



Customer Relationship Management Practices by Inpace Management Services Ltd

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This report is being presented to the School of Business and Economics at United International University as a partial requirement for the completion of the Bachelor of Business Administration degree.



United International University

**Customer Relationship Management Practices by Inpace
Management Services Ltd**

Submitted to:

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Letter of transmittal

19th of October 2024

Dr. Sarker Rafi Ahmed Ratan
Associate Professor- Marketing,
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Subject: Internship report on Customer Relationship Management Practices by Inpace Management Services Ltd.

Dear Sir,

I take great pleasure in presenting my internship report on "Customer Relationship Management Practices by Inpace Management Services Ltd." Worked as an employee of Inpace Management Services Ltd From the 20th of January 2024 to the 20th of May 2024. This will be a report where I talk about what I learned during an internship. This report includes the tasks and projects I was assigned, what I learned, and the issues I faced during my internship.

One of my tasks was to spend a lot of time making sure that the content in this report was accurate and reflective of what I had seen. I am thankful for your feedback on my intern report.



Md. Mehedi Hasan
111-192-040 (Marketing)
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Certification of similarity index

Declaration of the student

I'm Md. Mehedi Hasan, a student at "United International University," verified that the internship report I gave to Dr. Sarker Rafi Ahmed Ratan is my work and draws completely on my experiences at "Inpace Management Services Ltd." This study is original, and any materials drawn from other sources have been properly referenced.

I also affirm that this report has not been submitted to any other academic institution for their academic requirements, either in full or in part. If there are any errors or false information in the finished product, I take full responsibility for the final release.

A handwritten signature in black ink, appearing to read 'Mehedi', with a stylized flourish underneath.

Md. Mehedi Hasan

ID No: 111-192-040 (Marketing)

Bachelor of Business Administration United International University

Acknowledgement

I could not have completed this report on my internship without the guidance and support of several individuals. I'd like to use this opportunity to thank everyone from the bottom of my heart.

First of all, I would like to express my gratitude to Dr. Sarker Rafi Ahmed Ratan, my supervisor, for allowing me to participate in and support the program while overseeing me during my internship. His excellent guidance, mentoring, and unwavering support throughout the project greatly contributed to the accomplishment of this report.

Additionally, I would like to thank Mr. Abrar Jawad for his collaboration and support during the Inpace Management Services Ltd process. His kindness and eagerness to impart his knowledge and experience were very beneficial to me and made for an excellent learning opportunity. I would also like to take this occasion to express my gratitude to my classmates and coworkers, who were always willing to help when needed.

Furthermore, I thank my family and friends for their unwavering support and encouragement during this internship. Their love and support helped me stay motivated and focused on the work at hand when things got tough.

In conclusion, without the guidance and support from each of the people listed earlier in this paragraph, this internship report would not have been possible to write. They have given me so much encouragement and support, and I will always be appreciative of what they have contributed.

Abstract/ Executive summary

This report offers a comprehensive analysis of the CRM practices now followed by the well-known digital marketing company Inpace Management Services Ltd. The study set out to evaluate the effectiveness of the company's customer relationship management (CRM) strategy in terms of meeting customer needs and achieving corporate objectives. Based on the data analysis, Inpace Management Services Ltd has a clear CRM strategy that places a high value on building trusting relationships with customers and meeting their demands with excellent service. The company combines people, procedures, and technology to manage customer interactions and improve the customer experience overall. To improve customer contact and communication, Inpace Management Services Ltd has integrated several CRM systems, including social media management, email marketing, and customer databases. Furthermore, the company established a client care division tasked with answering inquiries and concerns from customers and addressing any issues that may come up as quickly as possible. Enhanced client lifetime value, elevated customer loyalty, and increased customer retention rates are just a few of the advantages that Inpace Management Services Ltd has attained by using CRM techniques, according to the report. The company's CRM practices have helped to uncover important customer insights as well as new market prospects. However, the study also points out a few areas where Inpace Management Services Ltd may improve its CRM procedures, such as by tailoring communications and making the most use of data analytics. According to the report, Inpace Management Services Ltd's CRM practices often result in positive customer connections and help the business grow.

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CHAPTER I: INTRODUCTION



I.1 Background of the Report

It is essential that all BBA students engage in an internship program for a minimum of three months at any institution in order to get important practical experience. He or she must submit an internship report at the end of the first three months. The student's teacher provided a guided internship, which culminates in the report. My internship requires me to produce a report, which is titled "Customer Relationship Management Practices by Inpace Management Services Ltd." After a fantastic three months, I completed my internship with Inpace Management Services Ltd.

I.2 Objectives of the Report

This study aims to investigate Inpace Management Services Ltd's CRM practices and evaluate their CRM strategy's effectiveness in meeting customer needs and creating opportunities for business growth.

I.3 Motivation of the Report

My major is marketing as a result I always try to understand how organization manage their relationship with customers. In this competitive market it's critical to manage customer satisfaction and loyalty. From this curiosity I focus on my internship report on customer relationship management (CRM) practices at Inpace management services Ltd. This company has reputation for its customer experiences thorough unique and innovative solutions that made it an ideal choice for my internship. Inpace give a opportunity to work closely with CRM systems and multiple options like deta analytics, personalized marketing strategies, customer engagement and retentions, digital marketing, event management.

This repot not only fulfills my academic requirement degree but also it give deeper understanding of marketing, CRM strategy, consumer behavior, relationship build, digital marketing, data driven decision making. I believe that these lessons will contribute to my future career in marketing.

I.4 Scope and limitations of the Report

Scope: This report focuses on evaluating the Customer Relationship Management (CRM) practices of Inpace Management Services Ltd. This company has reputation for its customer experiences thorough unique and innovative solutions that made it an ideal choice for my internship. Here I learned how inpace utilizes it's CRM tools, technologies, strategies to manage client's expectation and satisfactions for their business growth. It works with the key area like customer data collection, personalization, customer feedback and multi-channel engagement. It explores that how these CRM practices support the company's core services like digital marketing, promotion activation, event management.

This research is limited to the CRM practices of Inpace Management Services Ltd. it doesn't extend to other organizations in event management and other marketing sectors. These overall findings are based on my observations during my four months of internship, it's may not reflect the whole CRM system of this company. Any kind of change or development that occurred after my internship period that are not include in this report. Due to the time and resource limitations restricted the depth of this research. This report's recommendations may not be applicable to organizations in other industries as well.

CHAPTER II: COMPANY AND INDUSTRY PREVIEW

2.1 Company Analysis

2.1.1 Overview and history

Inpace Management Services Ltd. Is a leading marketing communications and business process outsourcing agency that was established in December 1997, the company has grown to become a prominent player in the fields of integrated marketing support, promotion, and PR. Inpace offers multiple services including creative design, corporate promotion, event management, logistics support, digital marketing, and more services they offer to market. This company is well known for its commitment to innovative solutions and operational excellence, which it offers for both Multinational Corporations and local businesses.

Inpace Management Services Ltd. was founded in December 1997, and they offer integrated marketing and PR services in Bangladesh. Currently, they mostly focus on digital marketing, event management, computer graphics, IT, and fulfillment services. Recently they offered market management consultancy and market communication.

This company was registered in 2004 and provides organized and professional services. The company has subsequently achieved great success, establishing itself as a professional house for fulfillment and outsourcing tasks for important global and local companies. Today, Inpace is known for its experience in lead generation, direct marketing, and IT-enabled services, making it a valued partner for many notable firms in Bangladesh.

2.1.2 Trend and growth

Inpace Management Services Ltd. has some key trends and growth highlights:

Expansion of services: recently they focused on computer graphics, digital marketing, and IT services. Inpace offers multiple services including management consultancy, market communication, and digital marketing, and mainly focuses on event management. It allows this company to

broader range of client needs. Rebranding and Modernization: now in

**Let the Numbers
Speak**

Happy Clients

450+

Successful Projects

850+

Experts & Advisors

85+

2024 Inpace transformative rebrands some tech-oriented brands and their commitment becomes blowing. This rebranding initiative represents the company's emphasis on operational excellence and perfect execution.

Client Base Growth:

Inpace has its substantial progress over the last two decades and provides services to renowned multinational and local companies in Bangladesh. This growth makes Inpace reliability and the company's reputation. Market Adaptation: Inpace understands the market trends by expanding into new areas like lead generation, IT services, and direct marketing. It helps Inpace to stay relevant and competitive in the rapidly changing business and stay updated.

Operational Excellence: The company is noted for its dedication to operational excellence, which has been a fundamental driver of its success. By concentrating on providing high-quality services and maintaining great customer connections, Inpace has developed a solid basis for sustained success. Innovative Solutions: Inpace focuses on innovative solutions, and they emphasize digital marketing also to position it into the modern business landscape. The company's integrated marketing and digital strategies have been a growth factor.

Making it a significant participant in the marketing communications and BPO business in Bangladesh.

2.1.3 Customer mix

Inpace Management Services Ltd. it has several serves a diverse mix of customers, including both Multinational Corporations and local businesses.

Target Customer	
Number	Name
01	Multinational Corporations
02	Local Business
03	Tech-Oriented Brands
04	Public Sector and NGOs
05	Entertainment and Media

Inpace is a marketing and PR agency specializing in giving solutions for multinational and local businesses, tech brands, NGOs public sector, and the entertainment industry. They mainly focus on event management corporate promotion, digital marketing creative design market communication logistics, rebranding, making strategies, and achieving client trust.

This company well known for its strong reputation for high-quality, integrated marketing services is a trusted company and a growing business in the competitive marketplace.

2.1.4 Product/service mix

Inpace offers a wide range of services across business operations and integrated marketing. The main services are integrated marketing services, encompassing creative communication, lead generation, and brand management. The company also offers market activation, and business process outsourcing, particularly in video production and campaign management.

Integrated Marketing services	● Creative communication: Specializes in photography, TV commercials (TVC), and other creative advertising solutions. ● Lead Generation: Focuses on result-oriented advertisement and public relations to enhance corporate communication.
Market Activation	● Brand Management: Develops relationships with target markets, managing tangible elements like product look, price, and packaging.
Business Process Outsourcing (BPO)	● Video Production: Includes TVCs, documentaries, and audio-visual campaigns. ● Campaign Management: Engages promoters for various campaigns.
Digital Marketing	● Comprehensive Digital Strategies: Applies industry-specific digital marketing techniques to elevate company presence online.
Event Management	● Shows and Entertainments: Organizes events with a touch of originality to ensure commercial success.
Management Consulting	● Business Performance Improvement: Provides objective advice and expertise to solve issues and maximize growth.
Computer Graphics & Desktop Publishing (DTP)	● Design and Print Services: Translates designs into digital files for print or online use, including flyers, brochures, and websites.
Market Communication	● Customer Relationship Management: maintains relationships with customers and stakeholders through traditional advertising, direct marketing and social marketing.

2.1.5 Operations

Inpace is a dynamic company that specializes in offering full event management and marketing solutions. Their operations involve a broad variety of activities geared to give high-quality services to their clientele. Here are the primary operating areas:

Event Management: Inpace specializes in planning and managing all sorts of events, including business events, conferences, exhibits, and social gatherings. Their staff covers everything from preparation and logistics to execution and post-event analysis.

Marketing Services: The firm provides a number of marketing services, including digital marketing, branding, and promotional campaigns. They work directly with clients to design and execute efficient marketing strategies that boost brand exposure and engagement.

Creative Solutions: Inpace offers creative services such as graphic design, content development, and multimedia production. Their creative team ensures that all marketing materials and event presentations are visually attractive and consistent with the client's brand identity.



Client Consultation: The organization places a great emphasis on client consultation and relationship management. They work with customers to understand their goals and ambitions, giving bespoke solutions that match unique requirements.

Logistics and Coordination: Efficient logistics and coordination are key to Inpace's operations. They coordinate venue selection, vendor coordination, transportation, and other logistical issues to guarantee the successful implementation of events and campaigns.

Technologies Integration: Inpace employs the newest technologies to improve their services. This involves the use of event management software, digital marketing tools, and data analytics to maximize performance and generate quantifiable outcomes.

Quality Assurance: Maintaining high levels of quality is a concern for Inpace. They apply strict quality control procedures across their operations to guarantee that all services meet or surpass customer expectations.

2.1.6 SWOT analysis

SWOT Analysis of Inpace Management Services Ltd. Strengths:



Strengths:

Experienced Team:

- Expertise: The organization has a team of specialists with considerable expertise in event management, media buying, and digital marketing.
- Leadership: Strong leadership with a clear vision and strategic direction.

Diverse Services:

- Comprehensive Offerings: Services span from event management to digital marketing, enabling the organization to satisfy varied customer demands.
- Customization: Ability to adjust services to suit client needs, boosting customer satisfaction.

Strong Client Base:

- Reputation: A strong portfolio of customers, including well-known businesses, which improves credibility.
- Loyalty: High customer retention rates owing to exceptional service performance.

Weaknesses:**Limited Online Presence:**

- Visibility: The company's online presence might be better, with more active interaction on social media sites.
- Digital Marketing: Potential underutilization of digital marketing tactics to reach a bigger audience.

Dependence on Local Market:

- Market Concentration: A considerable amount of their company is concentrated in the local market, which may restrict expansion potential.
- Risk: High dependent on the local economy and market circumstances.

Opportunities:**Expansion into New Markets:**

- Overseas development: Potential for development by extending services to overseas markets.
- Market Diversification: Reducing dependence on the local market by tapping into other areas.

Technological Advancements:

- Innovation: Leveraging new technology and digital tools may boost service delivery and operational efficiency.

- Automation: Implementing automation in operations to enhance efficiency and minimize costs.

Partnerships & Collaborations:

- Strategic Alliances: Forming strategic relationships with other businesses might offer up new business prospects and markets.
- Joint Ventures: Collaborating on initiatives to share resources and skills.

Threats:

Intense Competition:

- Market Saturation: The sector is very competitive, with numerous enterprises providing comparable services.
- Price Wars: Competitive pricing techniques by competitors may affect corporate margins.

Economic Fluctuations:

- Instability: Economic instability may affect client budgets and expenditures on marketing and events.
- Recession: Potential downturns in the economy might lead to lower demand for services.

Regulatory Changes:

- Compliance: Changes in legislation relating to advertising and media might affect corporate operations.
- Adaptation: The need to continually adapt to new regulatory standards might be resource intensive.

2.2 Industry analysis

2.2.1 Specification of the industry

The marketing and event management business in Bangladesh, where Inpace BD works, is quickly expanding with a strong emphasis on the event management, brand activation, or marketing services industry in Bangladesh, integrated marketing, and consumer interaction. Key factors include technical breakthroughs, economic expansion, and changing consumer behavior. However, the sector confronts obstacles such as increased competitiveness, regulatory compliance, and economic unpredictability. Despite these limitations, there are substantial prospects for expansion in expanding markets, sustainable practices, and continual innovation.

The digital advertising industry in Bangladesh is increasing fast, with a projected value of USD 416.9 million in 2024. This rise is driven by a huge transition from conventional to digital advertising, as more organizations grasp the necessity of an online presence. Mobile advertising is especially powerful, reflecting the growing usage of cell phones. Additionally, automated, data-driven ad purchasing, known as programmatic advertising, is predicted to dominate the industry by 2028. The industry is developing swiftly, with forecasts estimating it will reach USD 556.0 million by 2028. Leading companies like Adigic Digital and Ongshon Digital are at the forefront, providing full services such as SEO and social media management.

The event management and brand activation industry in Bangladesh grow over the year. On the others side in event management industry like Dhaka Event Planner, Ananta Events And Entertainment, Inpace management services.

2.2.2 Size, trend, and maturity of the industry

The event management and brand activation industry in Bangladesh is part of the larger marketing and advertising sector, which has seen steady growth over the years.

It's difficult to pinpoint without specific market research but the industry growth affect in the overall economic development and day by day it increase in brand promotion, corporate event, and advertising spending. The marketing and advertising industry in Bangladesh is worth several billion BDT, a significant portion event management making up.

In Industry trends there are some main part we can see that is Digital Transformation, Integrated Services, Technological Innovations, Sustainability and CSR. The Event management industry is extending to digital transformation. They drive to rise of digital marketing and online event management. Companies looking for integrated marketing solutions that blend online and offline efforts making comprehensive service providers like Inpace Management Services Ltd. They are focus on sustainability and corporate social responsibility. Now clients also demanding eco-friendly and socially responsible events.

Event management and brand activation industry in Bangladesh is in a growing phase. This market is younger than India or the west. For this market demand there comes a mix of small agencies and larger, established firms and offering international brands further shaping the market. Growing focus on professionalism, standards, and certifications as the sector develops raises customer expectations and results in more complex service offerings.

2.2.3 External economic factors

In the economic factors Inpace Management Services Ltd. Influenced several external economic factors, like economic growth, inflation, exchange rates, and consumers spending power. The demand of events based on economic stability. On the other hand, inflation and currency fluctuations increase costs and there for company offering have to face that and effect it on the product and service that offering to the market. Now in the operation and pricing part there is an effect of government policies and global economic conditions. In the event management of Bangladesh industry there are mainly these factors are affecting shape costs, demand, and strategy.

Here economic growth like GDP growth and economic stability boosts the demand as well as can reduce demand also. High inflation and rising costs of goods and services it's really challenging to maintaining the product and service offering cost. Inpace management services has clients that are foreign client. Here exchange rates currency fluctuations that also affect the cost of material.

Government policies that taxation and business regulations also can influence the cost and pricing. On the other hand, pandemics and national disasters like Covid-19 pandemic that impact this event management industry worldwide, the main challenges were financial challenges due to cancel events and the industry was stack for a long time. Natural and political disasters that also affect the event management industry.

2.2.4 Technological factors

Technological factors play a big role in operation and competitiveness of Inpace and event management industry in Bangladesh. There are some key technological factors like Digital transformation, Online events, social media and online marketing, VR technology and sustainability like green tech.



One of the main factors is technological essential for Inpace to competitive advantage in event management company in Bangladesh. On the other hand, digital transformation like in the event online registration to promotional activities like online campaign to reach target audience for the event and use of advanced event management software and tools for a successful operation and effective marketing.

Now a days clients are demanding the virtual events, that actually less cost and more effective and easier to reach broader audiences. Here main advantage is it's allowed to collect more data about audience for analysis. On the other hand, it's easy to reach them and client easily understand what customers are looking for.

Here on the others side mobile technology, mobile payment solutions custom event apps that help to both side customer and clients, here both are win – win situation.

These technological factors are allowing to meet modern clients needs, broader reach, operational efficiency and improve effective communication.

2.2.5 Barriers to entry

There are several barriers to entry for a new event management and brand activation industry, Now If we look at the Inpace Management services Ltd. It's operation that also include several factors that therefor they also have to face challenges for new intrants to establish themselves and holding compete effectively.

- Initial Investment: starting a event management and brand activation company need capital for purchasing what they need for event, hiring staff and place, operational cost and so many things. Here when a event management and brand activation company try to start their journey the first thing come initial investment.
- Reputation & relationship: who already has a reputation and relationship with clients, vendors, partners that kinds of company take advantage from the market. On the other hand, when a new company come it's really difficult to reach new clients, vendors, partners because when a client already has a good relationship with another company it's really difficult to engage them.
- Cost efficiency: this industry already dominated by some larger, established companies they offer a competitive pricing and operate more efficiently. On the other hand, it's a challenge for new company to manage cost and offer similar services and make it profitable.
- Established client base: In this industry trust is a big thing that take the advantages some company. They have loyal client base and established brand recognition. On the other hand, it's really challenging for new company to take the trust and make them loyal. Building trust, it's challenge for new company.
- High competition and price competition: this industry is highly competitive. In this industry dominated by several company who already existing in the market and compete. New entrants can be struggle here to make them different from each other and take a market share. The high competition makes a pricing war. Which also a big issue for a new intrant.

2.2.6 Supplier Power

In this industry power of suppliers can be impact of the operation and profitability of companies like Inpace management services Ltd. For the event execution a company need several things that provided by suppliers they control over pricing, availability of goods or services.

- **Limited Suppliers:** sometimes there are just few specialized suppliers offer some specifics goods or services, they have high control over the prices and availability. That can be increasing cost.
- **Abundant Suppliers:** here many suppliers offer similar goods or services, in this case suppliers power is lower. Therefore, events manager has multiple option to choose a batter option within low cost and more profitable.
- **Niche suppliers and standardized services:** there are some suppliers who provide unique services, and they have more power. Here the bargaining power of suppliers decreases and managers can easily take services from other suppliers in the standardize services.
- **High and Low Switching Cost:** Here supplier power increases in high switching costs. Here farms have to build a long-term relationship with supplier. On the other hand, low switching costs farms can easily choose other suppliers and that cost effective. The main thing is suppliers power reduced.
- **Supplier Client Relationships:** There is a way to reduce the supplier's power, like long-term relationships between farms and suppliers can reduce suppliers power and maintain beneficial agreements together.

In this industry supplier power influenced by the availability of suppliers, switching costs, and relationship between the farms and suppliers. Here niche suppliers have more power like Inpace. Here maintains the relationship with suppliers can reduce the supplier's power, if it's doesn't work then find alternative.

2.2.7 Buyer Power

In the event management and brand activation industry, they are looking for the low price and effective services and negotiations with companies like Inpace management services. It's depending on several factors:

- Large and small buyers: Here buyer power increases in the large buyers segment. Here clients demand lower price and more customized services. In this part companies has to compete with others and retain, maintain a good relationship with there customers.

In the small buyers part here client has low power. Here buyer power reduces because losing a single client that may not that much effect on the farms, it's depended on few major buyers.

- Informed Buyers: Here if client has knowledge about the event management process and cost then they has more bargaining power. That time they demand for competitive price and demand more customize service with quality services.
- Access to Alternatives: Sometimes buyers can easily switch to another farms, therefore they has more power or they can conduct it by themselves. Now may agencies offer to shop around with best deal and companies take this advantage. It's a big challenge for farms to hold this kind of clients.
- Large Corporation and Smaller Clients: Big corporation has more negotiation power because they regularly host event's like annual conferences, brand activations, product launches therefore they get leverage to demand discounts.

On the other hand smaller clints they has lower frequency of events therefore they has less negotiating power due to the smaller scale. Here farms set a standers pricing for them.

- Low and High Switching Cost: buyer power increases when they can easily switch to different event management company without high cost and difficulties. It's challenging for farms to maintain a good relationship with the clients.

When farms maintain a longterm relationship with clients that time they have to hold into it because of they are just not offering services it's more than that.

Buyer power influenced by several things like number of buyers, price sensitivity, access to alternatives, meet there needs. Here Inpace play a role reduce buyer power by offering customized services and build strong relationships.

2.2.8 Threat of Substitutes

In this industry threat of substitutes refers to clients may looking for alternatives or looking for who meet there nasality. There are several factors that influence the threat of substitutes:

- In-house teams: Some company they create their own event planning rather taking a help of event management farms. That cost effective with frequent events and reducing the dependency on other.
- Specialized Department: Some company has their own PR department or marketing team who expert on it. Therefore, they don't need any help from another third party. Sometimes they have this, but they are not capable to arrange this therefore they take help from third party.
- Small Agencies and Freelancers: Here they offer more affordable, flexible and personalized services compared to large event company. It's a substitute threat that can effect on the smaller or budget conscious clients because they are try to reduced there cost as much as possible.
- Virtual Event Platforms: Now a days people are familiar with online meeting platform like Zoom, Microsoft teams, Google meet, and online virtual conference. It's



allowed to host the event without any logistic and more cost friendly. Here In hybrid events that specialize in live on ground events.

- Tools: there is a tools call Do It Yourself the allow client organize and manage event themselves. They offer tools for marketing, ticketing, registration and analytics make it easier for conducting a event.
- Online Tutorials and resources: In online platform there are many online resources like event planning tutorials, templates, and checklists, enables individuals and how to organize the event with cost effective.

The treat of substitutes in this industry is high due to the internal planning teams, virtual event platforms, DIY tools, and marketing channels. When a company going to conducting a event they has multiple option. So in this industry they have to upgraded with the new technology and offer clients high value experiences.

2.2.9 Industry rivalry

It's very highly competitive industry in Bangladesh, If we look at the fields of event management, digital marketing support. In this industry high customer demands and necessity for cost effective solution.

Number of competitors: In this event management sectors within Bangladesh there are larger number of competitors, local agencies to international firms. In the market there are multiple competitors like Asiatic, Bitopi advertising, Ogilvy & Mather, they have well established market positions. Inpace Management service faces pressure from competitors because of they also offering similar services.

Market growth rate: In our marketing services sector there are digital transformation in Bangladesh. Clients are very friendly with this now a days. This growth increased competition in firms and who offer these kinds of services. It's a pool of large client who mainly focusing on digital marketing rather than traditional marketing.

Switching cost

In this industry switching costs relatively low. Here many competitors offering similar services, client can easily change his/her decision because they have multiple options. Therefore, in this industry firms have to build a strong customer relationships and maintain high quality offering. It's totally based on high levels of customer satisfaction and loyalty which can help to build a effective customer relationship management (CRM).

Brand loyalty: In this industry brand loyalty is the key of success. Firms have to maintain a long term relationship with clients for reliability, creativity and successful campaigns to retain clients, that gives a advantage.

Price competition: In this industry price competition is a main factor. Client make their decision based on cost effectiveness, on the other hand clients can easily switch when they see that similar services are offered at low price. So here firms like Inpace they have to maintain the competitive pricing with quality services.

CHAPTER III: CRM PRACTICES OF INPACE MANAGEMENT SERVICES LIMITED

3.1 Steps in CRM Practices



To Nurtured relation effectively customer relationship management practices to ensure what customers need and how to meet it efficacy. They follow some stapes:

Collect and analyze customer data: the main foundation of CRM is data collection and analysis. Here they collect the data throe event participation, feedback forms, digital engagements, project tractions. To analyze data they use CRM software tools to manage it and understand customer preferences, needs and behaviors. Mainly they focus on customer contact details and demographics, preferences and needs.

Build and maintain strong relationship: Inpace mainly focused on clients need and build a strong and long-term relationship with their clients. They maintain a cycle that call proactive engagement, here they meet client expectation to meet their needs in every segment. Inpace always maintain continuous communication with clients, providing

regular updates, give them feedback, follow ups, loyalty programs. They want to gain clients reliability and trust and build a strong relationship.

Provide Personalized Experiences: Inpace give same importations to every single client, each clients is unique. They offer customize services based on the customer needs. They tailor their event management services, marketing activation, and specific solution. Inplace try to feel clients valued and understood and building trust and loyalty.

Offer Multi-Channel Engagement: Inplace mainly focus on customers can engage with them by multiple channels. Those channels are website interactions, social media, phone, in person meetings, email communication. Inpace make sure that the communication process should be easy. They allows clients to communicate with them most convenient and comfortable method. They continuously improve the process and take feedback from clients.

Monitor and Respond to Customer Feedback: In CRM process it's mainly continuous monitoring of customer feedback. Now how can we collect them? There are several ways like social media monitoring, surveys, event evaluations, direct communications. Customer feedback is a main key. We have to take it seriously and take suggestions from customers ensuring that issues and improve it. Here we have to maintain regular monitoring online reviews and social media comments and improving it in future days.

In Inpace management services CRM practices are designed to foster strong, personalized relationship with clients take feedback from them and improve it in future days by focusing on the customer needs, feedback, multi-channel engagement. To gain competitive advantage they have to utilize CRM strategy for both client satisfaction and business growth.

3.2 Assessment of CRM practices

Inpace management services always maintain customer relationships with a strong approach, and they follow some key steps like customer data, building strong partnership, multiple communication channels, offering personalized services, and take feedback seriously and took action to improve it. To maintain long term relationship by offering customized solutions as client preferred, build and maintain a strong relationship with them. Here in multi-channel help them to interact process with clients.



Inpace use advance CRM tools like automation services and others therefore they can easily grow and take real time data and distribute it faster. To encourage customer, they practice customer loyalty programs, give them regular update give them benefits and in the event times like Eid, Puja they send gifts to their loyal clients and build a good relationship and always keep touch. They have many other ways to maintain a good relationship and client high level of satisfaction.

Inpace focus on client engagement between projects. In Inpace they follow multi-channel engagement strategy. Like email, social media, phone, in person meeting. To stay in touch of clients they use this kind of way and seeking for feedback. When they take this feedback and improve that area and provide quality services that clients make happy.

In Inpace they have a good practice that is client engagement between projects. That rally helps to achieve the client trust, and they return again. Inpace try to ensure their business growth and client satisfaction.

CHAPTER IV: INTERNSHIP EXPERIENCE



4.1 Position, duties, and responsibilities

Throughout my internship at Inpace Management Services Ltd. my role was Marketing Intern. That time my main responsibility was client service that under the customer relationship management, supporting the CRM, marketing and sales teams. I collect the customer data and analyze it, there was field activity also like traditional marketing and digital marketing campaigns and contribute to event management logistics team. I also create content and participate in customer feedback management.

After then I analyze the satisfaction and suggest where we can improve. To enhance customer retention, I contribute CRM strategy development. I was responsible for creating reports to support decision to improve CRM practices. I also contribute to data analysis, marketing project, and client engagement.

4.2 Training

Throughout my internship at Inpace Management Services Ltd. at first I received a proper training from client service team and various areas. I was trained to learning how to manage CRM like manage data and understand customer behavior. I also learn how to use digital marketing tools and conduct a effective campaign.

On the other hand, they teach me event management planning and execution and client communication skills, how to maintain a professional interaction, feedback analysis, how we can improve services by taking customer feedback analysis. My supervisor gives me guidance on time management and in time project delivery and help to do multiple tasks. Overall, I learn the key skills in CRM marketing and. Customer engagement.

4.3 Contribution to departmental functions

Throughout my internship at Inpace Management Services Ltd. I contributed to the CRM, Marketing and sales departments. Here I contribute in marketing strategy, client data, support digital marketing team and track performance.

On the other hand, I contribute to event management, mainly in logistics and post event reporting. I took customer feedback conducting survey then analysis the data and finally conduct reports and presentations that helps to strategic decision making and also help strengthen customer relationships.

4.4 Evaluation

Throughout my internship at Inpace Management Services Ltd. was a valuable experience, it's allowed me to apply my academic knowledge in the real world business area. There I apply my knowledge simultaneously I also learn some new skills like data analysis, real world CRM practice, digital marketing, effective communication process from different types of area like event management, traditional marketing, and feedback analysis. I really thankful to my supervisor and team because of they help me to grow professionally. I also identified that where I have to improve like time management, advance level marketing strategy setting, decision making, CRM technologies. My internship that prepared me for future roles in marketing and it's grow my confidence.

4.5 Skills applied

Throughout my internship at Inpace Management Services Ltd. there I apply my academic knowledge also my soft and head skills. For managing customer and client data I use there my data analysis skill, digital marketing tools and social media campaign and also effective and trending content creation, for client interaction I develop my effective communication skill. Here I also learn and apply project management and creativity. I have four years of clubbing experience that help me to learn event planning and organizing that really help me to apply in my internship, on the other hand learn feedback analysis through my internship. Here I learn teamwork and collaboration under departments, how to we can work in a group and leadership skill to manage CRM process and successful marketing.

4.6 New skills developed

Throughout my internship at Inpace Management Services Ltd., I applied which skills I already has and developed several new skills also like learned event logistics and coordination, digital marketing analytics for example Google Analytics. Basic understanding of CRM software, customer feedback management through surveys.

On the other hand I try to improve my time management and multitasking skills that help me to manage multiple task efficiently. My four years of experience in my university club life I learned lot of things that help during my internship in event management skills by planning and executing events. Mainly in traditional marketing and digital marketing, team collaboration. I work with creative department and learn how to create content that effective. However, what are the skills I learned from my internship time like digital marketing and traditional marketing and CRM practices that will help me a lot in future days.

4.7 Application of academic knowledge

Throughout my internship at Inpace Management Services Ltd. I was a opportunity where I applied my knowledge and skills in the actual life business situations that I learned from my university life. I applied my knowledge and skills which I gain during my BBA in marketing and apply it in the real-world challenges. That also help to learned new skills and understanding of marketing strategies, CRM systems, event management, digital and traditional marketing.

Here I understand the core service marketing (product, price, place, promotion, people, process and physical evidence) and how to segment the market, how to reach real target customers. After than applied it and develop marketing strategy. I used these concepts of consumer behavior, services marketing, strategic marketing, Brand management, Integrated communication that all of my courses help to understand the market.

In my academic coursework I learned about my Customer Relationship management that help me to understand the customer segmentation, retention strategies, loyalty programs and how to apply it in real word. During my internship at Inpace management services I applied my knowledge that I learned like analyze customer data, assist in developing, and how we can improve client relationship and take feedback therefore we can improve it. Mainly how to develop CRM strategies to ensure the customer satisfaction and build a strong relationship.

During my university time we had a course that is digital marketing. That time we learned how to use digital marketing tools, social media marketing, email marketing, social media manage. The main part is content creation, campaign run, our target audience and reach them, analysis customer data.

I learned during my studies quantitative and qualitative methods that help me in data analysis. When I work with customer data and decision making in both marketing and CRM strategies that give an advantage. I had an opportunity to work with the core team they work with marketing strategies and improve customers experiences, and I was able to input my knowledge there.

I learned during my studies how to conduct event planning and project management to organize, coordinate and execute the events. I learned budgeting, risk management, logistics, time management for conducting a successful event and I applied those skills and knowledge during my internship. Here the main point is customer feedback, that we should take seriously and improve those areas.

At the end this internship allows me to apply my knowledge and skills that I gain from my university studies during my BBA in marketing, that applied in the real marketing world. That helps me to have a better understanding of marketing strategies, CRM systems, and event management that allow me to practice in the real field and give me more confidence for my future career and growth.

In my marketing research course, I learned how to conduct surveys, take customer data and analyze it. There were several methods, Inpace gave me the access of their client and customer data, I took secondary data and conducted data and generated a report, then submitted it to my manager. I am finding almost correct, we find out where to improve. I worked on customer feedback analysis and designed the surveys/questionnaires, and at the end analyzed the feedback and tried to solve management decision problems and understand customer needs.

In my brand management course, I learned how to manage brand identity. Those brand skills and knowledge help me a lot. For example, brand identity, brand extension, brand communication, brand positioning, brand experience, and so on, knowledge that I gain from my studies and apply it in the events and clients' brand activities. Mainly the value proposition and creating the brand that beats with market leaders. How brand elements work on brand positioning. This marketing research report is to understand the customer needs and shape marketing strategies.

In Inpace their clients' basic need was brand identity and visibility in the market. Brand management helped me to explore managing the brand's identity and execute a successful event that creates brand awareness. Brand positioning was the main key of successful events. How we can increase a brand value and build a plan, attention, and building a strong client relationship by satisfying clients.

I learned creating cohesive messaging across multiple channels through my course Integrated marketing communications (IMC). During my internship I worked on integrating various communication to make sure the campaigns aligned with digital platforms, email marketing, events management, traditional communication process. This helps me to understand how our company message sends effectively and create a communication strategy that help to build strong brand identity.

The knowledge and skills that I learned in my academic studies, and I applied in my internship it was a reward for me. I learned a lot of things in my major courses particularly in CRM, integrated communication, so many topics. Now after my internship I believe that this in hand experience and my academic knowledge that help me in my future career in marketing field. This practical experience that gives me practical insights like how to build strong customer/client relationship and how marketing strategy implement in real field. On the other hand, it's helping to develop some new skills like teamwork, effective communication process, conducting surveys and analysis data that implement in the marketing field.

This internship not only allow me to apply my knowledge and skills but also it helps me to understand where I have to improve. For example, deep understanding of marketing analysis and more advance CRM also the traditional marketing and digital marketing. It's really shaping my career path in marketing because of this transformative experience.

CHAPTER V: CONCLUSIONS AND KEY FACTS



5.1 Recommendations for improving departmental operations

During my internship I found some areas where Inpace management services can improve, here some key recommendations can be made. For improving engagement they should focus on upgrade CRM system with AI automation features for getting streamline customer interactions. Use the data analytics effectively so that lead more informed and easily can made data driven decision.

The can improve cross departmental collaboration by regular meeting so that the task took less time that make will make project management more efficient. Increase more online visibility by using power of digital marketing and use social media more effectively. The content marketing, SEO, social media that can help to reach them to their



target clients. They can run the practice of continuous training program by following the market trends. For their service improvement they should took the customers / clients feedback seriously and improve those areas and this should be continued. For smooth and organized events management operation they can use specialized software and focus on build strong relationship with their client's and long-term client relationships, here loyalty programs play a big role and that ensure the customer loyalty. Now in short, they should improve their communication channels, develop training and development program, use automation and AI, cross departmental collaboration.

For client satisfaction those area can help in Inpace growth and client satisfaction.

5.2 Key understanding

Throughout my internship at Inpace Management Services Ltd. I understand the key business functions and how to build long term relationship with clients by using customer relationship management (CRM) to improve customer satisfactions and strong relationship. How data analytics work for customer engagement and it's helping to make better decision in marketing. How cross departmental collaboration work effectively and teamwork. Traditional and digital marketing play the role of branding and positioning for company growth. Event management planning in an effective way and keep it in mind also the client retention through better services.

5.3 Conclusion

Throughout my internship at Inpace Management Services Ltd. it's give a opportunity that I learned during my BBA theoretical marketing concepts in my university and here I applied in the real world. Fast of all I gain a clear ideal about customer relationship management (CRM) practices that how to build a strong relationship with clients/customers with ensuring customer satisfactions. There I practically Involve with how manage customer data, personalize experiences, loyalty strategy, client retention. I learn how to conduct data driven decision making for marketing strategy though customer feedback and how to optimize data. I understand how cross departmental collaboration work. In event time how all department work together like marketing, customer service, event execution. For a successful event, campaigns, client projects how clear communication work and how to share regular update between all department. It was a great opportunity to practice marketing principles applying in the real business care. It gives a clear understand of CRM, digital and traditional marketing, data analysis, event management and on the other hand involving with client retention and cross departmental collaboration, teamwork when all work together that bring the business success. In this marketing industry I learned practical and theoretical knowledge also. It gives me a boost and motivated me for working in the marketing field in the future.

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Appendix

Internship Completion letter

INPACE

May 21, 2024

TO WHOM IT MAY CONCERN

This is to certify that Md. Mehedi Hasan Son of Hanif Faraji And Ruma Begum, Student of United International University has completed his Intern session from 22nd January 2024 to May 21, 2024, at our Organization. During this period we found him very sincere, Enthusiastic, and Hardworking.

We wish him every success in his future life.

With Best Wishes



Anika Fahsin

Sr. Executive (HR & Admin)

Inpace Management Services Ltd.

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INTERN ASSESSMENT FORM
(To be filled up by Internship Organization)

UIUID: 111192040

Name of Host Organization Supervisor: Hanan Al Banna

Name of Intern: Md. Mehedi Hossain

Designation: Client Services Manager

Semester (Spring/Summer/Fall): Spring (2024)

Organization: Inpace Management Services Ltd.

Using the following scale please assess the intern on the criteria listed below:

KEY: 5 = Excellent 4 = Very Good 3 = Good 2 = Satisfactory 1 = Not Satisfactory

Performance Criteria	5	4	3	2	1	Unable to Assess
Time Management	✓					
Communication Skills	✓					
Ability to Work in Team	✓					
Ability to Work Independently	✓					
Leadership Skills	✓					
Self-Motivation	✓					
Commitment to the Task Assigned	✓					
Creativity	✓					

Comments on where the intern can improve:

He can improve his academic and deepen technical skills and continue developing his networking abilities. Strengthening these areas will enhance his employability and advancement opportunities in the marketing industry.



Office seal

Signature of Host Organization Supervisor & Date: