

Internship Report on B2B Client Management Practices by atB-Jobs Bangladesh



Submitted To:

Sarker Rafij Ahmed Ratan, PhD

Associate Professor

School of Business & Economics, UIU

Submitted By:

Rubaiyat Ahmed

ID: 111 191 125



United International University

Date of Submission: 05/06/2024

Letter of Transmittal

Sarker Rafij Ahmed Ratan, PhD

Associate Professor

School of Business & Economics,

United International University

Subject: Submission Of Internship Report On "B2B Client Management Practices by atB Jobs Bangladesh"

Dear Sir,

I am grateful that I was given the chance to write a thorough report on my internship at atB Jobs Bangladesh in order to fulfill the BBA requirement. I was given a job at the atB Jobs Head Office, where I deeply watched and researched several operational parts of this company. I would like to express that working at atB Jobs Bangladesh has been a fantastic experience for me and has improved my practical knowledge of the Bangladeshi job portal operation. I've done everything in my ability to prepare this report with attention.

I thank you sincerely for giving me the task of writing a report on our job portal company as well as by your kind and helpful advice on how to make the report a success.

Best Regards,

Rubaiyat Ahmed

ID- 111 191 125

School Of Business

United International University

Declaration Of Student

I, the undersigned, hereby certify that the information contained in this internship report, which was conducted under the guidance of Sarker Rafij Ahmed Ratan Sir, is accurate and truthful. I affirm that my report has led to the claims and findings presented herein. Furthermore, I assert the originality of this report, completed under the general supervision and direction of my mentor. This thesis has not been presented to any other institution for the purpose of obtaining another degree, diploma, or certificate, whether from this university, any other in Bangladesh, or elsewhere in the world. I adhered to the university's guidelines while compiling this report. In the use of terminology throughout the report, I have duly acknowledged and properly cited all information derived from external sources, including statistics, theoretical models, and texts.

Rubaiyat Ahmed

ID:111 191 125

ACKNOWLEDGEMENT

I would want to express my gratitude to the Almighty Allah for giving me the courage and skills necessary to successfully complete the internship report.

I am incredibly appreciative of the assistance I received from my academic supervisor, Mr. Sarker Rafij Ahmed Ratan (Sir), whose guidance and insightful feedback were invaluable throughout research and writing process which helped me preparing the report during my internship. It would have been very difficult to finish the internship report without his assistance.

My supervisor at work Tasnuva Rushafee, was really helpful to me while I was an intern at atB jobs Bangladesh. She has my deepest gratitude and respect. She guided me with every step of the department's workflow, how to operate under pressure and how to handle problems in many contexts.

I would like to thank my other senior college Sazia Afrin Muna, who trusted in me with the responsibility of book keeping in excel for keeping records of comparisons between atB Jobs Bangladesh with its competitors.

Lastly, I want to express my gratitude to my family, friends and colleges for their endurance and support; they have always been a source of inspiration and fortitude.

This report serves as a testament to the teamwork ethic and combined expertise of all the individuals listed above, in addition to reflecting my own efforts.

EXECUTIVE SUMMARY

An internship is a collaborative program between a business school and an organization. Its primary purpose is to provide students with workforce exposure and the opportunity to apply their academic knowledge in practical environments.

Additionally, completing this internship assignment is crucial for fulfilling the requirements of the Bachelor of Business Administration (BBA) program. I worked at atB Jobs Bangladesh to gain a thorough understanding of the report.

I have discussed the introductions in the first chapter, and now I'll go over the firm profile and the present state of the startup industry. In the following section, I have explained my job responsibilities and job details. I have also talked about the organization's departmental functions.

Lastly, in the final section, I have provided my findings and recommendations for atB Jobs Bangladesh. I have also described the specifics of the problems, the hurdles I have encountered at work, and the analysis I've developed based on my theoretical understanding to address these concerns.

Table of Contents

Letter of Transmittal.....	ii
Declaration Of Student.....	iii
ACKNOWLEDGEMENT.....	iv
EXECUTIVE SUMMARY	v
Chapter 01.....	1
Introduction	1
1.1.1 Company Profile	1
1.1.2 Vision/Mission/Objectives	3
1.1.2 Corporate Departments	4
1.1.3 Details of Product line or Services.....	4
1.1.4 Operation Details	6
1.1.5 CSR Activities.....	7
Chapter 2.....	9
Internship Experience/Observations	9
2.1 Job Responsibilities	9
2.2 Functions of The Departments	10
Chapter 3.....	12
Internship Outcome / Issue Analysis.....	12
3.1.1 Analysis of The Industry	12
3.1.2 Introduction to Marketing in Job Recruitment.....	13
3.1.3 Strategic Campaign Development	13
3.1.4 Digital Marketing and User Engagement.....	13
3.1.5 Employer Branding and B2B Marketing	13
3.1.6 Market Research and Competitive Analysis	14
3.1.7 Key Learnings and Skill Development	14
3.2 Main Competitor	15
3.3 Drawbacks.....	16
CHAPTER 4.....	19
4.1 Key Understanding	19
4.1.2 Challenges Faced and How They Were Overcome.....	20
4.1.2 Contributions Made to the Organization.....	20
4.2 Recommendations.....	20
4.3 Future Directions: Innovations and Evolutions.....	21

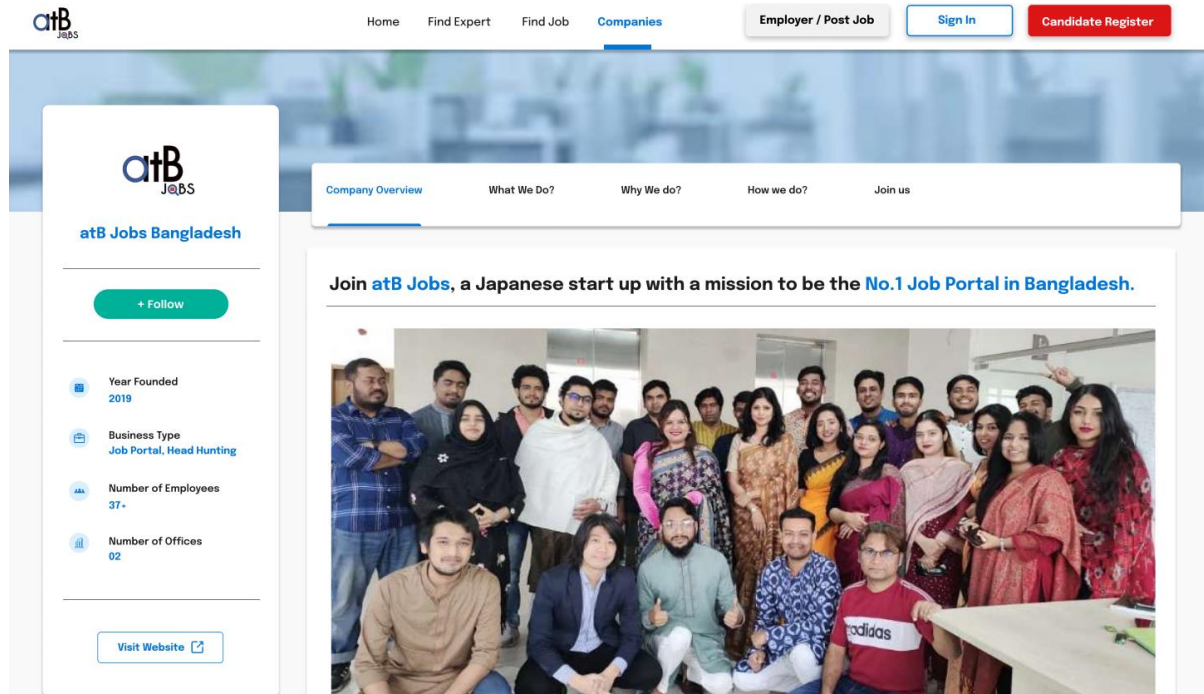
4.3.1 Embracing Technological Trends.....	21
4.3.2 Continued Focus on User-Centricity.....	21
Conclusion.....	22
References.....	23
Appendix-A.....	24
Letter Of Accomplishment	26

Chapter 01

Introduction

atB Jobs Bangladesh was founded in 2021 with 10 years± of expertise in human resources and five years of experience helping Japanese firms with their offshore development in Bangladesh. They are creating a global-standard job matching platform based on the insights from hundreds of users and HR manager interviews, with the goal of addressing the present issues that both recruiters and job searchers encounter.

1.1.1 Company Profile



(Fig.1.1)

atB Jobs Limited, founded on December 1, 2021, in Bangladesh, stands as a leading one-stop provider of HR services. Affiliated with the atB Group from Japan, atB Jobs Bangladesh commits to enabling organizations to cultivate diverse, inclusive, and thriving work environments. The company provides innovative and customized HR solutions that greatly enhance employee engagement, development, and retention, thus greatly simplifying organizational effectiveness and efficiency. Dedicated to delivering exceptional HR services, atB Jobs Bangladesh has served a

wide range of companies in various industries, including software development, manufacturing, food, healthcare, and education. The company boasts a broad spectrum of active candidates and employers, showcasing its vast network and proficiency in HR recruitment and management. atB Jobs Bangladesh is committed to fostering enduring relationships with its clients and aiding them in accomplishing their strategic HR objectives.

1.1.2 Vision/Mission/Objectives

Vision- Their vision is to revolutionize the recruitment industry, not just in Bangladesh, but across the globe. In today's dynamic job market, our foremost priority is ensuring accurate talent matching between job seekers and recruiters. They envision a platform where everyone can access opportunities perfectly aligned with their potential and aspirations.

Mission- To empower organizations to build diverse, inclusive, and thriving workplaces by providing innovative and customized HR solutions that enhance employee engagement, development, and retention while making organizational effectiveness and efficiency 10 times easier in Bangladesh.



What We Do? (Scope of work)

We have been working with Japanese companies in Bangladesh since 2019 on offshore development projects. Derived from our own challenges at recruitment, we started atB Jobs at 2022 based on hundreds of interviews conducted with users and HR managers.

We want to create a global standard job matching website, where the current challenges of job seekers and recruiters will be resolved.

Why We do? (Vision)

Our Vision is to redefine the recruitment industry, not only for Bangladesh, but for the entire world.

In an ever changing job market, the highest priority should always be accurate matchmaking between Job Seekers and Recruiters.

The vision is to create a platform where anyone can have access to opportunity, best fitted to his potential.



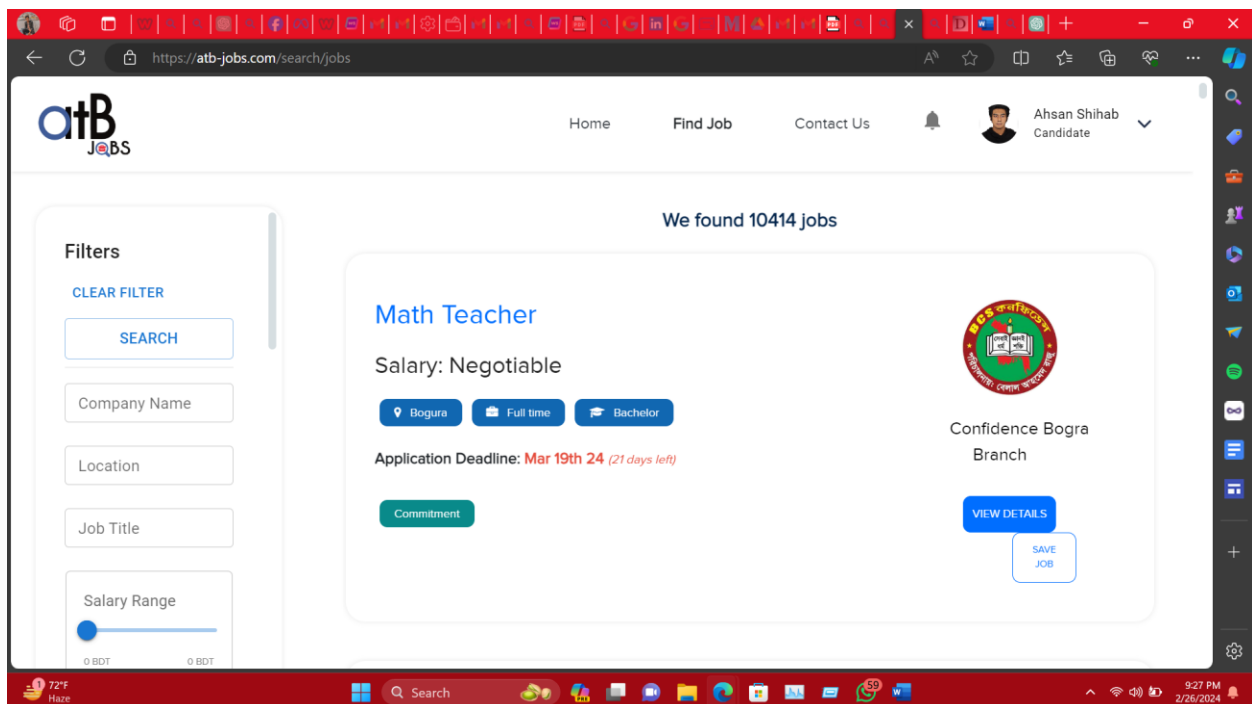
Objectives-

- Customer service with enthusiasm and honesty is the goal.
- Going above and beyond the call of duty.
- Continually on the lookout for new ideas.
- Maintaining the greatest standards of integrity in all aspects of the business.
- Demonstrating a great desire to succeed in business.
- Diversity in the workplace is encouraged.
- Supporting the attitude of collaboration and teamwork.

1.1.2 Corporate Departments

Inside atB jobs Bangladesh, the organization has two Co-founders and is managed by Shunki Sugaya, who is the Chief Executive Officer (CEO) and one of the Co-founders of the company. The second Co-founder and Chief Operating Officer, Rei Takahashi. Md Mazhar Ahmed, who is the Chief Technology Officer (CTO) and Md Mizan Ibn Yusuf, who is the Head of-HR & Finance. In the corporate office, there are about four employees in the business development team, one human resources- senior executive for the employees, and one to handle all the finance and accounts of the business conducted. One web developer is working on developing the website and mobile software application and an intern is in the IT department.

1.1.3 Details of Product line or Services



JOB PORTAL

This organization provides a sophisticated and user-friendly job platform that serves both job searchers and companies. Their platform has great potential for both individuals looking for work

and businesses eager to hire top personnel. Their user-friendly design and cutting-edge technology make the job search and recruitment process simple and quick.

HR CONSULTANCY

Their HR consultant has remarkable talents and competence in a variety of areas of human resource management. They take pride in their capacity to cater to a wide range of industry sectors, as seen by their established track record of offering comprehensive solutions. Their team of experienced professionals is committed to providing excellent HR consulting services that help their clients accomplish their strategic goals and objectives.

HEAD HUNTING

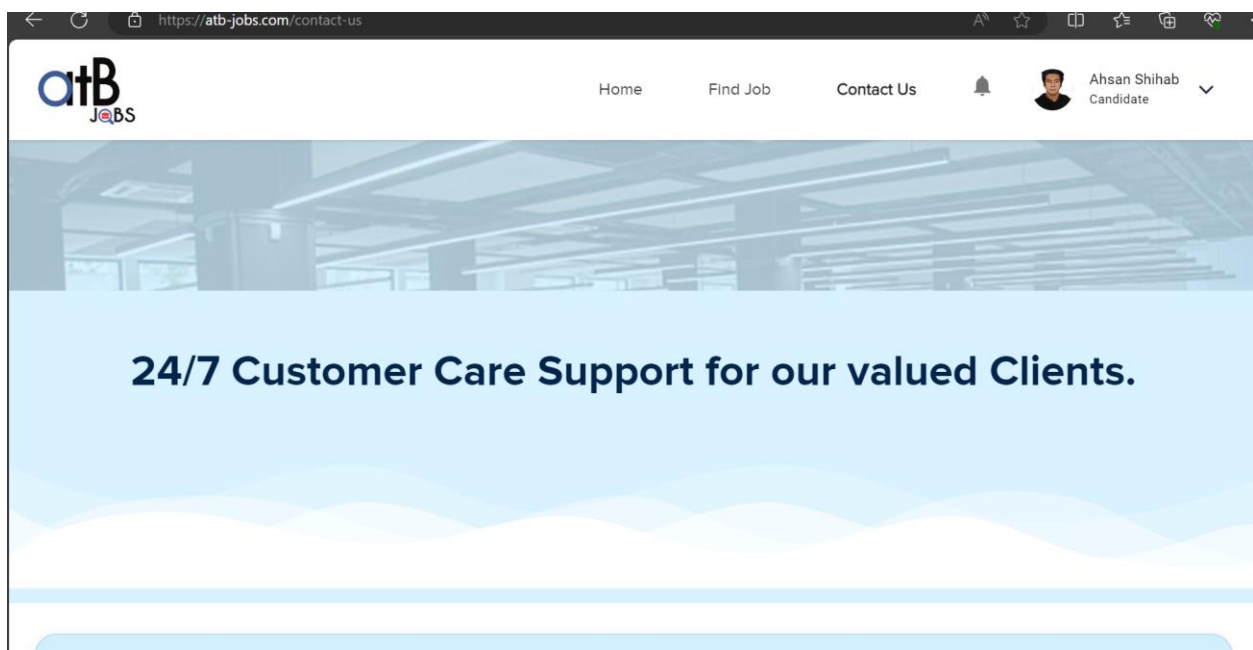
Their company takes pride in having a headhunting procedure that is both extremely effective and compliant with the highest industry standards. Utilizing a variety of state-of-the-art instruments and strategies, they employ an advanced methodology to locate and interact with the most gifted people in the sector. The group's staff consists of seasoned experts with extensive knowledge of talent acquisition and the abilities to find the best fit for each position. They are certain that they can fulfill the particular employment requirements of each of their clients because they are committed to providing outstanding results.

1.1.4 Operation Details

They promote an environment of openness, cooperation, and adaptability atB Jobs Bangladesh. All levels of communication are actively encouraged, and this fosters a strong sense of cooperation and collaborative learning. Their team is made up of extremely talented and driven people who are all authorities in their respective fields.

They take an adaptable and iterative approach to development, collaborating closely with customers to comprehend their particular requirements and provide solutions that regularly go above and beyond. They aim to achieve the highest levels of quality, effectiveness, and efficiency in whatever they do by utilizing the newest technology and processes. Their culture is centered on continuous improvement, or Kaizen, which pushes them to continuously learn, change, and adapt.

They proactively solicit input from both customers and colleagues to pinpoint opportunities for enhancement and guarantee they are always providing the highest caliber of service. They offer their global community round-the-clock, first-rate help from their office in Dhaka, Bangladesh.



1.1.5 CSR Activities

One of atB Jobs Bangladeshs' top priorities is corporate social responsibility. The business actively takes part in community development programs that support self-sufficiency and give grassroots organizations more clout. In order to protect the environment and natural resources, atB Jobs Bangladesh is strongly committed to green projects, with a heavy emphasis on social, ecological, and environmental issues.

Corporate social responsibility is one of atB Jobs Bangladeshs' key concerns. The company regularly participates in community development initiatives that promote self-sufficiency and increase the influence of grassroots organizations. atB Jobs Bangladesh is firmly committed to green projects, with a particular emphasis on social, ecological, and environmental issues, in order to conserve the environment and natural resources.

Employment Creation: People who are marginalized or impoverished are given priority when it comes to the employment chances that atB Jobs Bangladesh actively contributes to offering. Organizing workshops, job fairs, or training sessions could be necessary to increase employability.

Environmental Sustainability: A lot of companies now place a high focus on environmental sustainability as part of their CSR operations. atB Jobs Bangladesh participates in environmental initiatives such as energy saving, trash minimization, and tree planting campaigns in an effort to reduce its impact on the environment.

Community Development: Supporting regional communities with various development projects is another common CSR activity. This could entail creating infrastructure, creating healthcare initiatives, or supporting small businesses and entrepreneurship in the area.

Employee Welfare Programs: Ensuring the welfare of one's employees is a critical facet of corporate social responsibility. Opportunities for community service and volunteer work are offered by atB Jobs Bangladesh, along with employee support services and wellness and health initiatives.

Encouragement of Inclusion and Diversity: atB Jobs Bangladesh advocate for these ideas within its own staff members as well as in the larger community. This might be supporting gender equality, fostering an inclusive culture, or lending a hand to underrepresented groups.

Transparency and Ethical Practices: Upholding moral business conduct and operational transparency are essential elements of corporate social responsibility, or CSR. Transparency with stakeholders, ethical sourcing practices, and fair recruiting practices might be atB Jobs Bangladesh's' top priorities.

Chapter 2

Internship Experience/Observations

2.1 Job Responsibilities

During my three months as an intern, I helped this organization construct its customer profiles and kept correct records. carrying out market research to determine possible directions for customer growth. In addition, I have addressed the messages from the clients and provided them with solutions.

I was given the assignment to draft and research the atB Jobs Bangladesh pitch in order to better grasp the company's business plan and present it to the client. In addition to working with the branding and communication team, I was also responsible for creating efficient communication strategies and making decisions about things like how often creative deliveries should occur. I have offered suggestions for their new business expansion plans that they are now developing. My bosses provided me with a list of potential clients, which I used to generate leads, mail, and make cold calls while working full-time in the Marketing team. From that list, I had acquired four clients, and I had successfully managed and finished the company's crowdfunding campaign. In addition to writing the blogs and articles, I was given the job of managing the clients. Although I completed a lot of other work, such as updating calendars and building investment portfolios for clients, these were the most crucial things I had to do. Other than my basic task I have also worked with the Business Development team, in which I was responsible for book keeping in MS Excel of Research between atB Jobs Bangladesh and its competitor from February1/2024-April 30/2024.

So, to list it all down my works included-

- Lead Generating, Cold Calls, and Client Liaisons
- Content writing for Social Media activity
- Learning about delivering pitches to the clients and businesses
- Collaborations with the branding and communication teams
- Client portfolios and updating with the information provided
- Research book keeping of atB Jobs Bangladesh and its competitors

2.2 Functions of The Departments

Marketing Department

Our marketing department is in charge of promoting the company's offerings in order to bring in and retain customers. They conduct market research in order to understand the needs, preferences, and habits of their clientele. Develop marketing strategies and campaigns to reach target audiences through a variety of media, including social media, advertising, events, and email marketing. Create and manage branding, which includes logos, messaging, and visual identity. Analyze marketing data and metrics to determine the best course of action for future plans and to evaluate the success of campaigns.

HR Department

Our HR department's primary objectives are managing the company's human resources and ensuring that every employee is obedient and productive. Locate, choose, and onboard new employees. Establish and oversee benefit programs for staff members, including health insurance, retirement plans, and incentives. Handle employee relations, which entails performance management, dispute resolution, and punishment administration. Provide opportunities for staff workers to grow professionally and enhance their skills through training and development. Verify that labor laws and guidelines are being followed. Control the payment and processing of wages. Establish and implement HR procedures and policies.

Business Development

Our business development group searches for growth opportunities and establishes strategic collaborations to help the company expand. Do research and identify new market niches, economic sectors, or geographic areas for potential expansion. Create ties with suppliers, partners, and potential clients. Close contracts, agreements, and connections reached through discussion. Make plans and implement them to increase revenue and profitability. Coordination of business development activities with broad organizational goals, such marketing and product development, should be done in concert with other divisions.

IT Department

Our tech department is responsible for managing the organization's technology systems, applications, and infrastructure. Build and oversee the company's IT infrastructure, which consists of hardware, software, networks, servers, and other components. Provide technical support and troubleshooting to personnel and systems. Implementing firewalls, encryption, and access controls, among other precautions, will protect the security and privacy of your data. Oversee and execute business software applications, such as customer relationship management (CRM), enterprise resource planning (ERP), and collaboration tools. Look into and recommend cutting-edge technology to boost efficiency, productivity, and competitiveness. Collaborate with other departments to understand their technology needs and provide solutions that will enable them to meet their objectives.

CS Department

Our customer care department's primary objectives are to guarantee client satisfaction and to respond to inquiries, grievances, and problems. Answer inquiries from customers via social media, phone, email, or chat. Give consumers guidance, assistance, and details about your goods and services. Address customer problems and escalations in a timely and professional manner. Manage orders, returns, refunds, and exchanges. Obtain and review customer feedback to identify areas in need of improvement. Collaborate with other divisions, such as marketing and product development, to fulfill client demands and enhance the overall customer experience. Establish and maintain customer service procedures, rules, and standards.

Communication Department:

The department in charge of social media manages the company's online presence, including content creation and management, audience engagement, and performance analysis on social media platforms. Their involvement is crucial in upholding brand coherence and efficient communication.

Chapter 3

Internship Outcome / Issue Analysis

3.1.1 Analysis of The Industry

Estimate the size of Bangladesh's labor market, taking into consideration the number of employers and job seekers. Investigate the country's recruitment services and online job site growth trends. Determine which job sites, recruiting services, and traditional job search strategies are atB Jobs Bangladesh's competitors in the Bangladeshi market. Analyze competitors' advantages and disadvantages in terms of market share, service offerings, and technological prowess. Recognize the qualities and preferences of the target audience for atB Jobs Bangladesh, which includes both employers and job seekers. Examine variables such as user age, educational achievement, industrial interests, and regional distribution. Examine the various services provided by atB Jobs Bangladesh, such as company branding, career tools, resume submission, and job advertisements.

Evaluate how effectively these services meet the needs of businesses and job seekers. Examine atB Jobs Bangladesh's technical framework, which includes its backend systems, mobile app, and website. Determine the level of innovation in areas such as mobile accessibility, user interface design, and job matching algorithms. Recognize atB Jobs Bangladesh's many revenue streams, which include job posting fees, premium memberships, advertising, and partnerships. Assess the profitability and sustainability of the company's revenue sources. Consider any regulatory factors that may affect atB Jobs Bangladesh's operations, such as industry standards, labor legislation, and data protection regulations. Evaluate the company's efforts to comply with regulations, as well as any potential threats. Examine the reputation of the atB Jobs Bangladesh brand among customers, employers, and other stakeholders. Consider characteristics such as credibility, client satisfaction, and how the company's mission and values are perceived. Determine the major developments in Bangladesh's labor market, such as changes in employment patterns, the creation of new industries, and changes in hiring procedures. Evaluate atB Jobs Bangladesh's ability to capitalize on new opportunities and adapt to these changes. Give atB Jobs Bangladesh's future prospects some perspective by highlighting potential areas for growth, challenges to overcome,

and priority priorities. Take into account elements such as changes in client behavior, economic conditions, and technological developments.

3.1.2 Introduction to Marketing in Job Recruitment

As a marketing intern at atB Jobs Bangladesh, I had the opportunity to immerse myself in the dynamic and evolving landscape of job recruitment. My role provided me with invaluable insights into the strategic application of marketing principles within the context of talent acquisition and job seeker engagement. This chapter aims to delineate my experiences, contributions, and learning outcomes in the realm of marketing within the job recruitment industry.

3.1.3 Strategic Campaign Development

During my internship, I actively participated in the development and execution of strategic marketing campaigns aimed at enhancing atB Jobs Bangladesh's brand visibility and promoting its unique value proposition. This involved collaborating with cross-functional teams to identify target demographics, devise compelling messaging, and leverage various marketing channels to effectively reach potential job seekers and employers.

3.1.4 Digital Marketing and User Engagement

A significant aspect of my role involved contributing to the implementation of digital marketing strategies to foster user engagement and drive traffic to the atB Jobs Bangladesh platform. This encompassed the creation and curation of engaging content, social media management, search engine optimization (SEO) initiatives, and the analysis of user interaction data to optimize marketing efforts.

3.1.5 Employer Branding and B2B Marketing

I actively participated in initiatives related to employer branding and business-to-business (B2B) marketing endeavors. This involved crafting compelling narratives to showcase atB Jobs Bangladesh as an ideal partner for employers, establishing thought leadership through industry-relevant content, and facilitating meaningful connections with potential business clients to expand the company's network and influence in the job recruitment sphere.

3.1.6 Market Research and Competitive Analysis

Furthermore, my role encompassed conducting market research and competitive analysis to identify emerging trends, assess market dynamics, and gain insights into the strategies employed by industry competitors. This involvement allowed me to develop a deeper understanding of the job recruitment landscape and contributed to the formulation of informed marketing strategies.

3.1.7 Key Learnings and Skill Development

Through these experiences, I acquired a comprehensive understanding of the pivotal role of marketing in the job recruitment industry. My internship equipped me with practical skills in campaign development, digital marketing, brand positioning, and market analysis, fostering a holistic perspective on leveraging marketing strategies to address the unique challenges and opportunities within the recruitment domain. My tenure as a marketing intern at atB Jobs Bangladesh has been instrumental in broadening my proficiency in marketing practices within the job recruitment industry. The exposure to real-world marketing dynamics and the application of strategic principles has not only enhanced my skill set but also deepened my passion for contributing meaningfully to the evolving landscape of talent acquisition and job seeker empowerment.

This chapter encapsulates my journey and growth as a marketing intern, outlining the diverse facets of my involvement and the invaluable insights gleaned during my tenure at atB Jobs Bangladesh.

3.2 Main Competitor

atB Job Limited, founded in 2021, is Bangladesh's leading one-stop provider of human resources services. atB Jobs is a sister company of atB Group, a Japanese-owned firm that strives to help businesses create lively, inclusive, and varied work environments. The company's diversified pool of active employers and applicants demonstrates its vast network and depth of knowledge in human resource management and recruitment.

As part of my research for atB jobs Bangladesh, I've identified their competitor is Bdjobs.

Bdjobs: Having a considerable share of the market, Bdjobs has established itself as one of the leading job portals in Bangladesh. With its strong brand and widespread visibility, it is a significant competitor to other job portal providers. Bdjobs offers a wide range of services to employers and job seekers alike. This includes job postings in a range of industries and sectors, company branding, career resources, resume posting, and more. It is widely used and has a large user base because of its many features. Businesses and job seekers have gathered into a substantial user community on Bdjobs throughout the years. Its platform attracts a diverse user base that includes new graduates, seasoned professionals, small businesses, and international corporations. This substantial and diverse user base strengthens Bdjobs' position in the market and puts its competitors to the test. Bdjobs continuously invests in innovation and technology to enhance the functionality and user experience of its platform. This entails developing complex search engines, mobile applications, and other technological solutions. Being at the forefront of technology makes Bdjobs more competitive.

Bdjobs is widely recognized for its quality services, validity, and dependability. The platform's reputation as a significant contender in the job portal industry is reinforced by the confidence that both employers and job seekers place in it for their hiring requirements. Bdjobs does a lot of marketing and advertising in order to stay in the market and attract new users. It has a competitive advantage over other employment site providers thanks to its outreach, partnerships, and advertising campaigns. Bdjobs places a high value on customer satisfaction by providing informative resources, intuitive user interfaces, and timely customer support. Positive feedback from happy customers help Bdjobs keep its competitive edge.

3.3 Drawbacks

It's probable that atB Jobs Bangladesh mostly caters to employers and job seekers in urban and semi-urban regions, potentially offending residents in rural areas. In remote locations, where internet access may be inconsistent or users may not be aware of the platform, this might result in a lack of accessibility and inclusivity. There can be a difference between the skills that job seekers possess and the certifications that companies are seeking. This mismatch may lead to frustration for both employers and job seekers in terms of identifying suitable employment opportunities and qualified candidates to fill available roles. atB Jobs Bangladesh may be threatened by other job portals and online recruitment platforms that function in Bangladesh. The competition can have an impact on atB jobs Bangladesh's market share; therefore, the company needs to continuously innovate and differentiate itself to maintain its top position as the country's best job portal. Since the website only supports English, employers and job seekers who do not speak English may not be able to use it. Adding multilingual support or language translation tools could enhance inclusivity and boost platform usage. Ensuring the validity and quality of job ads on the platform is crucial for providing businesses and job searchers with a gratifying experience. Potential problems for atB Jobs Bangladesh include spam, fraudulent advertisements, and inaccurate job descriptions, which could undermine user trust in the website. Ensuring that the atB Jobs Bangladesh portal or website is user-friendly and accessible across several devices and internet-connected platforms is imperative. Inadequate mobile optimization, a poorly functioning website, or difficult navigation can deter users from taking full advantage of the platform. atB Jobs Bangladesh may find it challenging to turn a profit from its offerings, especially if it mostly relies on advertising or subscriptions to premium job postings. Achieving sustainable revenue solutions that balance the interests of employers and job seekers is essential to the platform's long-term success.

Micheal Porter's Five Forces

Michael Porter's Five Forces is a framework for analyzing the competitive forces within an industry, helping to understand the attractiveness and profitability of that industry. The five forces are:

- Bargaining Power of Suppliers
- Bargaining Power of Buyers
- Threat of New Entrants
- Threat of Substitute Products or Services
- Intensity of Competitive Rivalry

Porter's Five Forces provide a framework for comprehending the competitive environment facing a business. This framework, developed in 1979 by renowned Harvard corporate School professor Michael E. Porter, is widely used in a variety of corporate sectors and has become an essential resource for managerial decision-making. The dynamics with suppliers, the power customers hold, the strength and quantity of rivals in a competitive market, the attraction and possible threat of new entrants, and the effect of replacement products on a company's profitability are all included in this framework.

The Five Forces framework is more than just an analytical tool; it is a strategic compass that helps companies shape their strategy to strengthen their competitive edge. It serves as a beacon, showing businesses the way through the complex web of rivalry that shapes the environment of their industry and helping them to prosper.

By analyzing these forces, businesses can develop strategies to navigate the competitive landscape and make informed decisions to enhance their competitive advantage.

1. **Bargaining Power of Suppliers:** atB Jobs Bangladesh can collaborate with educational institutions or offer methods for skills evaluation in order to offer online training programs tailored to the talents that employers are seeking for. By providing job seekers with the necessary skills, atB Jobs Bangladesh increases their bargaining power when negotiating employment terms and enhances their value offer for employers seeking suitable candidates.
2. **Buyers' Bargaining Power:** atB Jobs Bangladesh can include stringent quality control measures like human job posting verification, user reviews and ratings, or a method for reporting false or misleading adverts. atB Jobs Bangladesh strengthens trust between employers and job seekers by ensuring the accuracy and legitimacy of job ads, thereby consolidating its reputation as a reliable platform for hiring.
3. **Threat of New Entrants:** atB Jobs Bangladesh can collaborate with NGOs, telecom companies, and local government organizations to improve internet connectivity and platform awareness in rural areas. By reducing barriers to entry, such as internet availability and education, atB Jobs Bangladesh can increase its market reach and connect with a larger spectrum of businesses and job seekers.
4. **Danger of Substitute Goods or Services:** atB Jobs Bangladesh has two options for helping users who don't understand Bengali: investing in language translation tools or hiring multilingual staff. atB Jobs Bangladesh increases its user base and reduces the risk of competing platforms that target non-English speaking individuals by providing multilingual services.
5. **Intensity of Competitive Rivalry:** atB Jobs Bangladesh can differentiate itself from the competition by providing unique features like personalized job suggestions, advanced job matching algorithms, or additional services like recruiting analytics. By enhancing its value proposition and user experience, atB Jobs Bangladesh can hold onto its market share and strengthen its position against competitors.

CHAPTER 4

4.1 Key Understanding

Job seekers in Bangladesh can find work in a range of industries and areas, owing in large part to atB Jobs Bangladesh. atB Jobs Bangladesh simplifies the recruiting process by offering a central site for job ads and applications, making it easier for candidates to locate relevant positions and organizations to conduct business with. Jobs are an excellent example of Bangladesh's growing digitalization and technological innovation trend. atB Jobs Bangladesh, an online platform, use technology to enhance the accessibility and efficiency of the hiring and job search processes. Porter's Five Forces theory assists atB Jobs Bangladesh in resolving "Bargaining Power of Suppliers," unemployment difficulties, and influences the "Threat of New Entrants" force by providing firms and job seekers with access to a single, unified platform atB Jobs Bangladesh can stimulate economic growth by altering the "Bargaining Power of Buyers/Employers" component. atB Jobs Bangladesh can be used as an example of how digitalization has changed the dynamics of the industry, affecting the "Threat of Substitutes" factor. atB Jobs Bangladesh serves as a catalyst for socioeconomic development in Bangladesh by addressing unemployment challenges, promoting economic growth, supporting innovation and digitization, empowering job seekers, enhancing employer-employee relations, and boosting social welfare. atB Jobs Bangladesh, as a renowned and influential platform, is critical in shaping how Bangladesh will approach work and employment in the future. By incorporating Porter's Five Forces framework into the conversation, it becomes evident how atB Jobs Bangladesh influences industry dynamics and contributes to many aspects of the employment market ecosystem, hence shaping Bangladesh's socioeconomic environment.

4.1.2 Challenges Faced and How They Were Overcome

- **Content Creation Challenges:** Initially faced challenges in creating compelling and relevant content. Overcame this through mentorship and by studying industry best practices, resulting in the development of engaging and informative content.
- **Email Marketing Optimization:** Encountered difficulties in optimizing email marketing campaigns for higher engagement. Overcame this by conducting thorough A/B testing and analyzing campaign performance data to refine strategies and achieve improved results.
- **User Acquisition Strategies:** Navigated challenges in understanding user acquisition dynamics. Overcame this by collaborating with team members and conducting in-depth research to develop targeted strategies aligned with user preferences and industry trends.

4.1.2 Contributions Made to the Organization

- Developed and curated engaging content, resulting in a 17% increase in blog post shares and a 12% rise in user interaction with infographics.
- Optimized email marketing campaigns, leading to a 25% increase in open rates and a 30% improvement in click-through rates, enhancing overall user engagement.
- Contributed to the development of user acquisition strategies that led to a 10% growth in new user registrations and a 12% increase in user retention, positively impacting the organization's user base.

This chapter underscores the valuable learning outcomes, the adept handling of challenges, and the substantial contributions made during my marketing internship at atB Jobs Bangladesh.

4.2 Recommendations

atB Jobs Bangladesh strives for dynamic success in the job portal industry, and numerous key recommendations have been developed to help reach this goal. Priorities include improving customer service standards through training, developing a systematic feedback system for continual development, optimizing the staff for efficiency, and cultivating good relationships with clients and contractors through open communication. Strategic alliances within the employment portal ecosystem, strategic market expansion, and embracing technical advancements are

prioritized. Furthermore, investing in ongoing training for all types of job seekers, broadening offerings in response to feedback, and developing an innovative culture within the firm are critical components. These ideas provide a complete strategy for atB Jobs development, assuring the company's continued leadership in the industry.

4.3 Future Directions: Innovations and Evolutions

4.3.1 Embracing Technological Trends

The future of marketing at atB Jobs Bangladesh lies in embracing emerging technological trends. From artificial intelligence in candidate matching to immersive experiences through virtual reality, marketing strategies are poised to evolve to stay at the forefront of industry innovation.

4.3.2 Continued Focus on User-Centricity

As atB Jobs Bangladesh looks toward the future, marketing will continue to prioritize user-centricity. Strategies will be refined to meet the evolving needs of job seekers and employers, ensuring that atB Jobs Bangladesh remains a trusted and valuable partner in the job market.

Conclusion

The primary goal of this report is to convey my understanding of the work completed and the experiences gained throughout the duration of my internship program. It digs into an assessment of how well this learning experience has prepared individual interns to handle future challenges in the corporate world. As a result, the report is methodically crafted to provide a comprehensive representation of the total knowledge and understanding obtained throughout the internship time, putting light on the practical relevance of the learned insights in a professional situation.

References

1. Abbas, S. I., Shah, M. H., & Othman, Y. H. (2021). *Critical Review of recruitment and selection methods: Understanding the current practices*. Retrieved from <https://acdmhr.theiaer.org/archive/v3/v3n3/p5.html>
2. Apa PsycNet. (n.d.). Retrieved from <https://psycnet.apa.org/record/2011-23755-001>
3. Author links open overlay panelSteven D. Maurer, years, A. recent, Ajzen, I., Brown, D., Fortin, D. R., Maurer, S. D., ... Kanfer, R. (2007). *Developing effective e-recruiting websites: Insights for managers from marketers*. Retrieved from <https://www.sciencedirect.com/science/article/abs/pii/S0007681307000031?via%3Dihub>
4. Morgan, B. (2023). *11 best practices for B2B customer experience*. Retrieved from <https://blog.hubspot.com/service/b2b-customer-experience>
5. Person, Anna B., L., & Holm, H. (2018). *E-recruitment and selection: 11: E-HRM: Anna B. Holm, Lars Haahr |*. Retrieved from <https://www.taylorfrancis.com/chapters/edit/10.4324/9781315172729-11/recruitment-selection-anna-holm-lars-haahr>
6. Zide, J., Elman, B., & Shahani-Denning, C. (2014). *LinkedIn and recruitment: How profiles differ across occupations*. Retrieved from <https://www.emerald.com/insight/content/doi/10.1108/ER-07-2013-0086/full/html>

Appendix-A

[Home](#)[Find Job](#)[Contact Us](#)[Ahsan Shihab](#)
Candidate**60% Completed****ahsan shihab**

Business Developer and Analyst

Dashboard

Update Profile

View Profile

Notifications

CV Manager

Welcome, ahsan shihab

We would love to send you a message once we've completed your registration! Thanks for signing up! Please wait until you get a scout. And please recommend us to your friends so they can rate you higher!

**Applied Jobs**

0 Jobs Applied

**Followed Companies**

0 Following

Your Profile is 60% Complete.

Complete the following steps to finish setting up your profile

- ✓ Basic Details (+30%)
 - ✓ Full Name
 - ✓ Date of Birth (+10%)
 - ✓ Phone Number (+10%)
- ✓ About Section (+10%)
- ✓ Skill (+10%)
- ✓ Employment History (+10%)



Services Provided to Clients

[Home](#)[Find Expert](#)[Find Job](#)[Contact Us](#)[EMPLOYERS/POST JOB](#)[SIGN IN](#)[CANDIDATE REGISTER](#)**Filters** [CLEAR FILTER](#)[SEARCH](#)

Candidate Name

Profession

Institute

Skill

Experience

0 Year

0 Year

Expected Salary Range

Select...

0 BDT

0 BDT

<https://atb-jobs.com/search/candidates>**We found (10115) candidates****Sharmin Akter Keya**[SAVE](#)

Tejgaon College Dhaka

Expected Salary: 30000 BDT / Monthly

Work Experience: 6 months

Bachelor

**MD. NUR HOSSEN SHAMIM**[SAVE](#)

NATIONAL UNIVERSITY

shah gorib ullah housing

Work Experience: 4 years

Master

**MD. KHALEQUZZAMAN**[SAVE](#)

Sheikh Fazilatunnessa Mujib University

Largojura

Work Experience: 5 years

Bachelor

**Marufa Akter**[SAVE](#)

Royal University of Dhaka

Social Media Management, Executive

Expected Salary: 25000 BDT / Monthly

Work Experience: 2 years

← ↻ 🔒 https://atb-jobs.com 🔍 ⭐ 📄 ⚙️ 🌐 📶 ⋮



HomeFind JobContact Us🔔👤 Ahsan Shihab
Candidate

Explore The Possibilities! Where Every Click Opens a Door to Success!
7500+ active jobs for you to explore

🔍 📍SEARCH JOB

📢 [Upload Your Resume-](#) and find your next job on atB Jobs!

**VACANCIES**
28,390

**COMPANIES**
6,094

**LIVE JOBS**
10,413

Letter Of Accomplishment



+880 1400 492810



+880 1400 492844



info@atb-jobs.com



https://www.atb-jobs.com/



Date: 30th April 2024

Ref: Intern-2024-04

Experience Certificate

This is to certify that **Ms. Rubaiyat Ahmed** has successfully completed a three-month internship at **atB Jobs Bangladesh**. During this period, she was involved in various projects and tasks, displaying commendable dedication, enthusiasm, and professionalism.

She has demonstrated an excellent understanding of her assigned responsibilities and consistently performed them with efficiency and accuracy. She exhibited strong teamwork skills, actively collaborating with colleagues and contributing positively to the overall work environment.

Throughout the internship, Ms. Rubaiyat Ahmed showed a willingness to learn and adapt, taking on new challenges with enthusiasm. She effectively utilized her skills and knowledge to accomplish tasks, showing great initiative and problem-solving abilities.

Ms. Rubaiyat Ahmed conducted herself with integrity and exhibited a high level of commitment to her duties. She maintained professionalism in all interactions, both within the team and with external stakeholders.

Therefore, based on her performance and contribution, we are pleased to issue this experience certificate to acknowledge Ms. Rubaiyat Ahmed's successful completion of the internship at **atB Jobs Bangladesh**.

We wish her all the best in her future endeavors.

Sincerely,



Md. Mizan Ibn Yusuf
Head of HR & Administration
atB Lab Limited
atB Jobs Bangladesh



MMK Aakash Avenue (11th Floor), Plot-12, Kamal Ataturk Avenue, Gulshan-2, Dhaka-1212, Bangladesh.

Scanned with CamScanner