ensures consistent delivery of quality outcomes.

### *5.2.7 Recommendations Specific to World Expo Hub for International Expos*

To strengthen its operations management in international expos, World Expo Hub should focus on building a strong global vendor and logistics partner network that can reduce shipping complexity, ensure consistent quality, and lower transportation costs for exhibitors. Establishing long-term agreements with international freight forwarders, warehousing partners, and customs clearance agents would also help minimize delays and make the overall expo preparation more predictable. In addition, the company should invest in a fully integrated digital expo platform that offers virtual booths, hybrid participation options, real-time communication tools, and data dashboards for exhibitors. This will add significant value for global participants who cannot travel and will position the company competitively in the rapidly growing hybrid event market.

Standardizing documentation and contracts for international exhibitors is also essential. This should include templates for legal agreements, guidelines for customs procedures, insurance coverage requirements, data protection policies, and safety compliance standards. Such standardization will not only ensure operational efficiency but also reduce the risk of miscommunication or regulatory errors. The establishment of local liaison officers or strategic partner organizations in key target countries can further improve coordination by managing exhibitor relations, supporting travel arrangements, handling translation needs, and overseeing customs clearance and on-ground logistics.

World Expo Hub should also adopt advanced data-driven planning practices. Analyzing historical visitor flow, exhibitor engagement patterns, and resource utilization will help predict peak hours, optimize staffing, improve crowd management, and allocate resources more efficiently. Using predictive analytics can also support better scheduling, booth layout planning, and service delivery during large-scale international events. Finally, implementing strong and structured feedback loops from both exhibitors and visitors—through surveys, interviews, and post-expo evaluation meetings—will enable continuous improvement. This feedback will help identify gaps, highlight successful strategies, and guide strategic planning for future international expos.

## 5.3 Conclusion

My internship at World Expo Hub has been an important stage in both my academic and professional development. Working in the field of operations management allowed me to connect theoretical knowledge from my studies with real business practices. This experience gave me the opportunity to observe how a growing and dynamic company manages its daily workflow, client relationships, and event-based marketing services.

During my time at World Expo Hub, I learned the importance of structured planning, efficient coordination, and teamwork in achieving organizational goals. The company operates in the marketing and exhibition industry, where speed, accuracy, and client satisfaction are essential. As an operations management intern, I was able to contribute to planning tasks, client communications, and monitoring of workflows. These activities helped me understand how operations create value for clients and how small improvements in processes can bring better results for the organization.

I also gained insight into the company's workflow framework, which includes stages such as client inquiry, needs assessment, proposal preparation, campaign design, execution, and feedback collection. Observing this process highlighted how different departments collaborate to deliver a complete service. It also showed me that successful operations require not only technical systems but also strong communication and flexibility to adapt to client needs.

The internship further developed my professional skills in time management, problem-solving, and task prioritization. I experienced how deadlines are managed in a fast-moving environment and how challenges are handled through teamwork. I also saw the role of technology and digital tools in supporting operations, especially in tracking client data, managing campaigns, and ensuring service quality.

From a personal perspective, the internship made me more confident in working with diverse teams and communicating with clients. It taught me how to remain professional, patient, and attentive to detail in all tasks. I realized that operations management is not only about systems and processes, but also about building trust, maintaining relationships, and delivering promises on time.

Overall, my internship at World Expo Hub was both meaningful and rewarding. It provided me with a strong foundation for my future career in operations and management. I believe that the lessons I have learned

here both technical and personal—will help me perform better in future roles. I am grateful to World Expo Hub for providing me with this learning opportunity and for guiding me throughout the internship. This experience has strengthened my interest in operations management and inspired me to continue building my career in this field.

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# APPENDIX

## Appendix

As part of our ongoing commitment to quality and strong supplier relationships, our team visited the production mill of one of our key partners. Observing the skilled workers in action allowed us to understand the craftsmanship, effort, and precision that go into every product we source. This visit not only strengthened our partnership but also gave us deeper insight into the production process, helping us ensure that our B2B supply chain remains transparent, efficient, and aligned with our standards.



From our commitment to maintaining high production standards, our team visited the supplier's mill to closely observe their work environment and quality practices. Seeing the skilled workers operating the machines with precision gave us valuable insight into the care and effort behind each product. This visit helped us ensure that the production conditions align with our expectations and that the partnership continues to uphold consistent quality across our B2B supply chain.

From our recent visit, we were truly impressed by the craftsmanship and attention to detail reflected in our supplier's final products. These beautifully woven baskets showcase not only quality and durability but also the dedication and skill of the artisans behind them. As a B2B company committed to delivering excellence, we value partners who uphold such high standards, and this level of workmanship reinforces our confidence in the products we bring to our clients.



We are truly proud to showcase this beautifully crafted hanging jute planter basket a perfect example of the exceptional quality and craftsmanship our suppliers bring to the table. Their dedication to sustainable materials, precise weaving, and functional elegance shines through in every detail of this product. This partnership continues to strengthen our mission of delivering eco-friendly, durable, and aesthetically pleasing décor solutions to our global B2B clients.

THANK YOU

**END**