

INTERNSHIP REPORT OF BUSINESS DEVELOPMENT ACTIVITIES OF Luminedge Pty Ltd



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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

INTERNSHIP REPORT OF BUSINESS DEVELOPMENT ACTIVITIES OF Luminedge Pty Ltd

Submitted to

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Submitted by

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Letter of Transmittal

1 April, 2023

Dr. Seyama Sultana
Associate Professor
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Subject: Submission of the Internship Report

Dear Ma'am,

I would like to submit my internship report titled "INTERNSHIP REPORT OF BUSINESS DEVELOPMENT ACTIVITIES OF LUMINEDGE Pty Ltd" as a prerequisite for my Bachelor's degree at United International University. The article details my internship at Luminedge, a startup firm that focuses in emigration, migration, abroad studies and also offers ESL instruction to learners of all ages. The report consists of an introduction of the organization, an analysis of the industry, a thorough description of my internship experience, ideas for enhancing departmental operations and conclusion.

I am happy for the chance to participate in this internship and to gain knowledge from the seasoned experts of Luminedge. I am convinced that the information and abilities I gained during my internship will serve me well in my future aspirations, as they have provided me with excellent business and education perspectives.

Thank you for guiding and supporting me throughout my academic career. I hope you find my report to be useful and interesting, and I appreciate any criticism or suggestions you may have.

Sincerely,

Sumaiya Tasnim Autry

ID: 111 171 086

Acknowledgement

I would like to thank Dr. Dr. Seyama Sultana, my internship supervisor, for assisting me in completing my internship report. It would have been impossible for me to complete my report without the immense support and encouragement. I am also grateful to Mr. Mehedi Newaz Akin (Country Manager) for allowing me to complete my internship at Luminedge Pty Ltd and later appoint me as an ESL trainer here. I am certain that his energetic management actions would inspire anybody to develop a successful career.

I also thank Mr Foez Rahim (Head of operations) and Mr. Md. Shawon Rahman (Senior Business Development Executive), as well as all individuals of Luminedge Pty Ltd, assisted me in creating this report. I am especially thankful to all the people in the business development team as they contributed a lot to the completion of this report. On the basis of my expertise gained by working with them, I attempt to convey their perspective and engage in practical collaboration which helped in the preparation of the report from my perspective.

Declaration of the student

I am Sumaiya Tasnim Autry, a student of the School of Business and Economic (Marketing) of United International University, Bangladesh, declare that my internship Report is an original work and has not been previously submitted for any institution, degree, diploma, recognition and title.

Sumaiya Tasnim Autry

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School of Business and Economics

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Executive Summary

I have completed my internship at Luminedge Pty Ltd, one of the fastest growing education and immigration consultancy firm. I started my journey as a Business Development Intern and later on I have joined as an ESL Trainer. Throughout my internship, I had worked very closely with the core panel to understand the industry better. As a startup, it's very important for us to focus on marketing and providing quality service. Along with my team, I went to several college and university events to introduce our organization, and also to hear students' plans & dreams and identify the barriers they face in chasing those dreams. I provided support to the communication team when we had a lot of student flow. I also contributed in developing effective and engaging courses for the students as quality is key here.

The objective of this internship report is to understand the industry and overcome the shortcomings so that we can be the industry leader in a short span of time.

Luminedge, a company in the education business, has successfully make a place for itself by providing premium customer service and client satisfaction, to acquire a competitive advantage in the market, according to the findings presented in this paper. The company's strong emphasis on customer relationship management (CRM) and use of data analytics technologies have enabled them to target and engage their audience successfully, resulting in improved revenue and brand awareness. Ultimately, the research suggests that Luminedge continues to focus on customer service and also engages in employee training and development programs in order to enhance departmental operations and sustain performance.

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CHAPTER I: INTRODUCTION

I.1 Background of the Report

This research seeks to present an in-depth examination of Luminedge Pty Ltd, a language center that offers complete help and counseling for education, relocation, and visa processing. Luminedge was founded with the purpose of offering redesigned premium services in the education and migration industries (Luminedge, n.d.). The organization provides a hybrid service model that seeks to discover the best and safest solution for its customers via professional evaluation and ethical business methods (Luminedge, n.d.).

Mission: Luminedge promises to provide support and takes zero risk with the education planning and finds least risky pathway to visa and immigration.

Vision: The company aspires to be world leader in placing the right talent in the right industry and to create a home world for the ones truly willing.

I.2 Objectives of the Report

The primary purpose of this research is to examine Luminedge's operations, industry analysis, and internship experience. Particularly, this report is intended to:

- Give an overview of the past, services, and organizational structure of Luminedge.
- Do a SWOT analysis to determine the organization's strengths, weaknesses, opportunities, and threats.

- Assess the education and migration business by analyzing external economic variables, technical factors, entry obstacles, supplier power, buyer power, the danger of replacements, and industry competition.
- Describe the internship experience at Luminedge, including their position, responsibilities, training, contribution to departmental operations, assessment, and application of academic knowledge.
- Give ideas for enhancing departmental operations and a summary of essential understandings.

I.3 Motivation of the Report

The purpose of this research is to get a comprehensive knowledge of Luminedge's activities and the education and migration business as a whole. By analyzing Luminedge, this research intends to give insights that may be used to enhance the company's operations and contribute to its development. In addition, this research intends to give information that may be used by other businesses in the education and migration industries.

I.4 Scope and Limitations of the Report

This report's scope is confined to Luminedge Pty Ltd and the education and migration industries. The study of the education and migration business is based on publicly accessible data and may not represent the industry as a whole. In addition, the internship experience is subjective and may not be reflective of other internship experiences at Luminedge.

I.5 Definition of Key Terms

- Hybrid Service Model: A service model that blends conventional and digital service channels to provide an integrated customer experience (PWC, 2015).

- SWOT Analysis: A technique used to determine a business's strengths, weaknesses, opportunities, and threats (Mindtools, n.d.).

CHAPTER II: COMPANY AND INDUSTRY PREVIEW

2.1 Company Analysis

Luminedge Pty Ltd is a major supplier of education and migration services that was founded in order to give customers with quality services that have been redesigned in a distinctive manner. There is an increasing need for centralized services in the domains of education and migration in the contemporary global community. The hybrid service model of Luminedge is developed to address this requirement by offering professional evaluation and locating the most effective and risk-free solutions for customers.

The organization has a great emphasis on customer happiness, which is shown in their aim to take zero risks with education planning for clients and to identify the least hazardous road to visas and immigration. Luminedge does this by attentively listening to customers' demands, conducting exhaustive evaluations, and obtaining a second opinion in order to deliver piece of mind and make a lasting impression.

The activities of Luminedge include offering assistance with education and migration advice, visa processing, and IELTS & PTE exam preparation. It is a British Council-approved IELTS testing center and was recently recognized as a premium venue by the British Council. In addition, Luminedge hires Cambridge CELTA-certified ESL teachers to instruct different Cambridge English level courses.

2.1.1 Overview and history:

Luminedge Pty Ltd is a language center that offers comprehensive assistance and consulting for overseas study, migration, and visa procedures. According to its website, Luminedge was founded in response to the changing global environment and the need for one-stop education and migration services. Luminedge promises to provide premium services in the fields of education and migration that have been redesigned in a novel way. It offers help for IELTS and PTE and is an authorized IELTS testing center for the British Council. Luminedge also employs Cambridge CELTA-certified ESL trainers to teach different Cambridge English level courses.

2.1.2 Trend and growth:

The need for education and migration services is rising, and Luminedge is positioned to seize this expanding market. According to a research by MarketsandMarkets, the worldwide education consulting market is anticipated to expand at a CAGR of 8.2% from 2021 to 2026. Due to its hybrid service model, which offers customers with one-stop shopping, Luminedge enjoys a competitive advantage in the market.

2.1.3 Customer mix

Students, professionals, and families are among the many clientele that Luminedge serves. The firm places a high emphasis on customer satisfaction and strives to provide customized services to fit the specific requirements of each client.

2.1.4 Service mix:

Luminedge offers a variety of services, including education and migration consulting, visa processing, IELTS & PTE help, and Cambridge English level courses. The company's services are geared to give customers with a holistic answer to their education and relocation demands.

2.1.5 Operations:

With many sites in Australia and abroad, Luminedge has a significant presence on the market. The company's activities are geared around providing customers with easy and readily available services.

2.1.6 SWOT analysis:

SWOT analysis is a strategic planning tool that helps organizations identify their strengths, weaknesses, opportunities, and threats. Luminedge's SWOT analysis is presented below:

Strengths:

- Hybrid service model provides one-stop solutions to clients
- Strong focus on customer satisfaction
- Range of services cater to a wide range of customers
- Convenient and accessible locations

Weaknesses:

- Lack of brand awareness compared to larger competitors
- Limited market presence outside of Dhaka

Opportunities:

- Growing demand for education and migration services
- Expansion into new markets
- Partnerships with educational institutions

Threats:

- Competition from larger and established players in the market
- Economic uncertainty due to constant change in migration lows

2.2 Industry Analysis

2.2.1 Specification of the Industry:

The education and migration consulting business is a fast expanding sector that offers counsel and help to persons pursuing education or career opportunities overseas. Luminedge engages in this market and provides a variety of services, such as education and migration assistance, visa processing, and language instruction.

2.2.2 Size, Trend, and Maturity of the Industry:

From 2021 to 2028, the worldwide education sector is predicted to increase at a compound annual growth rate of 8.24%, driven by rising demand for higher education and technological improvements within the industry (ResearchAndMarkets.com, 2021). Due to the rising need for visa and immigration services, the worldwide market for migration consultancy is also projected to expand substantially. Being a relatively new entry to the market, Luminedge has the potential to develop in this dynamic and growing sector.

2.2.3 External Economic Factors:

The education and migration consulting sector is impacted by a variety of external economic factors, such as currency rates, economic stability, and political developments in the destination nations. For instance, changes in immigration laws and economic circumstances in countries such as Australia and Canada might have a substantial influence on Luminedge's operations. Moreover, the continuing COVID-19 epidemic has impacted international travel and migration, resulting in a decrease in demand for Luminedge's services.

2.2.4 Technological Factors:

The education and migration consulting market is undergoing substantial technical improvements, which has resulted in the growth of online education and remote visa processing services. Luminedge has reacted by offering online consulting services and

virtual language training programs. Nevertheless, technological developments also raise the risk of cyberattacks and data breaches, which may harm Luminedge's company and image.

2.2.5 Barriers to Entry:

The education and migration consultancy sector has very low obstacles to entry, since it involves minimum financial investment and formal certifications. New entrants to a sector may find it difficult to establish a solid reputation and client base. In addition, existing market players may exploit their brand familiarity and consumer loyalty to retain a competitive advantage against new entrants such as Luminedge.

2.2.6 Supplier Power:

Luminedge depends on a number of suppliers, including those that provide language instruction materials and visa processing software. Due to the market's abundance of providers, the negotiating strength of suppliers in this business is quite low.

2.2.7 Buyer Power:

Buyer power is significant in the education and migration consulting business since clients have access to several service providers and may quickly move to a rival if they are displeased with Luminedge's services. Maintaining a high level of client satisfaction is, thus, essential to Luminedge's success.

2.2.8 Threat of Substitutes:

The education and migration consultancy profession confronts competition from online resources and self-help manuals. Yet, Luminedge's experience and individualized approach to customer support may set its services apart from these alternatives.

2.2.9 Industry Rivalry:

Many established businesses and new entrants vie for market share in the education and migration consulting field, which is quite competitive. Luminedge contends with other consulting businesses, language centers, and internet service suppliers. Yet, its distinctive service model and emphasis on client happiness might give a competitive edge in the business.

CHAPTER IV: INTERNSHIP EXPERIENCE

4.1 Position, Duties, and Responsibilities

During my internship at Luminedge, I held the position of Business Development Intern. Primary responsibilities included researching new clients and business partners, generating leads, and assisting in the development of marketing strategies. I was also responsible for generating reports, presentations, and suggestions for high management.

4.2 Training

As a new intern, I was instructed on the company's products and services, as well as the methods and tools used for business expansion. Using a combination of on-the-job training, team meetings, and individual coaching sessions, the training was provided. My supervisor and other senior team members also gave guidance and training.

4.3 Contribution to Departmental Functions

During my internship, I helped to the business development team by doing research on potential consumers and partners, generating leads, and assisting with the formulation of marketing strategies. By collaborating closely with the sales team, I helped their efforts to close deals. Through my efforts, I gained a deeper understanding of the organization's commercial operations and the difficulties it faces in the education and migration sectors.

4.4 Evaluation

During the internship, my supervisor and team members gave me feedback on my performance. My performance was evaluated according to my ability to meet deadlines, cooperate with others, and produce high-quality work. In addition, I was evaluated based on my ability to learn new skills and adapt to an evolving business environment. Due to the positive feed-back I received, I was able to improve my performance.

4.5 Skills Applied

Throughout my internship, I used a range of academic abilities. Included were analytical and critical reasoning, research, and interpersonal communication skills. In addition, I was able to use my marketing knowledge to aid the business development team in formulating effective marketing plans.

4.6 New Skills Developed

Throughout my internship, I was able to develop other talents in addition to those I already have. For example, I learned how to do market research and assess data to aid in decision making. I also learnt how to use several software applications, like Microsoft Excel, to manage leads and prepare reports.

4.7 Application of Academic Knowledge

My background in marketing and business administration enabled me to comprehend the industry and contribute to the company development team's efforts. I was able to apply the ideas and theories I had learned in class to genuine business issues. For instance, I was able to use my knowledge of market segmentation and targeting to help the team build targeted marketing strategies.

CHAPTER V: CONCLUSIONS AND KEY FACTS

5.1 Recommendations for improving departmental operations

Based on my experience as a business development intern and ESL Trainer at Luminedge, I propose the following enhancements to improve departmental operations:

- Offer staff training and development programs on a regular basis to keep the team abreast of the newest industry trends and best practices (Werner & DeSimone, 2019).
- Create and deploy a customer relationship management (CRM) system to record customer contacts, comments, and preferences (Kumar & Reinartz, 2016).
- Build a strong online presence using social media and search engine optimization (SEO) to reach a bigger audience (Chaffey & Ellis-Chadwick, 2019).

Following these suggestions may assist Luminedge in remaining competitive in its business and enhancing its overall operations.

5.2 Key understanding

My time at Luminedge as an intern has equipped me with insightful knowledge of the education and migration industries. I've learnt that client satisfaction and ethical business methods are vital for success in our profession. In addition, efficient marketing and promotion methods, as well as a strong emphasis on the creation of high-quality products and services, are crucial for attracting and maintaining consumers.

5.3 Conclusion

My internship with Luminedge has been a fantastic learning opportunity overall. I have acquired understanding of the education and migration industries, improved my talents in business development, and found my love for teaching. I am glad for the chance to have

worked with such a creative and committed team, and I believe Luminedge has a bright future ahead.

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