

Internship Report

On

Corporate Ask??

~~A~~dvance ~~S~~upply of ~~K~~nowledge

“Marketing Activities Of Corporate Ask”



United International University
QUEST FOR EXCELLENCE

Internship Report

“Marketing Activities of Corporate Ask”

Course code: INT 4399

Submitted To

Dr. Seyama Sultana

Associate Professor

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United International University

Submitted By

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Date of Submission

5th June, 2021



United International University
QUEST FOR EXCELLENCE

Letter of Transmittal

June 04, 2021

To

Dr. Seyama Sultana
Associate Professor
School of Business & Economics
United International University

Subject: **Internship Report on “Marketing Activities of Corporate Ask.”**

Dear Mam,

I am submitting my internship report on “Marketing Activities of Corporate Ask.” The report will provide us with an overview of Marketing strategies & activities of this company. As I am still in the learning phase, this internship program has helped me to understand the practices of Sales & Marketing strategies & activities in corporate world. The study I conducted enhanced my knowledge to make an exclusive report.

The internship report may contain some mistakes and shortcomings but I am ready to clarify any query you think necessary. I am thankful for your constant support and kind cooperation.

I wish that you would be very pleased to accept my report and oblige thereby.

Sincerely

Md. Shorifur Rahman
ID: 111 161 157
Department: BBA



Certification of Similarity Index

Title of the Report: Marketing Activities of Corporate Ask

Name of Student: Md. Shorifur Rahman

Supervisor: Dr. Seyama Sultana

Department: Bachelor of Business Administration

I hereby certify that my internship report is an original research work and it doesn't contain any plagiarized work. I have not used any unethical methods such to prepare this report.



Signature _____

Md. Shorifur Rahman

ID: 111 161 157

Department of BBA

United International University

Declaration of the Student

I sincerely declare that my internship report named “Marketing Activities of Corporate Ask” is a presentation of an original work based on my practical work experience and comprehensive study of existing practices in “Sales & Marketing” department.

This report has been prepared only for academic purpose as a partial requirement for completing the degree of “Bachelor of Business Administration (BBA)”

Student’s Signature:



Supervisor’s Full Name & Signature:

Acknowledgment

In the beginning, I would like to thank my Almighty Allah for giving me the fortune to do my internship in such a big company and the ability to complete the program successfully in good health.

Secondly, I would like to extend my heartiest respect to my academic Supervisor Dr. Seyama Sultana, Associate Professor (Marketing), School of Business and Economics, UIU for her kind support and constant cooperation while preparing this report.

It was my privilege to work as an Intern in Sales & Marketing Department in Corporate ASK from March 01, 2021 to May 31, 2021. I am especially thankful to Niaz Ahmed (CEO), Corporate ASK for offering me the opportunity to do my internship program under his supervision.

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Executive Summary

Corporate ASK is a fastest growing CV/Resume based company in Bangladesh. Their main purpose is to present the youth in the job market according to their skills and to eliminate the unemployment of the young society. They are always tried to capture the youth market who are seeking to guidelines for building his career. In this report in the chapter two, overview of the corporate ask are discussed where includes their history, mission, vision & their core values, 4ps of marketing mix, sales & revenue data of 2020, their current situation of the business & external environments which means internal & external factors & competitive analysis for understanding the competitiveness of their business & strategy planning. In chapter three is covered by my job responsibilities & gaining practical knowledge as a marketing executive during my internship period in Corporate ASK. In chapter 04, findings & discussion part is covered where I have discussed about their marketing policies, their online & offline promotional activities & showed some campaigns which are related to their online & offline marketing & sales activities. And the last chapter, on the basis of the study & findings part I gave some recommendations for developing their business' marketing & last conclusion part is covered.

CHAPTER 01

INTRODUCTION

1.1 Introduction of the Report

This report is the major part of my internship requirement for the composer. The composer is a graduating student of the United International University and has been placed as an intern in Corporate ASK (CMB). I have chosen my internship report titled "**Marketing Activities of Corporate ASK.**" This report is thus submitted as the internship report of the composer. The study was prepared under the guidance of the academic advisor Dr. Seyama Sultana, Associate Professor (Marketing), United International University and the direction of the official supervisor Newaz Ahmed (CEO, Corporate ASK). This experience will certainly improve my perception of the business world in which I can more efficiently conduct my theoretical expertise in real life. I'm proud to be working as per with Corporate ASK and this experience will certainly benefit me in my forthcoming profession. The development of the job study was published as part of internship program. As an intern, the biggest challenge was to convert the theoretical concepts into real-life conditions.

There are the following goals for the internship program and the studies:

- ✓ For acquiring, coordinating extensive information about the responsibility for the work.
- ✓ To explore the specific world of industry.
- ✓ Comparing the realistic scenarios to the lessons learned.
- ✓ To satisfy the criteria of the BBA Program.

1.2 Objectives of the study

1.2.1 Broad Objectives

The board objective of my study is to find out the overall sales & marketing strategies & activities which are followed by Corporate ASK (currently a fastest growing CV/ Resume based organization of Bangladesh)

1.2.2 Specific Objective

- ☐ To get a clear understanding of the current situation,
- ☐ To know about their marketing policies,
- ☐ To know about the business environment that affects to their sales & marketing activities.

- ❑ To know about the company's adjusting strategies which suit their competitive environment & improve their potential profits.
- ❑ To find out the promotional activities of Corporate ASK which are done in online & offline.

1.3 Scope & Limitation of the study

For giving a reflection on my internship experience is the main purpose of preparing this report. And the main objective of my internship program at Corporate ASK was to gain practical knowledge & experience and also understanding a working environment. Since I am doing my internship in the Sales & Marketing department, I had comparatively an easy access to the information regarding functional and operational activities of this department. In this my internship report I have tried to highlight the marketing activities of Corporate ASK which is a fastest growing CV writing & training company in Bangladesh and also have sought the views of some of my company's colleagues and senior experts. However, there is a limitation I have been through while preparing this report and that is confidentiality of information.

1.4 Methodology of the Report

Topic Selection: The topic was approved by my internship course supervisor and it was completely discussed with him where mam provided her point of view so that an efficient report could be made.

Overview of the data collecting & using

In this study, qualitative data collection methods like interviews, group discussions, observations & company's documents, annual report & marketing report revision etc will be used.

A fundamental overview of the collection of the data & utilization to prepare this report are described below:

1. Type of the data: On the basis of primary & secondary data, this report will be prepared-

Primary Data: The primary data was collected by Hands on experience through internship, discussion with supervisor, senior colleagues, cross functional teams and customers, direct observation to the overall sales & marketing activities etc.

Secondary Data: Online documents & publications, reports, newspaper, journal, articles, various websites & and academic knowledge etc

2. Data Source: The technique defines how processed and interpreted data is obtained. I obtained the data after the subsequent bases that supported me in creating this report. It divides the basis hooked on two components:

Primary Sources of Data: Data collected is considered primary data for the first time. The methods used to gather such data include:

- ❖ Face-to-face contact & group discussions with the respective officers and employees of the company. Informal dialogue with the customers.
- ❖ Practical job presentations from the numerous desks covered by the branch departments.

Secondary Sources of Data: The secondary data sources are the annual reporting manuals of Corporate ASK, and various publications. For secondary data collection, approaches used include:

- ❖ Corporate Ask' Annual & Marketing Report,
- ❖ Official Corporate Ask' website,
- ❖ Corporate Ask' sales, marketing, functional & operational related papers.

3. Sampling Technique & the sample size

For studying & analyzing the selected topic, Non- probability technique have been used & the sample size, n was 3 to 5 participants, a number of group was in this study.

4. Data Collection Method

In this study, data has been collected from a number of groups of participants of Corporate ASK by group discussions, taking interviews from them & observing & experience on various sales & marketing activities.

5. Data Analysis & Presentation

In this internship report & since the following report is a descriptive type report, I have not included any numerical values. The report is more related with practical

scenario. I mainly used verbal analysis to describe how Sales & Marketing department do their activities & implement their strategies or what kind of practices they have considered.

And for analyzing & presenting the data, few modalities have been used.

1.5 Definition of Key Terms

Sales & Marketing: Sales means when a marketer does some activities and operations for selling or promoting a product or services to their customers. Marketing, it is all about techniques & strategies for selling or promoting or distributing a product or services to their customers.

Marketing Mix & Customer Mix: The combination of 4 components of products or services, price, promotion and place which is used to meet the demand in the target market is called Marketing Mix that means it is a combination of all the steps of strategies that a company uses to promote its brand or products/services. Marketers use the 4Cs in the marketing mix to market in a more customer-centric way rather than looking at how each aspect of marketing is seen by a business.

SWOT Analysis: SWOT analysis is a good way to analyze the current situation of an organization and if any there are any lacking or weak points, how it can be developed in the future.

Competitor Analysis: If you have a business, there must be some competitors in there. In today's world no any businesses are monopolized. Even if your business, products or services are more different from any other business in the world, it still needs to be deal with some competition. Identifying who your competitors are and how they are keeping their business on the right track is crucial for every company or business. By using this, company identifies the competitors' strengths, weakness & their marketing strategies which are related to their products, services & marketing activities & strategies.

CHAPTER 02

Company Analysis

2.1 Take a look at Corporate Ask



Corporate Ask??
Advance Supply of Knowledge

Niaz Ahmed, Founder & CEO, Corporate ASK

Corporate ASK is a CV / Resume-based organization. Here are several techniques of writing CV / Resume. According to their description, they help write high-level corporate people's CVs.

Niaz Ahmed, the man who went against nature, who brought different kinds of formatting professional CVs to this country and chose it as his profession. He was a mechanical engineer who changed his direction & surprised everyone by pointing the finger at critics; this name is Professional CV Writing.

Niaz Ahmed has recently been discussed as a speaker in various seminars where he encouraged the youth & discussed various structural aspects of the camp. Niaz has set up his dream company "CORPORATE ASK" to help the youth now he is currently the CEO of the company.



2.2 The story behind the establishment of Corporate ASK

Niaz Ahmed is a mechanical engineer & with four years of experience in the energy sector. He received a scholarship to pursue a master's degree in petroleum engineering at a university in London but he rejected it. He decided to enter the training industry because of having hundreds of training experiences and his ability to understand difficult things easily. So he decided to give up his career in January

2016 with the idea of writing a CV. And his interest in writing a CV comes from the fact that there are a lot of people in our country and the skilled human resources are significant in that crowd. Moreover, there are many skilled people but they cannot hone their skills, contrary to the circular with the CV which is sending for the jobs, he cannot bridge the gap between the two. Many opportunities are missed for this. In order to keep pace with the developed world, it is very important to acquire one's work and develop one's skill in a smooth manner. And realizing that the importance, Niaz Ahmed started his challenging professional with the Corporate Ask company.

2.3 The Successes of the Corporate ASK

They have completed the work of writing the 1424th CV in the last Baishak of 1424. A total of 13,000 students from 19 universities have conducted career support workshops, 500 more than career articles has been written in various journals, newspapers and portals which have been read million of times. They have completed of CVs of 81 people of different professionals from 27 countries where there are hundreds of GM, CEO and MD level profiles.

Award-Winning, Certified Resume writer || 8000+ Resume & LinkedIn Profile Developer || Author of 15 Books | Entrepreneur

RECOMMENDED BY



AYMAN SADIK
Founder & CEO, Niaz Ahmed



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AMAAN SULAIMAN
Chairman, Niaz Ahmed



MD. MOSTAFA KAMAL
CEO, Corporate Ask



RUSHDINA KHAN
CEO, Corporate Ask



SHUVASHISH BROWNICK
CEO, Corporate Ask



& MANY MORE

NIAZ AHMED
Award Winning
Resume Development Specialist

WRITTEN 7000+ RESUMES

AUTHOR OF 14 BOOKS

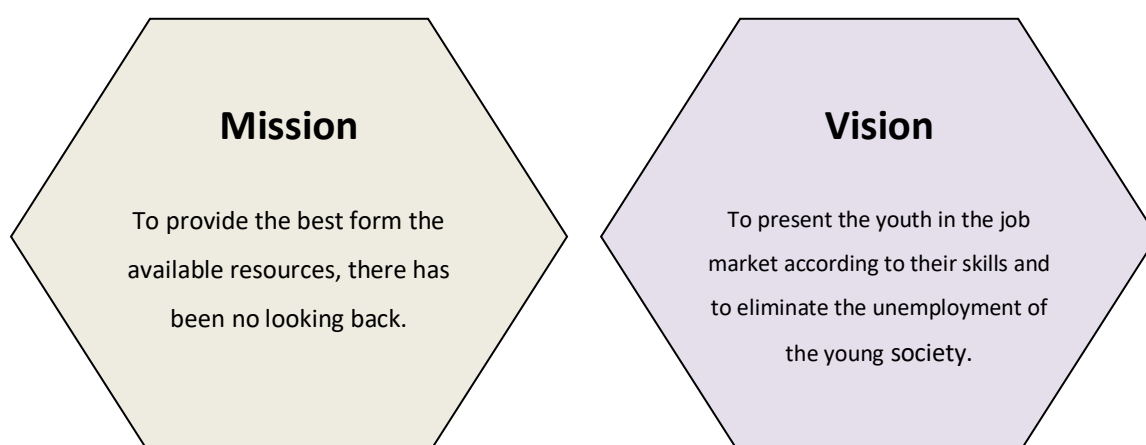
01975409545
www.niazahmed.net



2.4 Corporate ASK at a Glance

Name of the company	Corporate ASK
Foundation Year	2016
Brief	CV Writing Consultancy Firm & Training Center
Website	https://corporate-ask.business.site/
Face book Page	https://www.facebook.com/CorporateAsk/
Location	Mirpur 12, Opposite of Purobi Cinema Hall, Dhaka
Company Size	8-10 people
Expertise's	CV Writing through One to one Consultancy (7000+ Resumes)

2.5 Mission & Vision of Corporate ASK



2.6 The Marketing Mix & the Customer Mix of Corporate ASK

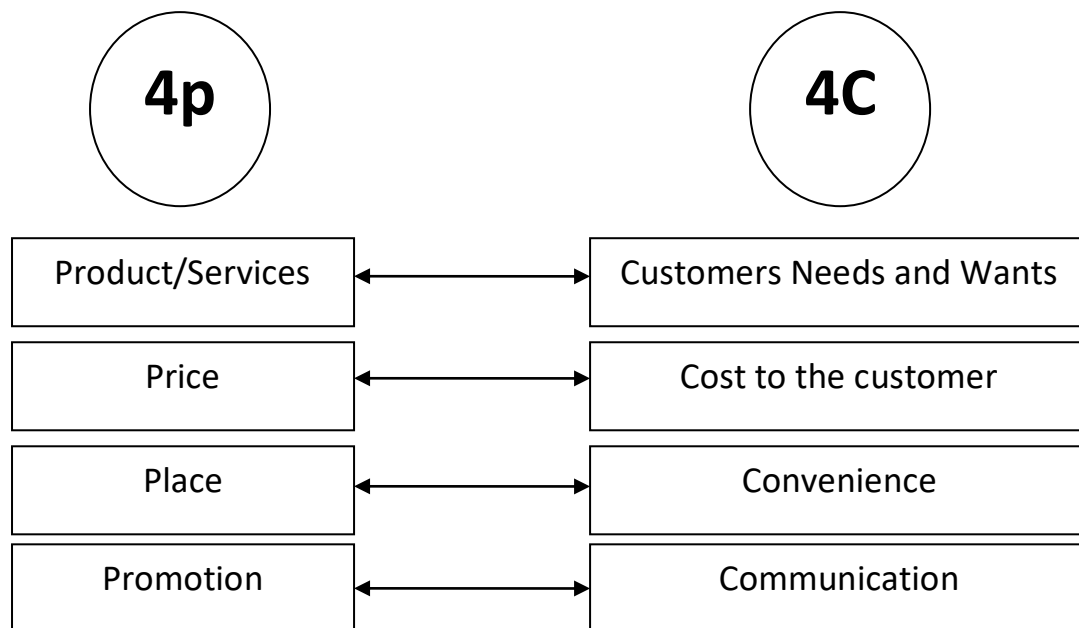


Figure 2.2: Marketing Mix & Customer Mix of Corporate ASK

The combination of 4 components of products or services, price, promotion and place which is used to meet the demand in the target market is called Marketing Mix that means it is a combination of all the steps of strategies that a company uses to promote its brand or products/services. Marketers use the 4Cs in the marketing mix to market in a more customer-centric way rather than looking at how each aspect of marketing is seen by a business.

4Ps of Marketing Mix & Customer Mix are described below:

2.6.1 Customer Value (Product) of Corporate ASK

After completing our university life we all have to apply for the job and at the first document we need a professional Resume. There are many of us who send resumes for jobs but do not get regular calls for interviews. So to get an interview call, our resume should be more fluent and well-organized.

Again, many of us need a proper elegant CV when we want to go abroad for higher studies.

In those cases Corporate Ask try to help their clients to make a professional CV or resume. As well as they provide training services to the youth students about the

career, job & interview related tips and tricks, building a professional profile on various jobs portal like BD.Jobs, LinkedIn etc.



Figure 2.3: Providing Service from Corporate ASK

What do you get from Our CV Builders or CV maker ?

ATS (Applicant Tracking System) Friendly



Customised CV to Fit the Job Position
Applied For



3 Months Free
Revision/Amendments



Delivered in 2-4 Days' Time



CV Created by the Top Minds in the
Industry



Unique , Creative and Powerful
Design

2.6.2 Cost (Price)

Corporate ASK, they use “**Price Discrimination Strategy**” for setting their products and service’s prices on the basis of customers or clients’ cost, their satisfactions, their requirements and their competitors price. For example:



Cover Letter

Starts From
499 BDT



Professional CV

Starts From
1,499 BDT



CV + Cover Letter (combo)

Starts From
1,999 BDT

Professional Level CV Suitable for those who are at an early stage of their career or those with a total work experience of 0 – 5 years.	✓ 3 Free Revisions ✓ 2 to 3 Business Days. ✓ Word & PDF formats ✓ In-depth Consultation (Phone or Email)	Price 1,499 Taka
Management Level CV Suitable for working professionals at a supervisory or managerial level or those with a total work experience of 5+ years	✓ 3 Free Revisions ✓ 2 to 3 Business Days. ✓ Word & PDF formats ✓ In-depth Consultation (Phone or Email)	Price 1,999 Taka
Executive Level Suitable for C-Level professionals, Directors, VPs, Senior managers, General Managers, CEO etc.	✓ 3 Free Revisions ✓ 2 to 3 Business Days. ✓ Word & PDF formats ✓ In-depth Consultation (Phone or Email)	Price 2,999 Taka

Figure 2.4: Price list of services of Corporate ASK

2.6.3 Place (Convenience to buy)

Corporate ASK, besides placing their business on online platforms by building a professional face book page where they are marketing about their products, services & business. As well as they use LinkedIn & YouTube platforms for giving the information about their products & services. Basically their services are available in over the world. And their target clients can easily communicate with them thorough internet, Skype, phone call etc.

In addition they arrange many seminars, web seminars, events, live Adda for convincing their targeted customers.

2.6.4 Promotion (Communication)

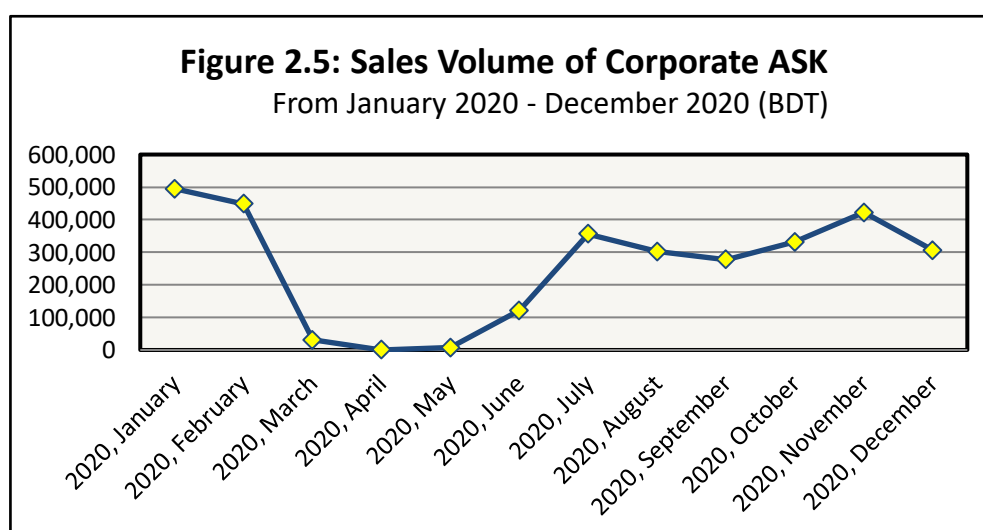
Corporate ASK does different types of promotional activities on online & offline. In online they mainly focus on social media platforms which are Face Book & LinkedIn, YouTube & their own websites. They basically display & show their samples of products & services related articles, blogs, videos & photos to the customers, try to visual them by following **Advertorial Strategy (Advertisement + Tutorials)** like about –

- ☐ The necessity of writing a formal or professional CV or resume,
- ☐ How to get interview call by writing a formal or professional CV or resume,
- ☐ How to write a cover letter or create professional LinkedIn profile,
- ☐ Updating BD Jobs and LinkedIn profile,
- ☐ How to participate an interview session & give the answers of interview questions with accurately & confidently.

In offline their sales, marketing & customer care services find out the lead that need these services & do their promotional activities to capture the market. In addition they organize training sessions, seminars, web seminars, live adda for communicating their clients.

2.7 Trends & Growth of Corporate ASK

Table 2.2: Revenue & Sales Data Report of Corporate ASK					
January 2020 - April 2020					
Account	Transaction ID	Janu-2020	Feb-2020	March-2020	April-2020
		Total	Total	Total	Total
Operating Income					
Discount		-22,852.00	-33,219.60	-6,862.00	0.00
Other Costs		-12,104.00	-6,714.00	-2,567.00	0.00
Sales		5,30,030.00	4,88,825.00	40,467.00	0.00
May 2020 - August 2020					
Account	Transaction ID	May-20	June-20	July-20	August-20
		Total	Total	Total	Total
Operating Income					
Discount		-12,384.00	-10,346.00	-36,299.55	-32,299.55
Other Costs		-3,567.00	-3,026.90	-5,267.45	-3,500.45
Sales		23,467.00	1,34,284.50	3,97,531.00	3,37,800.00
September 2020 - December 2020					
Account	Transaction ID	Sep-20	Oct-20	Nov-20	Dec-20
		Total	Total	Total	Total
Operating Income					
Discount		-45,500.00	-25,625.00	-34,175.50	-39,328.50
Other Costs		-7,500.00	-5,490.00	-12,490.00	-11,490.00
Sales		3,30,500.00	3,62,860.00	4,68,940.00	3,56,378.00



2.8 Internal Analysis of Corporate ASK

2.8.1 SWOT Analysis

SWOT analysis is a good way to analyze the current situation of an organization and if any there are any lacking or weak points, how it can be developed in the future.

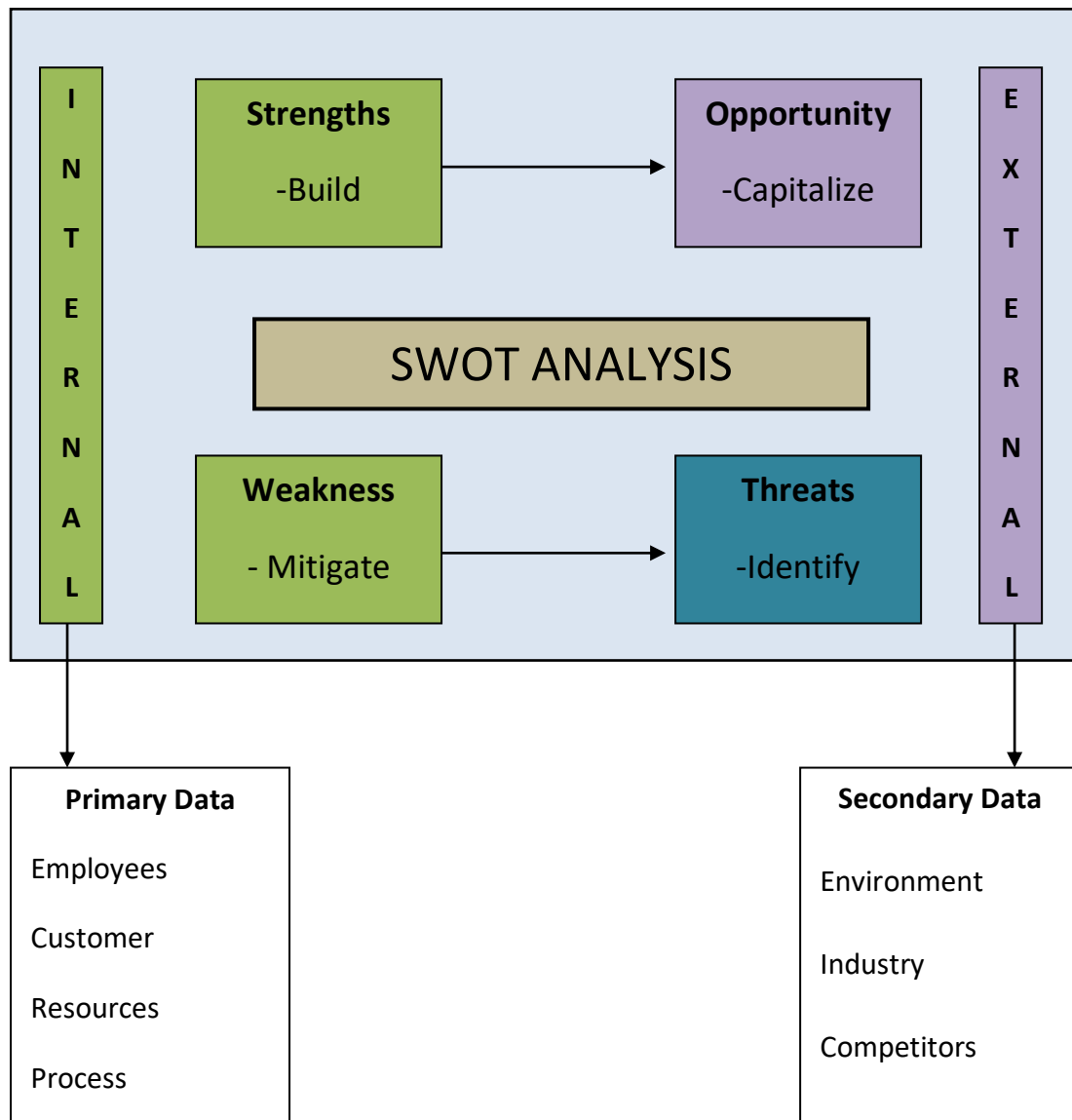


Figure 2.6: Understanding of SWOT Analysis

The SWOT analysis of Corporate ASK is discussed below:

Strengths	• High Barriers to entry • High experienced owner-operator • Limited competition in the Bangladesh market • Fast delivery • Very high gross margins • Ability to sell products all over the world by online • Highly visible Face Book page & YouTube • Limited startup Risk
Weakness	• Lack of developing website design • Limited startup costs • Limited flexibility in pricing • Lack of consumer perceptions about their services
Opportunity	• Continued expansion for online sales • Ability to develop website stores • Ability to organize online training sessions for educate the clients
Threats	• Changes in regulations can impact the business. • Services are already sold by other competitors like High Point CV writing Service Company & CV writing freelancers in Bangladesh.

Table 2.3: SWOT Analysis of Corporate ASK

2.9 External Analysis of Corporate ASK

2.9.1 External Economic Factors

Economically, Bangladesh is developing but not stable still now. The unemployment rate is 4.15 (2020) & due to the COVID – 19, it's 11.9%. So, purchasing power of income of customers is affecting on this business. And it's a big challenge for Corporate ASK to build their sustainable business.

2.9.2 External Social Factors

In our country, most of the graduated students have lack of knowledge about the job market, job responsibilities, professional CV writings, and training in the job. As a result, when they apply for any job, they take guidelines from any other sources in where most of the sources are not proper guidelines. So, career attitudes & youth's social belief can affect on their interest for purchasing this services.

2.9.3 External Technological Factors

Technology is developing day by day. Everyone has Smartphone & most of the youth & young generation they want to get online sessions, online consultancy, and online guidelines about career related tips, suggestions. So, these updating technology can be affect on this business.

2.10 Competitor Analysis

If you have a business, there must be some competitors in there. In today's world no any businesses are monopolized. Even if your business, products or services are more different from any other business in the world, it still needs to be deal with some competition. Identifying who your competitors are and how they are keeping their business on the right track is crucial for every company or business. By using this, company identifies the competitors' strengths, weakness & their marketing strategies which are related to their products, services & marketing activities & strategies.

Corporate ASK, their business is growing faster uprising in online platforms all over the world. Their innovative CV and resume writing services' ideas & expansion the Varsity of services has been hit so far. But they have some competitors whose are **Peacock CV Writing Service & CV Design BD.**

By using a chart, some highlights of the major competitors' companies are given & discussed below:

Company Name	Target Market	Price	Distribution Method	Website Design	Advertising Platform	Followers
Corporate ASK 	Students, White, blue, gold collared people	Competitive	-Online Market -Direct Sales -Seminar, events -Online delivery	Not Attractive	-Face book -LinkedIn -Seminar -YouTube	23,664
Peacock CV Writing Service 	Internship seekers, Entry level job candidates	Reasonable	-Online Market -Direct Sales -Online delivery	Not up to the Mark	-Face book -Instagram - YouTube -LinkedIn	13,225
CV Design BD 	Students, White, blue, gold collared people	Competitive	-Online Market -Direct Sales -Online delivery	Not up to the Mark	-Face book -LinkedIn -YouTube	27,270

Table 2.4: Competitor Analysis

CHAPTER 03

Internship Experience

3.1 Internship Program

I had the opportunity to work at Corporate ASK as an intern for three (03) months from 1st March, 2021 to 31th May, 2021 to complete my all academic courses of Bachelors of Business Administration (BBA) degree. Since my major is Marketing, I joined the Corporate ASK as a Marketing Executive. I completely included in marketing activities and generally, I worked related to the promotional activities of the products & services in various social media, generating leads through directly or online. So, in the below I'm taking about my internship experience where I have learnt from Corporate Ask during my Internship program.

3.1.1 Daily Routine

From the joining of my internship, I continuously attempt to preserve my regularity and be obedient. The main mission of this internship was to gain down to earth encounter, to gather company information, to recognizable with marketing activities, and understanding of the working environment. My daily work was begun from 9.00 am to 5.00 pm at office & sometimes from home due to the pandemic situation.

3.1.2 Use of Office Equipments

In Corporate ASK I was allowed to utilize all the sorts of apparatus of the office benefit. I was permitted to use a computer, Web, Ad words' ID to total my essential assignments.

3.2 Description of the Job

As I have worked within the marketing division, I completely included in marketing activities and generally I worked with all promotional activities and I was relegated to do the taking after employments regularly, those were:

3.2.1 Generating leads or potential clients

One of my daily tasks was to find leads for potential clients to understand our services & products which will give them more benefits in their jobs life.

3.2.2 Assist Promotional Activities

I have learned and worked generally the promotional tools and strategies from my 3-month internship program. In this period I have learned down to earth knowledge almost promotional blend and other promoting activities. During my internship, I do help them in numerous promotional exercises.

- ❖ Analyzing the costs of distinctive social media for Promotion.
- ❖ Assist in decision-making for giving Ads in Social Media.
- ❖ Post updates information on social media.

3.3 Training

- ❖ Create and execute imaginative coordinates marketing plans to extend brand awareness utilizing different channels.
- ❖ **Understanding of the field:** Planning, scheduling, budgeting & communicating with customers, observing them all field works activities, I understood during my Internship program.
- ❖ **If there any mistakes, how to overcome:** During my working days, I made mistakes but my senior colleagues & upper managements was exceptionally supportive, he instructed me with care. But at that point once more I did mistakes as well, so he made a few feedback which actually helped to act positive and learned how to handle these circumstances.
- ❖ **Management of Time Skills:** I am treated as a permanent employee during my Internship program. My work time was from 10.00 am to 6.00 pm. From here, I learned how to manage my time on under pressure of work, regularly complete my task on daily basis.

CHAPTER 04

Findings & Analysis

4.1 Marketing Policies of Corporate ASK

All the companies around the world that run their business have more or less the marketing policies and according to their creating policies they determine their future business success. As marketing policies contribute to such success, it is vital for each organization to develop a marketing policies & plan. An organization's promotional activities include

- ❑ Establishing a courtesy relationship with the company's customers,
- ❑ Sending them messages about their products & services,
- ❑ Understanding about their branding values,
- ❑ Collect the data of customers on their purchasing power, purpose of the purchasing their products etc.

By marketing campaigns' strategy reinforces advertising design and places the company in a professional position, as well as playing a key role in building company's image & reputation.

To gaining a competitive market place in CV/Resume based organization sector of Bangladesh, Corporate ASK follows their creating marketing policies & according to those they implement it. These are given & discussed below:



Figure 4.1: Marketing Policies of Corporate ASK

But it is a challenging to implement the right marketing policies at the right time. Corporate Ask does different types of campaigns in both **offline & online** like events in university's gallery, workshop, live adda, free training session in online and offline while they educate to their clients about their CV writing & training services. They usually do these campaigns end of the month and try to do it every month.



They also provide various types of **discounts** to their clients on their products & services with 6months free revision. The discount offers are given in various festivals like black Friday, 100k celebration or campaign programs.

Furthermore, Corporate ASK involves in various **promotional activities** thorough social networking sites. The online advancements that the company does are primarily on distinctive social media websites like Face book, LinkedIn etc.

At last, Corporate ASK gives their advertising about their **CV services' package** to the distinctive websites. On the off chance that any clients' clicks on that promotion or advertising related posts, he or she will straightforwardly go to the site of Corporate ASK.

4.2 Offline Promotional Activities of Corporate ASK

Offline advertising is a marketing activity which involves that an advertising about a business outside of the internet. By this, the main purpose of the business, products & services related promotional messaging can quickly & effectively deliver to the customers. It does not require to participation on the Internet. These types of disconnected promotional activities include:

- ☐ Various events like training session, workshop, job fair, talk show in FM Radio
- ☐ Published Various contents in newspapers and also publish books in book fair etc

Some of the off-line promotional activities of Corporate ASK are given & discussed below:

4.2.1 One to One Coaching

In this offline events, marketing team of Corporate ASK identify their potential clients, suggest them to participate in a coaching session in where they train & give ideas to their clients about how to organize & present their extracurricular activities, job experiences, skills in two pages' resume. By one to one discussion & training session, they explain the need to create a professional CV/Resume according to the client's profile as well as the clients to take the achievement based smart resume services from them.



4.2.2 Express to Impress Event

Such this offline events are usually organized in the training room of Corporate ASK or in the university' campus with entry fee or without fee in where Corporate ASK brings a person who is a successful in his job & career life & train to their target clients in various professional aspects of the job & working life as a motivational speaker & at the same time highlights the necessary of making a professional Resume/CV.

Express to Impress

Niaz Ahmed
CEO, Corporate Ask
(author of 2000+ Resume)

Md. Jamal Uddin Jamy
Founder & Consultant,
Career Coach

FEE: BDT 3000

19 JANUARY, 2018
9 AM - 5 PM | FRIDAY

Corporate Ask Training Room,
Mirpur, Dhaka

Corporate Ask??

For Any Query and bKash purpose,
Please Call: 01975-409545

4.2.3 Ekushey Book Fair Event

Next, they came to present their clients with publishing a book which is Campus to Corporate thorough a stall at Ekushey Book Fair in Dhaka. They camped all the month that year about their CV/Resume writing services, training facilities etc. They run their offline promotional marketing activities all the month by two way communication. Also their sales & marketing representatives give & deliver the messages of about their services, prices & packages. They also offered a special discount on their services throughout the month.



4.2.4 Published contents in various Newspaper

Corporate Ask, their marketing teams are tried to publish various contents in newspapers on every month about the necessities of making a professional Cv/Resume, tips & tricks, training session information etc.



4.3 Online Promotional Activities of Corporate ASK

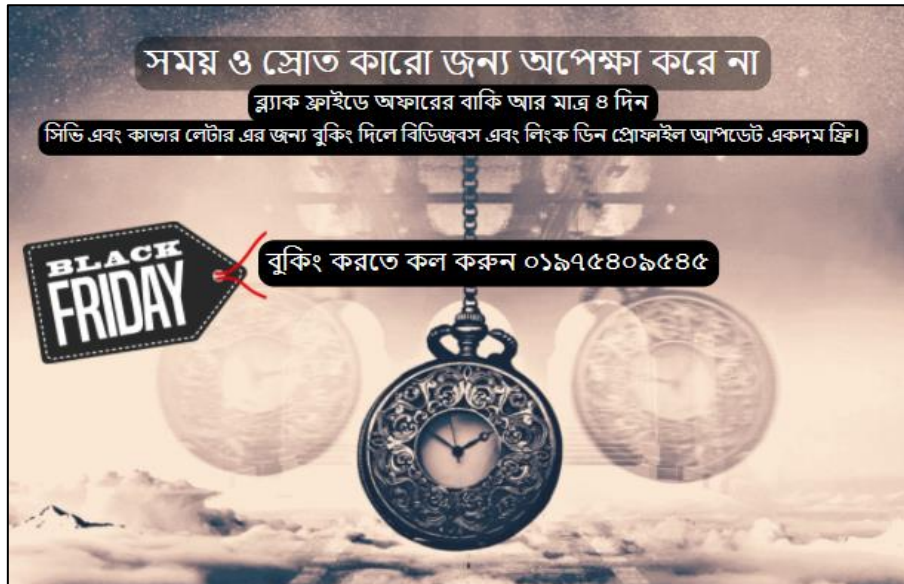
Corporate ASK involves in various advertising, marketing & promotional activities on various online platforms in order to attract about the company's services or brands & also get the customers' attention. They have to promote their business in online specially use Social media platform in order to customers purchase their choosing services than from others. Sales promotion is also a part of overall promotional activities.

❖ Online promotional strategies includes:

- ☐ Discount rate
- ☐ Package Offer
- ☐ Free Offers etc

Some of the online promotional activities of Corporate ASK are given & discussed below:

4.3.1 Black Friday Campaign

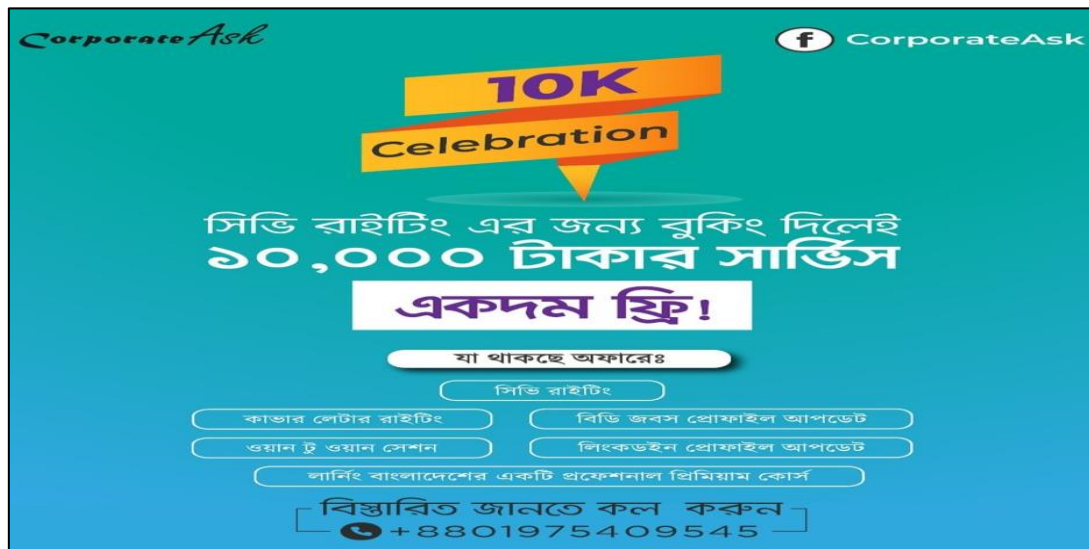


Corporate ASK launches their Black Friday campaign in Bangladesh & there are some key features of this which has been given below:

- ☐ Every year in the month of November, Corporate ASK launches their Black Friday campaign.
- ☐ And the campaign's duration is from November 26 to November 28.

- All the sorts of their CV/Resume writing services & training session are sold during the running of this campaign.
- They give up to 100% discounts on their services during this campaign which if anyone take CV & Cover letter services, he will get 100% discounts on their updating the profile of BDjobs & linkedIn.

4.3.2 10K Celebration



Their main purpose of this **10k celebration campaign** is to provide their professional services at the low cost so that everyone gets benefits from them. This offer was-

If anyone book on the CV/Resume writing services, he will get 100% discounts on-

- ✓ Cover letter Writing
- ✓ One to one session
- ✓ A paid professional course
- ✓ Updating profile of the BDjobs & linedIn

4.3.3 Career Growth Offer for Fresher



From the month of February 26, 2020, Corporate Ask started their Career Growth Offer campaign for fresher. The offer includes 70% discount on five services simultaneously.

4.3.4 Eid Salami Campaign



This is a successful promotional campaign for Corporate ASK. Every year, a month before Eid festival, Corporate ASK is offering Eid gifts & it is up to BDT 2000 on booking their CV/Resume writing services.

4.3.5 Shafollo Offers Campaign



On the **Independence Day** of Bangladesh, Corporate ASK is offering discount up to BDT 2000 on their CV/Resume & cover letter writing services which are available to their customers throughout the March month of each year.

4.4 Tools of Testing the effectiveness of Online Marketing & Promotional Campaign

Table 4.1: Testing the effectiveness of Online Marketing & Campaign (Corporate ASK)

Data From 2019 to 2020		
Data of Displaying Ad Post in Social Media & Website		Data
Impressions	How many times an ad post is served	Confidential Data
Click through rate (CTR)	% of times an ad post is clicked & commented	
View-through rate (VTR)	% of times an ad post is not clicked	
Hits	Number of HTTP requests	
View ability rate	% of ads post that are actually seen online	
Loyalty	measuring page views, web site visiting & customers who leave to the face book’ page	
Unique Visitors	Number of unique visitors in a period	
Reach	% of potential buyers page & website visiting	
Recency	Action taken by a page visitors	
Stickiness	Average length of stay at a page	
Acquisition Rate	% of visitors who showing the interests by registration an account on their events, online sessions	
Conversion Rate	% of visitors who become their clients	
Browse to buy ratio	Ratio of items purchased to services views	
Check out conversion rate	% of actual orders to checkouts started	
In the Case of Video Advertising/Online live Show/Trainings Session		
View Time	How long does the ad actually stay in view while it plays	
Completion rate	How many viewers watched the complete video	
Skip Rate	How many viewers skipped the video	

CHAPTER 05

Recommendations & Conclusion

5.1 Recommendation

Corporate ASK is fastest growing business in CV/Resume & training sector of Bangladesh. Some recommendations are given below based on my study in this report which I have tried to find out.

- ❑ First of all, Corporate Ask need to develop their websites where there will be an option to live chat & customers can get easily find solutions to their problems.
- ❑ The duration of the some campaigns should be extended.
- ❑ For increasing their sales, they need to go mass marketing. Besides, they need to more educate their clients specially fresher about the necessity of writing a professional CV/Resume
- ❑ And for it, they need to extend the topics & contents of their training sessions for delivering their service related messages by two way communications.
- ❑ They can create a YouTube platform where there have customers review & their sales representative will provide information about their new or upcoming offers events & training sessions.
- ❑ And lastly, in the first instance, a fresher haven't much ability to make a paid professional CV/Resume, by considering it, Corporate Ask need to reduce their process on their CV packages for fresher.

5.2 Conclusion

Corporate ASK creates the possibility of creating and acquiring more shares in the business market. At one time the Corporate ASK had to go the whole way to walk the path through heterogeneous thinking. But today Corporate ASK has been able to reach out to various organizations from a weak position. In a CV/Resume & training session industry, Corporate ASK should always maintain to develop & update their services according to the job trends in the market. Corporate ASK is making progress to make the dynamic life easier from the proper application of its name. In todays having crisis of jobs in the Bangladesh market, job candidates want to get a professional CV/Resume in a short time. By thinking to solve this problem, Corporate ASK, their marketing policies & offline & online campaign & strategies to attract new customers and it can be said that Corporate ASK will take Bangladesh to the top position & making their clients' job life easier.

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Mirpur 12, Opposite of Purobi Cinema Hall, Dhaka
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Appendix

Internship Agreement



INTERNSHIP AGREEMENT

This Agreement is made on

BETWEEN:

(1) **Corporate Ask** is a CV/RESUME-based organization and having its office at Mirpur-11.

AND

(2) **Md. Shorifur Rahman** (The Intern)

This agreement is subject to the following terms and conditions:

1. For the purpose of assisting the intern to obtain work experience. The company hereby appoints the Intern and the Intern hereby accepts such appointment. The intern will commence an Internship with the company from **March 01, 2021 to May 31, 2021** for period of three months (Internship Period) and shall perform such duties as the company may required. The Intern will initially be assigned to perform duties at Dhaka. However, The Intern shall serve in the Company.
2. The company understands that the Intern, upon completion of the Internship Period will submit an Internship Report to his/her educational institution. The Intern shall make sure that the Internship Report if uploaded in the internet shall not be publicly searchable.
3. The Intern will be paid a lump sum allowance of BDT 5000/- (BDT Five Thousand Only) per month. The Intern will be responsible for paying all of his/her taxes, if any.
4. Both the Company and Intern reserves the right to terminate contract of Internship forthwith and without assigning any reason whatsoever with 7days written notice, at any time during the contract period.
5. This Agreement is governed by the laws of Bangladesh and the parties submit to the exclusive jurisdiction of the courts of Bangladesh.
6. The Company hopes that your association with the Company will be successful and rewarding. Please indicate your acceptance of this offer by signing below and returning to it to.



Signed

Niaz Ahmed

CEO

Signed

Intern's Name: Md. Shorifur Rahman

Interview Questions

Name:

Email ID:

Designation:

Mobile:

		Notes
01	Could you mention some marketing strategies of Corporate ASK?	
02	What are your strengths & weakness for your business?	
03	What are your threats & opportunities for your business?	
04	How you set your price for your products & services?	
05	Is the price varied based on the categories of your target customers?	
06	What external or environmental factors are challenging to run your business?	
07	Who are your competitors?	
08	How you gain competitive advantage & what's strategy you are following against your competitors?	
09	Can you explain about your marketing policies?	
10	How you do promotional activities in both Offline & Online?	
11	How you are doing to keep promotional or marketing campaign in this pandemic situation?	
12	What was your successful promotional campaign?	
13	How you find out the effectiveness of online & offline marketing?	