



American International University-Bangladesh (AIUB)

INTERNSHIP RESEARCH REPORT PROPOSAL ON

**Promotion of A Bangladeshi Business Consultancy
Organization Using Facebook: A Study & Guideline for
Center for Development & Competitive Strategies Limited
(CDCS)**

Supervised By:

**Dr. Mohammad Ziaul Hoq
Assistant Professor
Faculty of Business Administration
American International University-Bangladesh**

Submitted By:

**S. M. Benzir Ahmed
ID: 00-00000-0
Major: Marketing**

Date of Submission: 10 April 2012

Brief Introduction of the Study

Title of the Study

Promotion of A Bangladeshi Business Consultancy Organization Using Facebook: A Study & Guideline for Center for Development & Competitive Strategies (CDCS)

Profile of the Organization

CDCS, Center for Development and Competitive Strategies, is incorporated under the Companies Act 1994 with the Registrar of the Joint Stock Companies and Firms, Government of Bangladesh. It is operating as an independent private sector research and consulting firm since 2005. With its customized knowledge solutions, CDCS serves business enterprises, development organizations, market and non-market entities.

Rationale of the Study

Before arrival of Facebook (an online social media, address: www.facebook.com, using social media for business promotions wasn't taken as that much seriously. But today as long as people are becoming more dependent on Facebook and its services, business organizations are re-planning their promotional strategies. As a business student, majoring in Marketing, this study will help a lot to learn and find the insights of promotions using Facebook. Now-a-days, besides international organizations, some local organizations are using Facebook as their mainstream promotional media. And for that, they are hiring individuals for regular maintenance of that channel. I think there is a great potential for work in this sector and job opportunities too. This study will add a new layer to the knowledge world of digital promotion in Bangladesh.

Statement of the Problems

The purpose of the study is to identify the global and local trend of using Facebook as promotional media by business consultancy organizations. This study will help Bangladeshi business consultancy organizations to promote their brand and create brand awareness in local and global market using Facebook. The purpose of this study is to find the answer of following questions:

1. What are the current practices of using Facebook as promotional media by business consultancy organizations?
2. How the potential target market in Bangladesh (only a specific group) use Facebook in their daily life?
3. How a Bangladeshi business consultancy organization, like: CDCS can promote their organization using Facebook?

Scope and Delimitation of the Study

This study will provide a guideline to promote Bangladeshi business consultancy organizations using social media Facebook. Some parts of the study will cover local and global practices of Facebook usage as promotional tool by business consultancy firms. A survey to track the usage behavior of Facebook has been done on graduate students (MBA) of American International University-Bangladesh (AIUB) in May 2011. This data will be added in this study.

Objectives of the Study

General Objectives

- To identify the local and global practices of Facebook usage for promotional purpose of consultancy organizations
- To find the scopes and opportunities for CDCS to promote the organization using Facebook

Specific Objectives

1. To find out the general practices of relevant local & global organizations' Facebook Page usage.
2. To identify the usage pattern of Facebook Page by business consultancy organizations as promotional tool.
3. To analyze designing pattern/look of relevant organizations' Facebook Pages.
4. To identify the practice of using Facebook by CDCS
5. To identify the pattern of Facebook usage of a group of people (possible future entrepreneurs, graduate students)
6. To provide a guideline for CDCS Online Branding
 - a. What can be there, the idea
 - b. What to monitor and analyze (category of information and available services, like: statistics)

Methodology of the Study

To fulfill the requirement, this study requires various data from different sources; both primary and secondary. The data can be collected from internet, various books and websites. To understand the industry practice, some data can be collected from Facebook.com. Some data can also be collected from the official website of CDCS (www.cdcs-biz.com). As a part of the study, a survey on Facebook usage behavior of AIUB Graduate students has already been done. This data was collected from a field survey based on a questionnaire. To analyze data different software like: SPSS, Microsoft Excel and Microsoft Word will be used. For better analysis, some different analytical tools will be used, like: mean, percentage, average, bar chart, pie chart etc.

Timeline of Activities

- 10 April 2012: Submission of study proposal.
- 11 April 2012: Preparation & submission of report outline.
- 12 April 2012: Study on general practices of relevant local & global organizations' Facebook Page usage.
Identify and analyze the usage pattern of Facebook Page by business consultancy organizations as promotional tool.
Analyze designing pattern/look of relevant organizations' Facebook Pages.
- 15 April 2012: Study on the practice of using Facebook by CDCS.
Identify the pattern of Facebook usage of a group of people (possible future entrepreneurs, AIUB graduate students) and analyze survey data.
- 17 April 2012: Study Facebook Analytics tools and literature review to prepare a Facebook promotional guideline for CDCS.
- 18 April 2012: Submission of final draft of the report.
- 19 April 2012: Submission of report presentation.