



Internship Report on

"Customer Relationship Management (CRM) Practices by Global Brand Private Limited: A hands-on initiative through the Digital Media Platforms"



United International University
QUEST FOR EXCELLENCE

Internship report on

**"Customer Relationship Management (CRM) Practices by Global Brand
Private Limited: A hands-on initiative through the Digital Media
Platforms"**

Course Code: INT 4399

Submitted To:

Sarker Rafij Ahmed Ratan

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School of Business and Economics (SOBE)
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Submitted by:

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ID: 111 131 209

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Letter of Transmittal

11th Jan 2020

Sarker Rafij Ahmed Ratan

Assistant Professor,

School of Business and Economics,

United International University

Subject: Submission of the internship report.

Dear Sir,

I am pleased to submit my report—CRM practices through Digital Media Platforms at Global Brand Private Limited's E-commerce and Corporate Center which has been signed by my mentor you throughout the internship session for the course, (INT 4399). I have attempted my level best to accurately present all of the appearances of my assigned work. While developing this report, I have discovered many elements concerning E-commerce and Corporate Marketing concerning an ICT distributor area also particularly received adequate information on "GBPL Online Shop".

Despite certain barriers faced in making the paper, I have adjudicated to be as well-regulated as feasible. Willingly, in case of any further interpretation or explanation as on my article, I would embrace the chance to discuss by you to examine how the verdicts could entirely fit the necessities.

Sincerely yours,

Md. Abir Rahman

ID No: 111 131 209

BBA Program

School of Business & Economics

United International University

Declaration of the Student

First of all, I would wish to declare that the article is not a copy paper. The study is original. I have analyzed my ablest to obtain this report as instructive as feasible. I also assure that my presented report has not been submitted to any other person earlier and will not be offered to anybody in eternity.

Md. Abir Rahman

ID: 111 131 209

BBA Program

School of Business and Economics

United International University

Acknowledgement

I would like to start by expressing gratitude toward the Almighty for allowing me to write this internship report. To complete the Bachelor of Business Administration Degree, under the subject name INT 4399 of United International University, an internship curriculum is an obligatory element. Writing this report would not have been possible without the help and supervision of the office staff as well as my supervisor. Also, I would like to thank UIU School of Business for helping me in my journey of getting my BBA degree and Global Brand Private Limited for hiring me as an Intern in the E-Commerce & Corporate Marketing department. I furthermore thank all the faculties and staff of UIU for their assistance and advice which I will carry with me for the rest of my life. Additionally, I am grateful to Global Brand Private Limited while I possess accumulated the immense understanding of experience while managing at the GBPL Online Shop of Global Brand Private Limited.

I am obliged upon the internship course supervisor also honorable faculty of United International University, Sarker Rafij Ahmed Ratan who escorted me about my internship paper also complete the last article of my whole undergraduate student career accordingly. But, whenever I requested concerning help regarding my paper my supervisor went and above and beyond to assist me. This would nevermore be feasible toward me to complete the article externally the assistance including the guidance from my supervisor teacher. He provided with recommendations to obtain the article as informative also constructive as attainable.

I would additionally desire to appreciate my line manager Mr Md. Saddam Hosain Sumon, E-commerce, Sale & Marketing Executive and Mr Kazi Fayaz Hossain, Business Development Manager of Enterprise & Corporate for their cooperation throughout the right beginning platform of my work. Of this beginning time, they escorted me with proper way. I could not possess provided the aforementioned article without their guidance. I will never more disregard his generous advice during my learning phase. Concluding, however, It would be loved appreciating, every member from the marketing officer that was so supportive throughout the internship period. I additionally should receive the assistance of my co-worker's also different cross-functional groups.

Contents

Executive review	8
1. Company Profile	9
History	10
Shareholders	12
Vision	13
Mission	13
Goal	13
Core Values	13
Product and Services	14
Operational Organogram	15
2. Introduction	17
The rationale of study	17
Scope and limitation of Study	18
Literature review	18
3. Project Initiated	20
Difficulties including Recommended Plan regarding Work to Increase	22
Important Learnings of This Internship Curriculum	22
Conclusion	23
References	24

Executive Review

Spending the ultimate 4 months on GBPL has been one of the greatest practical learning experiences for me. A fresh graduate like me is one of the luckiest graduates on earth who now has an understanding of the operations of the largest ICT distributor of the country. The working environments along with the staff guided me through this amazing journey and helped me realize what is leading about my future. I become to work for our Commercial and Corporate Marketing Department in alliance including E-Commerce and Corporate Center.

There were numerous responsibilities that I had to take on. These include but not limited to maintaining social media, regularly investigating customer's daily reports, and product stock management; manage database and provide logistic assistance. I possess earned this permission to pick also determine which products directions be practiced onboard by GBPL Online Shop. The staff here was extremely pleasant to work with and was from the diverse culture of Bangladesh. This internship helped me realize that practical experience not only teaches us but also makes us efficient and improve the quality of our performance. My experience remained pleasant and an education as time goes on. However, I still have a lot to learn and working here will help me thrive in every challenging situation of my future career.

Section 01

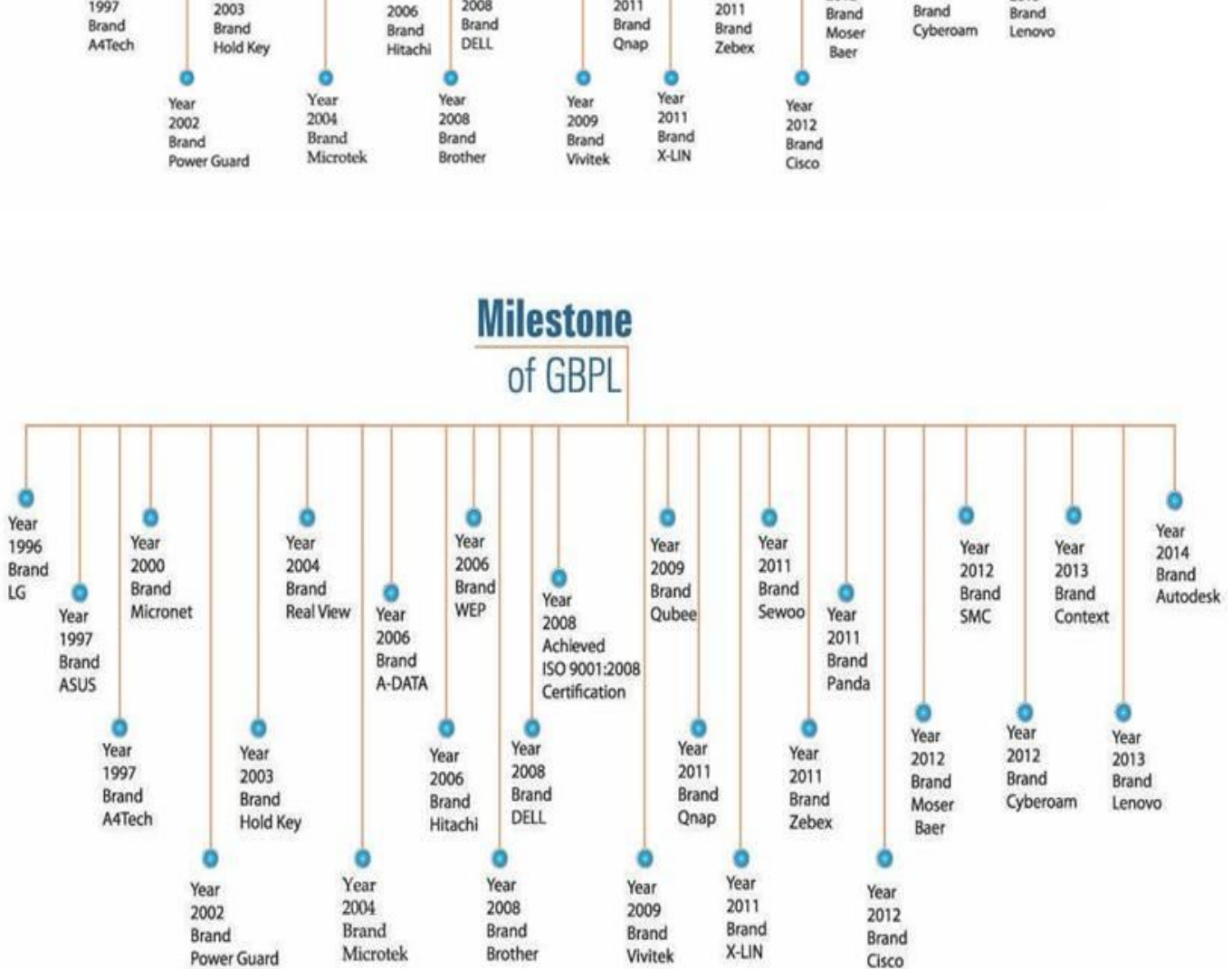
Company Profile

Global Brand Pvt. Ltd. was established in 1996, with more than 75 world's renowned brands over a decade, GBPL becomes the largest in distributing ICT products to the re-sellers, dealers, retailers, corporate markets and includes govt. tenders within Bangladesh. The prefatory accomplishment of Global Brand enhances essentially based covering a simple challenge: "Spread ICT Knowledge over to the country people", which converted into the foundation of Global Brand's passageway.

Amidst customer gaieties in being Global Brand's intermediate focus, digitalization becomes to aim out to be a necessity to refresh the distribution process to use clients possess interaction, function (Internally & Externally) moreover service contributions from the standard way of the market to digital outline. The purpose of Global Brand Private Limited is to achieve customer comfort through dynamic workforce including coordination remains the uppermost priority and, by an influential quality centre upheld by profoundly specialized experts, the company efforts to afford goods and services concerning the most eminent quality to its clients.

The boom of G.B.P.L. throughout the ages has remained fueled amidst progressive distribution channel with quality goods and services focused on remarkable market segments, aggressive growth of re-seller, retailers, dealers and corporate market centre extraordinary and loyal customer concern, forming an comprehensive distribution channel influence during the effectiveness furthermore building a sturdy figure that rationally correlated re-sellers, dealers and clients with Global Brand Private Limited.

Global Brand provides the equivalent opportunities to employees including becomes invariably bestowed ought to compassion to unspecified non-compliance. Global Brand's HO graced that largest ICT distributor by process of The ICT Industry Association of Bangladesh (BCS). The business holds willingly formed smooth management, G.B.P.L. stands promptly operating relentlessly to lead digital global over each obtainer to develop an exceptionally practical Bangladesh.



Meanwhile, 1987, Bangladesh Computer Samity (B.C.S.) signifies that national association of information and communication technologies companies in Bangladesh that remained settled in Dhaka, Bangladesh. According to Joint Stock Companies and Firms in Bangladesh, Bangladesh Computer Samity is the first ICT trade association of Bangladesh. In 1993, BCS registered with Federation of Bangladesh Chambers of Commerce & Industries as 'A' category member. Considering 1996, it depicts in the regional forum of Asian-Oceanian Computing Industry Organization (ASOCIO: www.asocio.org), that comprises the key ICT industry associations in their respective economies representing more than 10,000 IT companies in the Asian-Oceanian region. Global Brand Pvt. Ltd. was formed in 1996 with a vision is to build a beautiful tomorrow. From the beginning, Global Brand is the only distributor of ASUS. From 2000, GBPL creates its distribution channel more vastly. GBPL is the sole distributor of ASUS, Team, ADATA, A4Tech, Golden Field, Commercial Series of Lenovo and Dell, LG monitor, Sharp printer, Brother Printer and Scanner and so many others. In 2019, now Global Brand has more

than 75 world's renowned brands that distributed to re-sellers of Bangladesh. To grow to obtain this largest ICT distributor within Bangladesh, G.B.P.L. overhauled Flora Ltd by more prominent than a thousand numbers of clients. Flora Ltd is now only working for Govt. Tenders and other two competitors SmarTech only working in the Corporate Marketing sector. GBPL's topmost re-sellers are also their competitor in the sector of E-Commerce as Daraz, Pickaboo, PriyoShop, Othoba.com, Bagdoo, ajkerdeal.com, Ryans, Startech and so many more are included but the top 8 are the proactive re-sellers of Global Brand Private Limited. As of September 2015, Global Brand Pvt. Ltd. has a plethora of corporate clients, dealers, re-sellers and also Govt. clients by 24% marketplace dimension. G.B.P.L.'s growth over some heralding ages become implied kindled with innovative distribution channel services including goods centered upon distinguished market portions, dynamic development from re-seller area exceptional moreover devoted client concern, building an extensive circulation channel reach throughout this use also establishing some robust standard that rationally connected re-sellers, dealers and clients with Global Brand Private Limited.

With having 28 branches of Global Brand all over Bangladesh for connecting with their resellers and corporate clients in every possible way. It includes four corporate branches where products and services ensure there's more comfortably along with a Warehouse where all brands products are stored and distributed to the separate branches whenever it needs. And a Service Center where all the customers or clients get fixed up of their queries.

Figure: Market share of Global Brand (Source: Global Brand Pvt. Ltd.)

In 2017, within these years after the launching GBPL Online Shop for customers, Global Brand achieved more than 500k customers and became the largest ICT online service provider in terms of customers and retailers. Global Brand reserved its influential place within that 6-player IT service provider business inside Bangladesh.

Global Brand's cost-effective worth scheme and authorized brands distributorship aroused its exponential extension across these cycles against articles from clients, customers including income. For propelling G.B.P.L. Online Shop service in August 2017, Global Brand holds observed a remarkable increase while earning revenue.

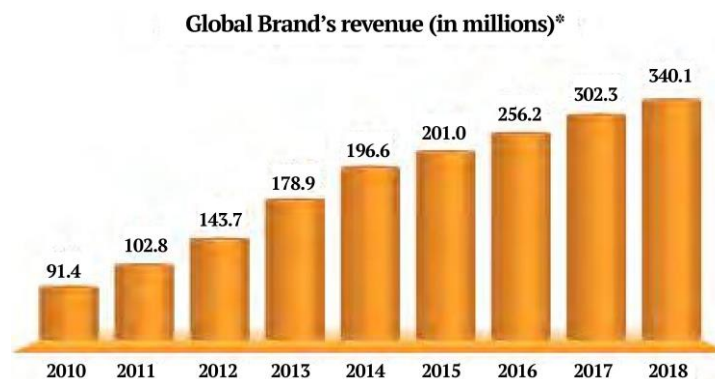


Figure: Revenue performance. (Source: Global Brand Pvt. Ltd.)

Shareholders:

Global Brand Private Limited is owned by Abdul Fattah, Rafiqul Anwar and Jashim Uddin Khondaker. Mr Abdul Fattah is the first and the largest shareholder at Global Brand Pvt Ltd along with many more companies. He is the Chairman of Global Brand Private Limited. Later on, the Managing Director who has the 2nd highest share of GBPL is Rafiqul Anwar. And, Mr Jashim Uddin Khondaker is the Director of GBPL who is another shareholder. Because of them, it has become one of the largest ICT distributor company.

Vision

“Our vision is to build a beautiful tomorrow, keeping in mind the frequent changes in the taste and needs of a modern lifestyle. Combining practicality with aesthetic qualities, we constantly endeavor to attain our clients' valued confidence.

Mission

To obtain cost-effective explications on the dilemmas influencing that culture also embraces relevant technology concerning innovations, contributing toward a better life and living conditions of the people

Global Brand Private Limited changed to ICT distributor from only computer distributor into one essential, induced ICT products on this usual human being from Bangladesh also obtained a distance into their spirits and trust. Their ICT distributorship implies brought within concern being a phenomenal market within Bangladesh.

The particular motto concerning "Spread ICT knowledge to the country people" signifies under substance acquired of Global Brand's obligation from enabling human beings beside cost-effective ICT explication. Meanwhile, summary, specific purposes about the Global Brand are segmented passageway inside phrases like goods also services denote handing over ahead support within the various segment in developing ICT revolution and innovations.

Goal

Global Brand Private Limited's goal is to ensure gainful ICT solutions and knowledge for the problems affecting business and society.

Core Values

Whole operators from G.B.P.L. demand to show that arising essence benefits into day-to-day actions:

- **Being consistently honest and trustworthy.**
- **The quality of being Excellent.**
- **An economic state of growth with rising prosperity and full employment**

Product and services

Brands:

Global Brand Private Limited is largely known for ICT distributor. It has the highest number of authorized distributor to distribute different products from different brands in Bangladesh. Distributing more than 75 brands in e-commerce in Bangladesh are demanding to customers.

Product Segments:

1. Laptop and Notebook
2. Desktop PC: Brand PC and All in One PC
3. Accessories: Speakers, Mouse, External Hard Disk Drive (HDD) Pen Drive, Power Strip, Casing Accessories, Keyboard, Solid State Drive (SSD), Webcam, Lighting Accessories, Mobile Accessories (Adapter, Android Pendrive, Bluetooth Speaker, Charger, Headset and Earphone, USB Cable)
4. Components: Monitor, Power Supply, Optical Drives, External Blu-Ray Writer, External Optical Drive, Graphics Card, Hard Disk Drive (HDD), Casing Cooling Fan, Casing, Headphones, Motherboard, Desktop Ram, CPU Cooler, Sound Card
5. Enterprise Solutions: Enterprise Networking, Data Storage, Server
6. Networking Products: Router, LAN Card, Switch, Networking Accessories (UTP Cable and Patch Cord, Cable Tester and Crimper, Wall Socket, Wireless Range Extender, Patch Panel, Connector)
7. Office Equipment: Brother Printers, Projector, Card Printer, Ofitech Shredder, Scanner, Fax Machine, Photocopier, Kington Money Counting Machine
8. Power Backup Solution: Offline and Online UPS, UPS Battery
9. Display Solution: Digital Signage, Video Wall, Interactive White Board (IWB)
10. Security and Surveillance: Home solutions, Time and Attendance, Security Accessories, X-ray baggage scanner, Hand Held Metal Detector, Archway Gate
11. Smartphone and Tablet
12. Software
13. Survey Equipment
14. Computer Gaming

Logistics:

To deal with corporate clients or govt. client, we serve their offers on time by our logistics.

Service Center

To fill out the customers' product support, we ensure the products warranty support.

Corporate Center

To assure individual highest comfort, sales-raise moreover after-sales maintenance Global Brand owns an immeasurable quantity from client care spots encompassing this country. To reach some isolated patches, GBPL concentrates at retailers and clients coverage exceedingly.

E-Shop

Global Brand grants various standards of ICT products by a charming motion which operates an indispensable part to form any large amount concerning revenue.

Operational Organogram

The reason behind GBPL's success implies that high numbers like qualified and motivated employees GBPL have, they are continuously relentlessly working to lead GBPL to success. Their enrichment to the business has produced Global Brand the biggest ICT distributor in Bangladesh inside a quite precise span. A description of certain flourishing people of Global Brand implies below which bestows the worthy management partners:

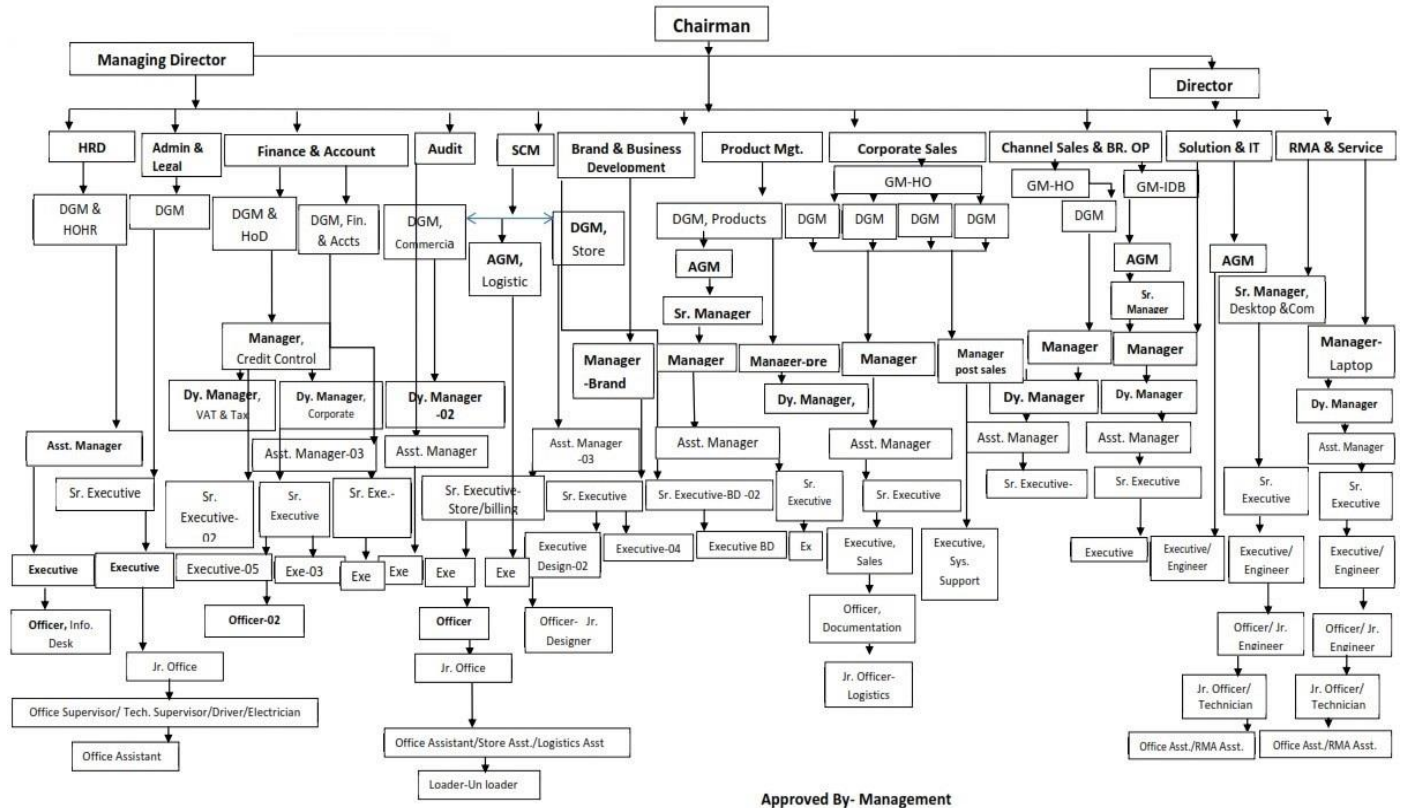
Chairman: Abdul Fattah

Managing Director: Rafiqul Anwar

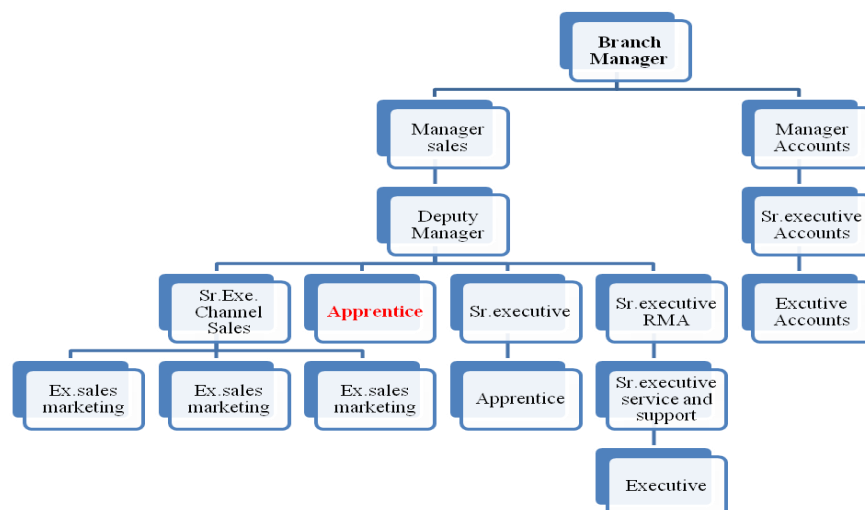
Director: Jashim Uddin Khondaker

Executive Director: Farhanur Rahman

Global Brand Private Limited Head Office (Corporate Branch) Organogram:



Global Brand Private Limited Other Branches Organogram:



Section 2

Introduction

The rationale of the study

This study was proposed due to its relevancy to my area of interest and major and also because of its part of course (INT 4399). I have been a full-time employee of GBPL, working as the Digital Marketing, Corporate Centre and E-Commerce manager. I communicate straight to my line manager, the E-commerce, Sale & Marketing Executive along with the Business Development Manager of Enterprise & Corporate Head of E-Commerce Dept. I perceive a chance to learn the classifications of work including becoming the practice to work with a group and favorably capable to employ my hypothetical knowledge. Whenever I'm working beside an organization as a student at United International University, the company makes a preface regarding the University. As well as knowledge gained from this 3 months lengthy program I can employ to my real-life workplace, digital society and ICT market. The main policy of the program is to present the students to the acknowledged circumstances.

Objectives of the report

Broad Objective

- To understand further regarding that role of E-Commerce Managing how that works for Global Brand Pvt. Ltd.

General Objectives

- To provide an idea of my activities in this position and learning's from this internship
- To understand more regarding the E-Commerce activities of Global Brand.
- Conclusively, to deliver credentials based upon my experience.

Methodology

This research remains based on subsequent references that include articles and reports published by GBPL as well as other research papers.

Scope and limitation of the Study

As I must perform on the Internship paper at United International University because of the opening of my internship I should try to gather appropriate information concerning my report. Though, I met some dilemma because Global Brand owns its systems as assistants. According to the system, I possessed limitations to do any from that data. Therefore, any data's I arranged through the manager's assistance also sometimes I displeased to manage whereas the data hold confidential. During preparing the paper dilemmas moreover, the limitation has confronted which remain essentially arises-

- Limited access to information as temporary employees
- Employees were busy and weren't always available to help me with information.
- I ought to depend upon subsequent data during that paper.
- This duration regarding the internship lasted not long enough.

Literature review

Each way groups approaching their customers are changing over time. There are two ways to reach customers. One is product-based and the other one is called a customer-based approach. The customer-based approach is more popular nowadays and is emphasized by the organizations because it helps them retain the customer as well as gain new clients. This approach helps an organization in meeting its short-term as well as lengthy-term goals. (Chen and Popovich, 2003).

Developing a buyer-focused business model that maximizes lengthy-term organizational profitability including buyer power remains one principal aspiration of CRM (Zablah et al, 2004; Shah et al, 2006; Chen and Popovich, 2003).

A market can manage its clients distinctly plus uniquely with some CRM system (Bose, 2002). Businesses have developed various applications and practices that help them maintain good relations including their clients. (Campbell, 2003) Inside organizational circumstances obliged to stay connected also developed to achieve these plans (Keramati et al, 2010; Zablah et al, 2004; Lindgreen et al, 2006).

Any business enjoys more valid potentials to target also productive clients, included presents, and changed retailing communications, more loyal client relations and enhanced advantage (Richard and Jones, 2008; KO Et Al, 2008).

Two advantages arise from good client relationship management. First, it helps the company understand its market and why a purchase was made. Second, it helps the organization become more efficient and effective in marketing and selling its products and maximizing overall profitability. Despite, raising individual productivity concerning businesses including retailing appears no issue on itself only by a strong client-oriented process design including method advancement (Mäntyneva, 2001).

C R M based business models have also helped companies to stay in competition in highly competitive markets as well as expanding market segments. (Richard and Jones, 2008).

Lengthy-term client reliability including maintenance of existing customers can only do improved through more generous assisting those clients. (Chen and Popovich, 2003; Chang, 2007)

Section 03

Projects Initiated

1. Achieving Medias: While operating as a Corporate Center and E-Commerce at Global Brand Private Limited, I have been managing all of Global Brand's Social Medias where I fulfill all the queries of social media customers or clients' need. The social media are:
 - Facebook Page
 - Google Plus
 - Google My Business
 - Instagram
 - Youtube
 - Twitter
 - Pinterest
 - Tumblr
2. Daily reports compilation: After completing all the working during my office time I ensure to my line manager and the Business Development Manager. After regular updating the reports about daily sales, customer's query to drive.
3. Review Problems: Review website regularly for identifying the mistakes then report that result to the GBPL Website Team to improve the user experience.
4. SEO: To provide a better experience of the users' search moment, I had to work on Wordpress and make the best content to do Search Engine Optimization.
5. Analyzing product: Global Brand Pvt. Ltd is one of the biggest distributors in the IT sector. Most of the existing shops in the market buy products from us at retail price. We provide them with a selling price at which they should sell their product. My supervisor has to inspect the market besides his job duty. I go along with him and inspect as well if our customers doing their job properly or not.

6. Checking product stock: While customers look for any product, I check out our current stock report to provide them with the correct information. First of all, I check the stock list by putting the particular product name with its model into the information box, search the product if it's available or not then I give the feedback to the customer.
7. Customer's data management: In our database, we have each customer or client's data. If there is any new customer, I ensure the data correctly input to the software.
8. Customer Call: Global Brand has the highest number of customers. Every customer's query received through software and refers to them as per their query.
9. Logistics Support: Regularly update the entire customer's data of e-commerce to logistics software.
10. Point of Sales Materials (POSM) Requirement analysis, stock and distribution: The Point of Sales Materials remains required to be stored in the partner vents to assure brand clarity and data to target clients. The requirements of POSM are marked through the sources including the ideas are delivered to the merchants as production also distribution. Following that, I require the sources to encourage the vents to control the closing outcomes including proper arrangements. Each complete decision is later given to the management team.

Difficulties including Recommended Plan regarding Work to Increase

Perceived within this Business:

- Some administrators and employees remain usually technologically stimulated. Maintaining some sources from the warehouse by who I nevermore associated face to face was impressive.
- Some balancing from logistics help, the need for administration including customer or client's demand is usually difficult to catch in point.
- Some release from these dedicated messages on these inherent associates is usually limited due to confidence in cross-functional organizations.

Academic Preparation

- While this becomes signified an induction on each full-time work, that didn't desirable to assemble by one article building at the weekend.
- During those close registries from managers, client's connection including area interviews, that remained difficult concerning me to explain my paper including my important internship superintendent

Important Learning's of This Internship Curriculum

Entanglements to the Organization

- Of that pretty inception from my work, I could build one strong place inside my department, For example, I became that opportunity to run 3 sources in my 1st week from the work. Following that step, constantly soon I continue maintaining total social media and directly communicate with the brand's product manager regarding the job
- I developed fascinating internal stages, designed different recording setups, built online-offline database systems which initiated that method softer.

Relationships over the University's Internship Curriculum

-
- I discovered whereby to describe my real-life events can continue impersonated based upon that experience I assumed during my educational career, relish choices respectively also started amidst decent articles
- Multitasking becomes remained an essential phase to remark during the course. Considering these workloads like corporate development including the tendency to reach that deadline from article obedience showed me essential teaching.

Conclusion

Global Brand Private Limited Online Shop is a great initiative which emphasizes on a customer-oriented business model which is more profitable. Several factors that play an important role in ICT have been discussed throughout this report. Based on my report and experience I have come to conclude that e-commerce is can be profitable only if the associated online services exist to help the customers. Careful maintenance of this program along with related online services can create brand loyalty, raise profitability and last but not least create a positive and satisfactory experience for the customers

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