

CV Writing Business in Bangladesh: A hands-on Practice through Corporate Ask

Khandaker Asif Hossain

This report is submitted to the school of Business and Economics, United International
University as a partial requirement for the degree fulfillment of Bachelor of Business
Administration

CV Writing Business in Bangladesh: A hands-on Practice through Corporate Ask

Submitted to:

Sarker Rafij Ahmed Ratan

Assistant Professor

School of Business and Economics

United International University

Submitted by:

Khandaker Asif Hossain

111161265

Marketing

**School of Business and Economics
United international university**

Date of submission: February 12, 2022

Letter of transmittal

Sarker Rafij Ahmed Ratan
Assistant Professor
School of Business and Economics
United International University

Subject: Internship Report Submission

Dear Sir,

In the accordance with your guidelines, it is an honor to write my internship report, titled “CV Writing Business in Bangladesh: A hands-on Practice through Corporate Ask”.

The report has been fulfilled in most compact, meaningful way possible and I try to do my best to use necessary recommendation.

I wish that this internship report will meet your expectation.

Sincerely yours,

Khandaker Asif Hossain

111161265

School Of Business and Economics
United International University

Declaration of the student

It is hereby declared that

1. This internship report is my own work while completing degree in United International University.
2. This internship report does not contain any material that has been used for any diploma or degree in any institution.
3. I have acknowledged all the main sources of help.

Khandaker Asif Hossain

111161265

School of Business and Economics

United International University

Acknowledgement

It has been pleasure joy working as an intern and composing my Internship report to complete the requirement of BBA. I would like to express my thankfulness to honorable faculty, Sarker Rafij Ahmed Ratan. Assistant Professor, School of Business, United International University for provide enough facilitation that help me to complete this full internship report. I want to give thanks Mr. Niaz Ahmed, CEO of Corporate ask for unconditional support in the workplace of Corporate Ask. I also want to express my gratitude to my family, company associate, my supportive colleagues and all the well-wishers for giving me enough confidence and help me in every stage of life. Finally, I really want to give thanks my all honorable faculties in my BBA program at United International University for making me enough strong for the corporate world.

Abstract/ Executive summary

After 2015, Bangladesh's CV writing industry has raised rapidly. Corporate Ask offers user- friendly CV writing service in Bangladesh. Its mission is to provide reasonable, suitable, user friendly service to their customers. Corporate Ask is the market pioneer in CV writing service in Bangladesh. Corporate Ask is providing service based on CV writing, cover letter, bdjobs profile and linked in profile since 2016. Corporate Ask's main focus is to serve the fresh job candidate who does not know about CV writing and very upper job candidate who have not have enough time to make a CV.

In my Internship period, I learned that the company always wants to give best and professional services to the customers. Corporate Ask is always improving its services to give their best output service to the customers.

For the purpose of determining the effect of Corporate Ask on people's mind, I performed a survey in which 80% people told that they knew about Corporate Ask's CV writing service, 40% people took the service from Corporate Ask. A large majority of users felt that Corporate Ask helped them to get the job.

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CHAPTER I: INTRODUCTION

I.1 Background of the Report

The report is prepared on the Imposed duties that I completed in my three months Internship period. This internship was much needed for students to complete the BBA program. The principal reason of the internship program is to adjust with the job life. I am happy to motivate great scope to act as Business Development Intern in Corporate Ask.

I.2 Objectives of the Report

The principal purpose of the report is to complete the demand of intern program of BBA.

I.3 Scope and limitations of the Report

Scope

- Customers of Job seeking group.
- Customer's interaction in Company's social media post.

Limitations:

- 3 months internship was limited due to time constraints.
- Corporate Ask do not want to disclose thir private data.

CHAPTER II: COMPANY AND INDUSTRY PREVIEW

2.1 Company Analysis

The company is a Self-proprietorship company. They are operating business operation as per their SOPs. All the policies & processes are exhibited in the website. The company is operating since 2016 & started digital activities from August 2021. A number of social media influences, celebrities, and corporate icons have recommended them for CV making. The company is working for continuous development & growth. They are planning to come up with affiliation project very soon. It takes minimum 6-10 hours to write a fresher's CV and for experienced person, it may take more time. After completion of the booking process, the team starts working on the cv. All the information from the previous CV is converted to a suitable & perfect format. Then the Operation team arranges a meeting between a Career coach & client. The career coach discusses about the objective, intention, job responsibilities, contributions, trainings, extra-curriculum, voluntary works & other details from the client. All the KPI & KRAs are discussed elaborately with clients. The CV is made as per the information provided by the clients. After collecting all these information, the CV/ Resume is prepared & send to client after thorough checking.

The founder & CEO of the company, Niaz Ahmed is acknowledged as the Authority on how to get 3 times more interview calls by applying one third of the jobs through SMART & Achievement based distinguishable unique Resume & super-powered all-star LinkedIn profile.

A team 15 people are working permanently in the company at the moment. A number of Campus ambassadors, affiliate partners & interns are also contributing to the company. The company has already served 12000+ clients with Resume

writing, cover letter, bdjobs & LinkedIn profile making service. The company has clients from 40+ countries around the world.

Home & Abroad Practices in CV Writing Industry:

CV writing service is not popular in Bangladesh but also in world. In other countries, there are many CV writing company. In every country, graduates are looking for job and every hiring manager want a professional CV. So, job candidates take help from the CV writing company.


Country	Company
Australia	<ul style="list-style-type: none"> • CV People Australia • Itouch • My CV Consultant • Katie Roberts Career Consulting • Crisp Resumes • CV jedi
America	<ul style="list-style-type: none"> • Book Your Cv • High Point CV Writer
South Africa	<ul style="list-style-type: none"> • CV for life • The CV Center South Africa • Elite CV • Professional CV Writing
India	<ul style="list-style-type: none"> • CV Designer • Get Set Resumes • Professional CV • CV writing • CV for Job
Srilanka	<ul style="list-style-type: none"> • CV Lanka • CV Designs

Pakistan	<ul style="list-style-type: none">• Professional CV• Top CV
Germany	<ul style="list-style-type: none">• CV Writers Ltd.

CV Writing Companies in Bangladesh:

- Corporate Ask
- HR Perception
- Vacancy Announcement BD
- Highpoint CV Writer
- CV Writer BD
- Resume Writing Service
- Book Your CV
- CV Style
- CV Format
- Resume Format
- Best Resume
- Resume Update
- CV+ Cover Letter service.

2.1.1 Product/service mix

Serial	Product Name	Product
1	CV	 <p>A screenshot of a resume for Khandaker Asif Hossain. It includes a profile picture, contact information, and several sections of text detailing his professional experience and education. The text is somewhat blurred but clearly shows a structured resume format.</p>
2	Cover Letter	 <p>A screenshot of a cover letter addressed to 'The Hiring Manager'. It begins with a formal salutation and a paragraph of text. The letter is signed 'Khandaker Asif Hossain' at the bottom. The text is mostly illegible due to blurring.</p>
3	BdJobs Profile	 <p>A screenshot of a profile on the BdJobs website for Khandaker Asif Hossain. It features a profile picture, a header with the name, and several sections of text including 'Career Objective', 'Career Summary', and 'Work Experience'. The text is partially obscured by blurring.</p>
4	Linked In	 <p>A screenshot of a LinkedIn profile for Khandaker Asif Hossain. It shows a profile picture, a header with the name, and a background image of a group of people. The profile is associated with 'Shahed International University'. There are buttons for 'Open to work' and 'View profile' visible.</p>

2.1.2 SWOT analysis

SWOT analysis is important for a company for their marketing technique. Every organization should have enough information about their strengths and weakness. Besides that, organizations have also knowledge about their opportunities and threats. SWOT analysis of Corporate Ask:

Strength:

There are so many strength side of Corporate Ask. Corporate Ask's strengths are:

1. Professional service: Corporate Ask always tries to give their best professional services.
2. After sales service: They give free after sales service, If customer face any problems.
3. Energetic workforce: Employees are the heart of a company. Corporate Ask has fully dedicated workforce team.
4. Experience: Organization has very strong top management who are highly expert. They help the company to grow more and earn more profit. A highly experienced top management also a help for company branding.
5. Market leader: Corporate Ask is the market leader of CV writing industry. It always help the company to get extra brand value.
6. Brand Value: The CEO of Corporate Ask, Niaz Ahmed has huge brand value in the corporate culture. It also helps the company to make a strong position in market.
7. Automation: Corporate Ask use some technology to make a automation service to their customers. Customers can easily know about their services through website. They can also pay for the service through website by using their banking cards/ ibanking apps and MFS accounts. They can also see progress of their work through website. In this CV writing business, only Corporate Ask has this automation service. It helps to give them a strong position in market.

8. Strong Client Base: Corporate Ask have a very strong client base. This client base helps them for word to mouth marketing. Many new clients come through their old clients.
9. Client Repetition: Corporate Ask get huge repetition in clients. Normally when Corporate Ask's client changes their job, they again revised their CV from Corporate Ask. Corporate Ask give special offer to their repeat clients. Corporate Ask get a good amount of money from their repeat clients.
10. Well Decorated Office and Office Work Environment: A well decorated office and office work environment work for Corporate Ask's branding. If a company wants to satisfy their clients, they need to satisfy their employees first. Because Employees can give them a good branding. Employees in Corporate Ask always happy with their job. They also work as word of mouth marketing for the company.

Weakness:

1. Inadequate training facility: Company provides very less focus in employee improvement training program. Company focus more on products sell rather than employee training.
2. Low Investment: Company do not want to take investment from outside. They use their profit as future investment.
3. Need investment in technology: Organization should focus more in technology to give better service. They need to use more budget in technology.
4. Low number of Human Resource: Corporate Ask need more human resource. A good number of human resource can help them to grow more.
5. Not using all social media: Corporate Ask do not use Tweeter, Whatsapp, IMO, Viber for their marketing purpose. Many people use these social platform. So, Company can target them.
6. Not using digital marketing agency service: Many digital marketing agency give their digital marketing service to company. They help to get better position in online. But Corporate Ask do not want to take services from digital marketing services.

Opportunity:

1. Increasing market: CV writing markets in Bangladesh are increasing day by day. Now people are aware about their CV, so they try to take professional services.
2. Job seekers (fresher): In our country, there are so many fresher's who do not know about CV writing. If company can reach them in online or offline, it can boost the profit of the company.
3. Job seekers (experienced): There are many highly work experienced job seekers who do not have time to make CV and want a professional CV. They are the potential market for company. Corporate Ask can reach them by their strong client base.
4. Foreign Clients: Foreign clients can be good option for their profit. They can attract foreign clients by online promotion.

Threats:

1. New competitors: There are some new competitors are entering the market. They try to capture market.
2. Customer bargain power: Now there are so many CV writing service provider. So, customers try to bargain about the price.

2.2 Industry analysis

2.2.1 Specification of the industry

This full industry is for job seekers. Mainly, many job seekers does not know that how to apply. Now, CV is not the only way to apply in job. Now job seekers are applying in job through Linked In and Bdjobs. So, they also need to have Bdjobs and Linked in account. They need to fulfill all the information properly to attract the HR manager. This CV writing industry helps the job seekers by giving them a professional CV writing

service. They offer professional CV, cover letter, bdjobs profile and linked in profile. A huge number of graduates complete their graduation in every year. They are the main target of this Industry. They can apply for job through CV, BDjobs, Linked In, Kormo apps. After graduation they do not have adequate knowledge about CV, Cover letter, BDjobs profile, Linked In profile, Kormo apps profile. So, they need professional help to complete this process because graduates always try to take every chance for their job and this is the reason they need professional service.

2.2.2 Technological factors

Corporate Ask is trying to make their service more automative. Customers can easily find all the information from Corporate Ask. They can find all their answer of the question, like why they need professional cv, how to get Corporate Ask's service, how to pay for the service, how much they have to pay to get the service, what is the delivery time etc.

For promotion Corporate ask use social platform, like Facebook, Instagram, YouTube, Tiktok to attract their customers. They set up their Facebook page. Their digital marketing professional is give post about their products. Then he/she boost their post with good targeting. Then he/she customize the online campaign. Corporate Ask have a YouTube channel. In this, YouTube channel they post their promotional video. They use Facebook Ads for Facebook post and Google Ads for others platform. Corporate Ask have a SEO specialist. He is mainly responsible for SEO (Search Engine Optimization).



RECOMMENDED BY

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2.2.3 Barriers to entry

As the market is increasing day by day, there are so many new companies are entering the market to grab the market. Corporate Ask have to keep their position as market leader in CV writing industry. This is really hard to retain the position. But Corporate Ask always wants to improve their service to retain their position.

2.2.4 Buyer Power

New Brands: Bit by bit, new companies are entering in this CV writing market. So, Corporate Ask have to give more exciting offer to attract customers, otherwise they will lose their market leader position.

2.2.5 Threat of Substitutes

1. There are some others company who sales their professional cv writing service. Some new company invests huge money in promotion to stay in top of the market where Corporate Ask cannot collect a big investment.
2. Some new companies try to attract customer by giving them huge discount. But Corporate Ask always takes premium amount money for professional service.
3. As it is a sole proprietorship business, there are deficit of investment.

CHAPTER IV: INTERNSHIP EXPERIENCE

4.1 Position, duties, and responsibilities

I worked as a Business Development Intern in Corporate Ask. I worked in their Mirpur office. The working environment was very employee friendly. All the employees were very supportive.

Responsibilities and Duties:

- Contribute to the implementation of marketing strategies.
- Meeting or exceeding sales goals.
- Communicating with customers, understanding their needs & serving them accordingly.

- Plan advertising and promotional campaigns for products or services.
- Research market to give competitive advantage.
- Preparing presentation reports.
- Managed various online campaigns.
- Overall is responsible for Social Media handling and promotion.
- Reporting and Documentation.

4.2 Training

I got some training from the company

- Training on “Microsoft Word”: This training is to improve Microsoft Word skills. It helps me to do all Microsoft Word functions.
- Training on “Communication skill”: This training helps me to improve my communication skill. In my internship period, I had to communicate with clients. So, this training really helps to connect with clients.
- Training on “Microsoft Excel”: Excel is the basic skill for any company. So, this excel training help me in documentation.
- Training on “Buying Behavior”: This training is all about buying behavior of customers. So, it helps me to get idea of sales profession.
- Training on “Basic cv writing”: As It is a CV writing company. Company provides me a basic CV writing training. It helps me to answer basic question from the customer side.
- Training on “Basic cover letter writing”: It also helps me answer basic level question from customer.

4.3 Contribution to departmental functions

There are six departments in corporate ask. They are:

- Operations Department: Operations department helps to manage operational activities.

- Promotions Department. Promotion department preliminary responsible offline promotion. They involve in offline media planning. Major Offline media platforms are: TV, Newspaper, Radio, Field marketing etc.
- Customer service Department: Customer service department mainly responsible for answering customer queries. Customers have many questions about the service. Corporate Ask provide their phone number, website link, Facebook page link in their promotions. So, customer communicates with this platform for professional service. Then Customer service department of Corporate Ask, help them to get professional service.
- Customer meeting Department: Corporate Ask arranges one to one meeting session for their customers. Customer meeting department is mainly responsible for arranging meeting for every customer.
- Sales Department: Sales department is preliminary responsible for the sales. Every sales professional have some basic target in this company. They have to fulfill the target.
- Social Media Department: Social Media Department is mainly responsible for online promotion. They have to promote their products in online. They use Facebook Ads, Google Ads for boosting their post. They also manage a you tube channel and a Tiktok channel to attract customers.

As an Intern I worked with operations and social media department. Here I helped them to manage their social media platform like Facebook page, YouTube channel, instagram page.

4.4 Skills applied

- Communication and Interpersonal skills.
- Team work.
- Convincing
- Inspiring

- Influencing
- Negotiation
- Leadership
- Business Analysis

4.5 New skills developed

- Social Media Handling: I managed their Facebook, Instagram and YouTube channel. So, I can easily handle any company's social media.
- Time management: I had to meet the target within deadline. So, it develops my time management skill.
- Branding: I learnt how to use branding for a product.
- Business Planning.
- Demand Planning.
- Documentation.
- Reporting.
- Negotiation.
- Sales & Marketing
- Branding
- Positioning
- Development
- Business Analysis
- Critical Situation Handling
- Work under pressure.
- Product penetration strategy
- Branch Management
- Situational Leadership
- Emotional Intelligence
- Marketing & product line development.
- Complex problem solving

- Critical thinking
- Coordinating with others.
- Judgmental and decision making
- Cognitive flexibility.

4.6 Application of academic knowledge

1. Group Work: This is helping me to make comfortable with others employees. This is really important. Because without comfort, it is really hard to work in an organization.
2. Work within deadline.
3. Hungry for new skills.
4. Set goals for Implementation.

CHAPTER V: CONCLUSIONS AND KEY FACTS

5.1 Recommendations for improving departmental operations

Some recommendation for Corporate Ask:

- They need more investment. So, they have to find new invest to compete with new companies who spend huge money for promotion.
- They need to reduce their product price. Many fresh graduates cannot afford their premier price. They can offer special rate for fresh graduates.
- They need to spend more money in promotion. Promotion is one of the main key to get customers.
- More employees need for promotion team.
-

5.2 Conclusion

In conclusion, the CV writing market is very competitive. There are many CV writing company to serve the need of job seekers. But it is also a very potential market. They should focus in some areas. They need more invest. They need to spend more money in promotion. They need to work with social media influencers to promote their products. They need to give training to their employees.

They try to overcome every problem. They try to be more perfect. If they can continue this process, they will be kept their market leading position in cv writing industry.

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