

Internship Report
On
**Marketing Strategies of IT Firms: A Case Study on Expedite
Technology Limited**

Submitted to:

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Marketing Strategies of IT Firms: A Case Study on Expedite Technology Limited

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This report is submitted to the School of Business and Economics (SoBE), United International University (UIU) as a partial requirement for the degree fulfillment of Bachelor of Business Administration (BBA)

Letter of Transmittal

February 28, 2026

Dr. Md. Kaium Hossain
Associate Professor
School of Business and Economics
United International University

Subject: Submission of Internship Report titled “Marketing Strategies of IT Firms: A Case Study on Expedite Technology Limited”.

Dear Sir,

With due respect, it gives me great pleasure to submit my report titled " Marketing Strategies of IT Firms: A Case Study on Expedite Technology Limited" in partial fulfillment of the requirements for the BBA program under your supervision.

I did my best to fulfil the academic requirements, and it was a worthwhile practical experience. I have put a lot of effort into writing this report and have made it as complete and clear as I could within the constraints.

I will always be willing to provide clarifications regarding this report, if necessary.

Sincerely,

Md. Shariful Haque
Student ID: 111 192 104
Program: BBA, Major in Marketing
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Declaration of the Student

I declare that the internship report titled “Marketing Strategies of IT Firms: A Case Study on Expedite Technology Limited” has been prepared and submitted by me for the partial fulfillment of the requirements for the degree of Bachelor of Business Administration (BBA) at the School of Business and Economics (SoBE), United International University (UIU).

I also hereby declare that this report is the result of my own work, study, and practical experience carried out during the internship. This report, in part or in full, has not been presented to any other course, program, or institution for a degree or academic qualification.

Md. Shariful Haque

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Program: BBA, Major in Marketing

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Acknowledgement

First, I want to express my gratitude to The Almighty for giving me the strength to complete this report. I also express my gratitude to my parents, who supported me throughout this academic journey. Finally, I am grateful to my supervisor, Dr. Md. Kaium Hossain, Associate Professor, SoBE, UIU, for his timely supervision and to the management of Expedite Technology Limited for providing me with an internship opportunity to gain practical knowledge of business operations.

Executive Summary

The IT industry has played a crucial role in today's business and personal life. The main objective of this report is to evaluate the marketing strategies of Expedite Technology Limited (ETL). This report consists of six chapters: Chapter One: Introduction, Chapter Two: Company and Industry Profile, Chapter Three: Methodology, Chapter Four: Analysis and Findings, Chapter Five: Internship Experience, and Chapter Six: Conclusion and Key Facts. This report is descriptive and based primarily on secondary data. The findings indicate that Expedite Technology Limited (ETL) has effectively segmented the market and is implementing an appropriate targeting strategy that considers clients' modern technology preferences. The report also found that ETL operated both domestic and international markets, and the US, UK, and EU are the main sources of revenue from international markets. The major recommendations are to focus more on a systematic market information system to understand customer preferences and the demands of foreign clients. The report also recommends that ETL should focus more on digital branding through content marketing.

Keywords: Marketing strategy; Marketing practices; BPO marketing, Expedite Technology Limited; Bangladesh.

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Abbreviations

Abbreviation	Full Form
AI	Artificial Intelligence
API	Application Programming Interface
B2B	Business to Business
BPO	Business Process Outsourcing
CRM	Customer Relationship Management
ICT	Information and Communication Technology
LLM	Large Language Model
SEO	Search Engine Optimization
SME	Small and Medium Enterprise
UI	User Interface
UIU	United International University
UX	User Experience
USD	United States Dollar
UK	United Kingdom

CHAPTER 1: INTRODUCTION

1.1 Background of the Report

Digital solution providers today are behind the curve of how businesses need to operate and scale effectively in an ever-changing technology landscape. Expedite Technology Limited is a firm that belongs to the new generation of technology companies; We are one of the rapidly growing digital services providing company in Bangladesh, focused on Web and Mobile application development, generative AI solutions, UI/UX design services, API integration & Custom LLM Development but we also possess through experience in other domains.

This report has been prepared in the context of a seminar combining theoretical with practical knowledge. It concentrates on how the business operates, how its marketing and outreach departments operate, and how it places its services in the global marketplace.

The internship at Expedite Technology Limited is an opportunity to witness the company's business model and customer relationship approaches, as well as marketing processes. Working specifically with the BPO marketing team was useful in gaining insight into how digital products are marketed on a global stage, where leads come from and how robust they are with client relationships.

1.2 Objectives of the Report

Broad objective

- To assess the marketing strategies of Expedite Technology Limited (ETL).

Specific objectives

- To know the organizational activities of Expedite Technology Limited.
- To examine the ETL's Strengths, Weaknesses, Opportunities, Threats (SWOT).
- To evaluate the marketing program and strategies of Expedite Technology Limited.
- To make some recommendations on the marketing practices of Expedite Technology Limited.

1.3 Rationale of the Report

The impetus for writing this report is to illustrate how businesses operate in the real world, rather than the theories taught in the classroom. It was a good opportunity to see how modern-day companies are setting up their marketing, outreach, and customer service by working with a high-growth digital solutions business.

The experience I gained at Expedite Technology Limited helped me familiarize myself with international marketing and how sales work, as I learned to build client trust, deploy products in local markets, and use advanced methods as part of the regular workflow.

1.4 Scope and Limitations of the Report

Scope: A report on the operation marketing and outreach activities of Expedite Technology LIMITED posing as an intern for the BPO marketing division focus to this report Is Limited to the marketing, operations and outreach activities of Expedite Technology Limited as observed during participation in the company. It covers:

- Organization and Services that are proprietary to the company's own tech solutions.
- Marketing and client generation strategies for international outreach.
- Channels and methods of communication are part of the daily running.
- Personal learning from an internship: how to use marketing and deal with clients.

Limitations

- Due to confidentiality concerns, the company restricted access to many financial and performance data under its policy, which limits the analysis of this report.
- The report is based on secondary data; no primary data has been considered.

1.5 Definition of Key Terms

- **Digital Solutions:** Tec-based services or applications that improve business efficiency and scalability.
- **BPO Marketing:** Business process outsourcing operations aimed at marketing products or services worldwide, including via managed communications and customer targeting.
- **Large Language Model (LLM):** A form of machine learning model that is trained on extensive data sets to automatically make decisions, create content and optimize processes.
- **Generative AI:** AI that can create content, automate some workflows and assist in business processes.
- **UI/UX Design:** The method designing digital interfaces to make them work, be accessible and user friendly.
- **API Integration:** Linking applications together using their APIs to share data and automate processes.
- **Lead Generation:** The is the uniform process of identifying and reaching out to potential clients interested in a company's services.

CHAPTER 2: COMPANY AND INDUSTRY PROFILE

2.1 Company Analysis

2.1.1 Overview and History

About Expedite Technology

At Expedite Technology, we are passionate about transforming innovative ideas into powerful digital solutions. Our team of experienced developers and designers works collaboratively to deliver cutting-edge applications that drive business growth.



Expert Development

Cutting-edge technologies and best practices in every project.



Fast Delivery

Agile methodology ensures quick turnaround without compromising quality.



Client Focus

Your success is our priority. We build lasting partnerships.

Expedite Technology Limited is a digital technology company that focuses on automotive data services, especially in verified vehicle history reports distribution via its platform Been Verified report. Founded to address a crucial missing marketplace in the used car sector by providing efficient and transparent access to vehicle data for small dealerships, brokers and individual buyers of U.S. and UK cars.

2.1.2 Trend and Growth

The Bangladesh ICT sector is rapidly growing, with its exports exceeding \$1 billion and employing over one million professionals. Expedite Technology Limited has achieved over 30% year-over-year growth in outreach and sales volume through strategic lead generation, internet marketing, and referral partnerships. The management has modified the operations by upgrading product portfolios, improving reporting speed and accuracy, and aligning pricing strategies with market requirements. It continues to scale through a thin, tech-centric model that helps it sidestep the costs of serving a vast customer base.

2.1.3 Product / Service / Customer Mix

EXPEDITE TECHNOLOGY

Rectangular Snip

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Our Services

We offer comprehensive digital solutions to help your business thrive in the modern world.

- Custom LLM Development** (Featured)
Build powerful, domain-specific Large Language Models tailored to your business needs.
Benefits: Fine-tuning pre-trained models, Custom training on your data, API integration & deployment, Performance optimization.
- Generative AI Solutions** (Featured)
Innovative AI-powered applications for content generation, automation, and intelligent workflows.
Benefits: Makes informed decisions, Content creation & inspiration, Personalized experience, Improved efficiency, Automation-friendly, Virtual guidance.
- Web Development** (Featured)
Custom websites and web applications built with modern frameworks and responsive design.
Benefits: Responsive design, Modern frameworks, SEO optimization, Performance tuning.
- Mobile App Development**
Native and cross-platform mobile applications for iOS and Android platforms.
- UI/UX Design**
Beautiful, intuitive user interfaces that enhance user experience and engagement.
- API Integration**
Seamless integration with third-party services and custom API development.
Advantages of Using API Integration Services: Automation, Scalability, Faster delivery of information, Better distribution of new services, Reproducibility, Easier integration.

Product and Service Mix

The firm offers VIN-based histories of vehicles including ownership history, accident reports, recalls and salvage records as well as mileage. It provides dealership packages as well for bulk sourcing, customizable report packages, technical support for reading reports and checking data through NMVTIS and insurance databases.

Customer Mix

Expedite Technology Limited customers include independent dealerships, car brokers, private vehicle owners, and Internet-based resellers. This mix allows the company to maintain a steady revenue base, relying on both large-volume customers and single-purchase buyers; thus, it can flex into businesses of varying sizes.

Customer Segment	Examples / Details
Independent Car Dealerships	Small and medium-sized used car dealerships in the U.S. and U.K. purchasing bulk vehicle history reports for inventory verification.
Automotive Brokers & Resellers	Agents and resellers managing cross-border vehicle imports and exports who require verified reports for legal and logistical documentation.
Private Buyers / Individual Consumers	Individuals buying used vehicles from online platforms or direct sellers who need single VIN reports for safety and transparency.
Online Automotive Platforms	E-commerce websites or online marketplaces that integrate Title Record Scan services into their vehicle listings for added buyer trust.
Fleet and Rental Companies	Organizations managing multiple vehicles for leasing or rentals that require regular report checks to maintain operational compliance.
Insurance and Financial Partners	Companies verifying vehicle authenticity before approving insurance claims, loans, or asset-based financing.

2.1.4 Company Operations

1. **Lead Generation:** Qualified clients are sourced via LinkedIn, used car dealer databases and online markets (U.S. or U.K.)
2. **Client Outreach:** The marketing team connects through phone calls, Google Message and email to sell the benefits of the product and create trust.
3. **Product Sales & Support:** Customers are steered toward appropriate report packages for their business size and frequency of use.
4. **Data Processing:** Reports at the time of action with integrated VIN databases push out instantly through Been Verified report.
5. **CRM Integration:** All touches are recorded in CRM dashboards for follow-up, performance tracking and to ensure conversion.
6. **After-Sales Follow-Up:** After sales service and customer loyalty offers are provided to customers, to further develop repeat business and positive referrals.

2.1.5 SWOT Analysis

Strengths

Pricing plans suited for several types of budgets, VIN-based fast reporting, BPO marketing team trained professional appraisers and close customer relationships enhanced by cutting-edge technology.

Weaknesses

Lack of brand awareness compared to global competitors, no offices in target countries, outbound marketing is utilized and has employed 3rd party database services.

Opportunities

Penetration in developing regions, partnerships with car markets, advanced technology integration, a reseller API.

Threats

Competition is increasing, regulations about sharing data are changing, there's a risk of cybersecurity, and prices are under pressure from established brands.

2.1.6 Industry SWOT Analysis

Strengths

Increasing volume of Vehicle verification globally - Used car buyers and dealerships are becoming savvier about the importance of transparency, such that low-cost vehicle history reports have become a staple in transactions.

- **Fast digitization in automotive:** Dealerships and resellers are shifting towards online business; VIN centric reporting systems to witness further traction.
- **Cheap options to top-of-the-line platforms:** Extremely low prices appeal to small & medium dealerships which can't afford Carfax or Auto Check.

Weaknesses

- **Reliance on third-party data sources:** Third parties provide accurate vehicle information that you depend on, so the quality and supply may be outside your control.
- **Less visible brand against major competitors:** Foreign buyers may initially be reluctant to do business with a new or smaller known entity.
- **Geographical presence:** No office address in major market could influence customer trust.

Opportunities

- **Powerful brand loyalty to incumbents:** Carfax and Auto Check already dominate the market, so there's a certain trust factor obstacle for new entrants.

- **Regulatory or licensing requirements:** In regulated markets, circumventing legal procedures to access data and use or reuse is difficult.
- **Large data infrastructure investment:** Building and maintaining robust pipelines can have high resource requirements.

Threat

- **Consumers who rely on informal validation:** Some readers or individual buyers that do not care to spend any money are relying on the Limited information provided by sellers, as well as visual inspections bypassing purchase of reports.

Industry Rivalry

- **Densely competitive market with incumbents:** Carfax, Auto Check, NMVTIS and Good Car are well positioned in the U.S. & U.K. with reputation and established partnerships.
- **Competition on price led by young/challenger companies:** New entrants are likely to compete based on low pricing, placing a pressure on margins.

CHAPTER 3: METHODOLOGY

3.1 Introduction

Methodology is a specific plan or procedure for conducting research. It details the methods, tools, and steps used to gather and analyze data, and explains how the research was conducted and why those methods were employed. A good method makes the research organized, clear, and reliable; it can also make others understand, verify, or repeat the study. In general, it brings up the quality and credibility of the research.

3.2 Research Design

There are three different ways to design research, which include:

Exploratory Research

Exploratory research is used when there is a new problem or situation about which there is very little information. It allows you to explore the potential for doing research in an area. It helps a researcher get a first feel for an issue, process, or trend. So, the point is not to arrive at a final answer but to uncover insights and ideas that warrant further examination.

Descriptive Research

Descriptive research focuses on describing the characteristics, functions, or behaviors of a company or experience as they exist. It's designed to answer questions about "what, who, where, and how. Without changing or controlling anything, this approach provides a straightforward and accurate representation of the actual state.

Causal Research

Causal studies determine cause-and-effect relationships between variables. It helps deduce how one action causes the next, say, how a marketing campaign leads to customers deciding to make purchases. These methods typically require testing and controlled experiments.

This research design is descriptive in nature.

3.3 Data Collection

Data can be classified into two types: primary and secondary.

Primary Data

Primary data original material that a researcher collects for the study under consideration. It is new, unique and collected directly from the source through surveys, interviews, experiments, observations or any other type of interaction. Since it is directly aligned to the research objective, it is most often more accurate and reliable.

Secondary Data

Secondary data corresponds to data that has been previously collected, processed and published by others. The collected data is from other relevant source material such as books, journals, reports, government records, online databases and previous studies. It is time and resource-saving and may be augmented to supply partial knowledge or support the research at hand.

This report is based on secondary data, and the following sources have been considered.

1. **Expedite Technology Limited website**
2. **Company's social media:** Social media company updates, promotions, and engagement on LinkedIn and Facebook were assessed to determine digital consistency of branding or marketing.
3. **Competitors and Industry Research:** The information we acquired from other vehicle history report providers (Carfax, auto check, NMVTIS) was very beneficial to see what current / upcoming global players were doing regarding pricing strategies for trust-building approaches and market position etc.
4. **Published Reports and Articles:** Scan of industry posts and research articles was conducted to help position company's service within the global B2B automotive reporting evolution; understanding where we fit in the competitive ecosystem as it relates to Title Record.

CHAPTER 4 ANALYSIS AND FINDINGS

4.1 Market

In marketing, a market is the set of actual and potential buyers of a product or service, while marketing is the active process of understanding customer needs and creating value to satisfy them. Expedite Technology Limited is a tech firm dealing with advanced technology products including Large Language Model (LLM) development, generative AI solutions, web & mobile development company, UI/UX design and API integration.

- **Domestic Market**

The local market would be the clients that are in Bangladesh, which includes startups (local), SMEs, local agencies or even individuals who need affordable and tailored digital services like website building, mobile apps or UI/UX.

- **International Market**

The international market is the foreign clients based out of US, UK and EU that outsource high value projects such as AI development, custom Large Language Model (LLM) solutions, enterprise applications and long-term digital transformation services.

4.2 Segmentation, Targeting, Positioning (STP)

Segmentation

The company segments its market by demographic, geographic, psychographic, behavioristic and technographic means. This means that services are tailor-made for a variety of client needs and demands.

Demographic segmentation: Expedite focuses on funded startups, SMEs, and scale-ups with 10–12 employees. These organizations are typically in their early to mid-growth phase and depend on external technology partners to accelerate product development. They value flexible pricing, rapid delivery, and ongoing collaboration.

Geographic segmentation: Clients are currently mainly from the U.S. U.K. or EU, where outsourcing technology services is well-established. These areas also have strong digital adoption, organized procurement and consistent demand for AI and web-based applications. This geographical scope enables Expedite to work within predictable value pools.

Psychographic segmentation: Expedite is for innovative companies who value velocity, transparency and long-term partnerships. These customers want to see well-organized sprints, good communication and tangible results over vague promises.

Behavioral segmentation: The firm focuses on clients that have a strong vision of digital transformation, are eager to run short development cycles and adopt leading-edge technologies. Many clients within this industry segment are repeat clients and return to us again because they appreciate our dependable quality of service and reliable delivery standards.

Technographic segmentation: Expedite works with clients in cloud native stacks, AI-forecasted infrastructure and agile ethos. This sector appreciates technical prowess, easy integration and contemporary design. Expedite removes onboarding and project-level friction by integrating with their tech stack.

Targeting

Having reviewed these segments, Expedite then identifies targeted client groups which most closely fit in terms of their delivery capability, skill base and growth strategy.

1. Projects with an urgent need that require quick turnaround, tailored solutions and ambitious growth targets. These customers need fast and high-quality releases to hit funding targets and get to market. The agile delivery of Expedite suits its high-paced environment.
2. Scale-ups requiring in-house Large Language Model (LLM) deployments with private data, and performance tuning with structured maintenance contracts. These customers seek a long-term reliable partner, capable of guaranteeing the level of quality and willing to support their growing development.

Positioning

About Expedite Technology Limited is a leading innovation partner that can provide cutting-edge, rapid and scalable software and AI solutions for customers worldwide. Its placement is grounded in technical expertise, delivery quality and trust-based partnerships.

Core value: It provides AI-accelerated computing platform with software to run real-time analytics, R&D, and businesses. The idea is not just to create technology, but to solve actual operational problems for clients.

Differentiation: Expedite differentiation through modular sprint implementation, privacy-first AI development flow and project workflows. The firm is performance based, maintains a clean arch and is transparent in all aspects of the development process.

Brand image: Expedite is a trusted, professional and technology-based solution provider. It creates trust with reliability in fulfillment, quantifiable deliverables and proactive help. Such image helps in building lifelong relationships globally.

4.3 Marketing Mix

Marketing mix is the collection of 4Ps like product, price, place, and promotion, which helps an organization to do the marketing tasks and align their offerings with customer requirements. Indeed, it is an important strategic framework for a successful business. Services are intangible; the marketing mix for services, known as the 7Ps, expands the traditional 4Ps to include People, Process, and Physical Evidence.

4.3.1 Product

Product (Service) In the case of a service company, it is the service itself. Everything that the company has to offer in order to accommodate customers, address their problems, and make their life better.

Custom Large Language Model (LLM) Development: The service is for enterprises wanting to embed private, custom language models on devices or in services. Expedite takes care of everything from tuning using client datasets and continuous monitoring.

Generative AI Solutions: AI tools for content generation, document processing and smart chatbots insinuating the software updating workplace communication, eliminating routine activities enabling them to be faster and work on what matters as a team helping customers become more efficient.

Web and Mobile Development: It offers a way to see that business will want to establish a premier online store will get digitally advanced, responsive and scalable tools that have been ready for speed and accessibility ensuring their capability to reach the target customer.

UI/UX Design: Usability is number one at expedite including visual clarity, and they can use organized design system, user research, prototyping and testing to design experience that is engaging and delightful to our users.

4.3.2 Price

This is what customers pay for the service. Price is the actual value of service, and it may influence the customers' perception of the quality. Pricing correctly is an essential requirement to draw customers and still make money.

Scope based: Scope-based pricing such that price depends on deliverables, timeframe and technologies meaning billing only for that is helpful in reducing the risk of maintaining things they never use.

Offer system: Offering bundled service models for those ones with complimentary needs where clients get two or more service bundles at lower cost as compared to purchasing them separately.

Support system: Long-term contracts whereby clients sign two-to-four-year service contract they benefit from things like fixed rate, expedited response and “premium support”.

4.3.3 Place

Place refers to the way the service is provided and where it is provided. Services are frequently consumed at the site where they are produced, as opposed to physical goods. Being fully digital without physical offices in foreign countries, Expedite is accessible to international clients.

Global service reach: With clients in the U.S., U.K. and E.U., territories where outsourcing dev work is prevalent, the company uses the remote work mode to guarantee 24/7 service coverage.

4.3.4 Promotion

Promotion is an important element of the marketing mix that informs, pursues, and reminds customers about products, creating brand awareness and driving sales. Without effective promotion, it is almost impossible to ensure long-term growth and effective customer engagement.

Client referrals: Many new clients are clients who were recommended by other clients; this natural development reflects excellence in service and long-standing relations with clients by the company.

Targeted outreach: Rather than generically advertising, Expedite seeks out decision makers on professional platforms such as LinkedIn and their own website. This results in attracting individual audiences who are more likely to return higher converting, professionally informed brand awareness.

4.3.5 People

People are all the personnel who interact with the customer and are affecting their experience also including those who are serviced. In businesses like services, people are obviously very important as the quality of service can rely heavily on how employees perform and treat customers.

High Personal Touch: Marketing team has personalized conversations to everyone who comes in the door to make them feel nurtured, valued and helped as they go on nurturing journey.

Specialization of Roles: Each employee assumes specific responsibilities outreach, negotiation, and tech consultation which makes the operation more efficient and improves professionalism.

Culturally Adaptive: Communicate in our client’s tone of voice and level of business formality directly from US, UK or EU, which builds trust and credibility in the international market.

4.3.6 Process

Process is the mechanism by which we can ensure this service is delivered efficiently and consistently. A smooth and transparent process also guarantees that customers always get a pleasurable experience.

Full-Fledged Transparency: The clients get real-time access to project status, development progress and deliveries thus providing complete transparency over the process and future challenges.

4.3.7 Physical Evidence

As services are intangible, tangible evidence serves as proof for the existence of quality. That could be any physical reference: brochures, uniforms, office look and feel, receipts or even a web site. These serve to give potential customers confidence in the service.

Case Studies Archives: Case study archives can include before-after results, performance improvements and success metrics. That helps new clients understand the company’s capabilities and instills trust in its services.

Professional Digital Footprint: The professional digital footprint is the entire online presence of your company, including but not limited to its LinkedIn profile, Google listings, SEO-optimized website and published technical articles. These platforms aid in showcasing the company’s credibility and industry expertise.

Documentation: Documentation comprises formal offers, orientation materials, service protocols and post-delivery reports. The best part about these materials is that they tell the clients what to expect in the service process, allowing them professionally organized experience.

4.4 Findings

After analyzing the marketing strategies of Expedite Technology Limited, I came to the following findings.

- Expedite Technology Limited is an international company servicing both the domestic and international markets with approximately 65% of revenues and customers based in the US, UK and other countries.
- The company has surgical, disciplined segmentation, allowing it to serve specific customers who value modernity.
- Expedite Technology Limited target tactics are Venture Capital Firms, SMEs and fast-moving Firms who are looking for quick turnaround service and deep technical support.
- The company is positioned as a trustworthy global technology partner by showcasing its brand values, which include transparency, producing high-quality work, and dependability.
- We promote our services through case studies, client feedback, and referrals through targeting, creating credibility that translates into high-quality leads for your business.

CHAPTER 5: INTERNSHIP EXPERIENCE

5.1 Job Description and Responsibilities

My 3 months internship was at one of the departments in Expedite Technology LIMITED called BPO Marketing Division where I was selling and promoting vehicle history reports to international customers mainly in US, UK. These reports, which were created with the official State title and/or registration documents been Verified report generates access to, contained accurate information describing title details, ownership history, accident records, defects recalls and other relevant facts. In developed auto markets, these documents are critical for vehicle sales transactions, providing the transparency and legitimacy of vehicles. A been Verified report got notice for providing the same level of data as top competitors such as Car Fax, Auto Check and NMVTIS, only for less.

- 1. Lead Generation:** As a direct experience one person, I prospected and classified private dealers, home brokers, and car buyers one by one. I looked up online research tools in most cases for regional market directories and digital forums and vetted many prospects by their sales volume and business activity, previous use of vehicle reporting services. I also kept an eye out for pricing and features of other comparable services to help calibrate my lead's scoring priorities.
- 2. Customer Service:** I had direct call Google message correspondence with them, using the proper business communication tone, a courteous, less direct approach suitable for international business practices. The initial video call dialogues for building trust and professionalism gave negative experiences until I started to tailor my language as well as tone and tech jargon to fit US/U.K. more formal in expectation, increasing positive amended response rates and strong rapport with a whole new set of buyers.
- 3. Product overview:** I described the basic features of the product to my clients, and most importantly touted how one VIN would provide a complete history in mere minutes. The demo with the report shown helped them get an idea of how data collection in dealerships and individual buyers exercise would be, especially due to how clear and structured it. Hence showing them that the accuracy and speed were the same as more expensive services.
- 4. Sales Support:** I helped customers choose preferred pricing models based on frequency of use- single purchase for end users or in bulk packages for dealerships. Working with the

sales team in high-volume accounts, I negotiated bespoke deals to bring pricing into line with customers' budget and scale.

- 5. CRM Management/Follow-up:** I recorded detailed communication, saved updated lead statuses and scheduled call-backs in a CRM. This way, there were no missed leads and sales team got better vision of client interactions. I experienced better adherence rates with timely follow-ups and improved the marketing process efficiency!
- 6. Communication and negotiation:** I regularly dealt with client concerns around data accuracy, price variations and trust. By showing visible proof, revealing the source of our data, rewarding a consistent reading experience, I could convert cynics into regulars.

During this internship experience, I was exposed to global B2B operations such as customer management and how to be persuasive in communication which is required for international business.

5.2 Contribution to the Organization

My role at Expedite Technology Limited moved both short and long net type work Closer or led through my efforts including lead conversion, market reach among others.

Market Penetration Rate: By focusing on small & mid-size dealerships in the U.S. and UK, I allowed this company to penetrate new markets where it had a low penetration rate. My ongoing contacts helped build product recognition in their areas and made them aware that the Been Verified report was a competitor to more expensive reporting options.

Where to Introduce Your Platform Competitively: I mention Been Verified report as a low cost/default reporting tool. While I didn't compete in price, reforming this offer as a value-added service helped me overcome the skepticism and successfully re-positioned my product to an international market. This enhanced further the platform's reputation as being the reliable source of data.

Increasing Conversion Rates: By following up with leads regularly, personalized communication and quick response to queries I was able to increase percentage of leads converted into a paid client. This was my first lesson in need for consistency in communication and positioning the capabilities of a product within the context of customer needs.

Building Brand Image: My respectful and professional customer service behavior in all client communications has enabled me to contribute to the valuable and positive brand image of the company internationally. It was my tone, transparency and understanding of culture that helped me to develop long term relationships with clients.

5.3 Skills Applied

The internship honed my professional analytical and interpersonal skills with daily interaction with clients around the world and practical experience of marketing in real-life systems.

1. International Client Communication

I enhanced my aptitude to interact with clients from around the world by incorporating nuances ranging from tone, response time and business etiquette. Such intercultural experiences also contributed to my flexibility and professionalism.

2. Consultative Sales Skills

I did not provide the same canned sales pitch to every client; I found out what they needed and spoke directly about their issues. This approach rendered interactions more substantive and generated trust.

CHAPTER 6: CONCLUSION AND KEY FACTS

6.1 Recommendations

Following the analysis of marketing efforts, STP strategy and 7Ps marketing mix of Expedite Technology Limited number of recommendations can be made for improving overall marketing performance.

- **More Structured Market Research:** The organization must develop a more systematic approach to market research to be well-informed about consumer preferences, competitive pricing and the global market.
- **Strengthening Digital Branding –** This can be done by creating more SEO-based blogs, technical articles and case studies that can attract organic leads and build a global brand image.
- **Website Transparency:** Provide details about certifications, data sources and service compliance User Query.
- **Locate Additional Promotional Media:** Besides LinkedIn, the company can also use Reddit tech communities to promote its services as well as Product Hunt and Quora for innovative startups.
- **CRM and Automation:** Automated reminders, tracking systems and scheduled messages contribute to better follow-ups while also assisting the sales team in managing clients more effectively.

6.2 Key Understanding

My internship with Expedite Technology Limited where I got experience and exposure in the functional area of global B2B marketing and client engagement. It made me realize how good service and strategic marketing can actually carve out a space for a technology company in the market.

- **Company operates in a narrow market:** Vehicle history reporting is a highly selective segment with assured purchase patterns due to market demands. Expedite offered a competitive advantage to deliver trusted reports affordably, giving it a stable niche in a focused segment requiring accuracy, transparency, and price freedom.

- **Marketing strategies are focused and client centered:** Instead of broadcasting for random clients, the organizations focus on what referred to its buyers' identities, such as small dealerships, free agents, and high-volume resellers. This strategy allows the marketing team to focus their interaction and promotion to quality time and avoid wasted marketing resources.
- **Client activity depends on price and trust:** Every new platform debuts with an established competitor, and this purchase would rely on prices and confidence in the offering. The brand is as relevant to trust as the price.
- **CRM and follow-up business rules are critical:** CRM and follow-up were crucially beneficial in ensuring that no sales would fall back through the cracks. Everything structured and multiple chances of communication experiments improve the ratios of the price acquired.
- **Brand image sustains retention:** The initial reaction is vital, and purchasing a report needs trust. Thus, much of it comes from the first proposal, with a professional tone and concise price comparison.
- **Communication and culture:** Interacting with U.S. and U.K. clients confirm that your culture decides how well they answer. It is an excellent learning experience since small details matter just as much as impression.

6.3 Conclusion

My internship at Expedite Technology Limited was not a learning experience by correspondence. It offered practical learning where I directly engaged in global B2B marketing strategies, interacting with clients and positioning a product in a competitive niche technology sector. I did not view it as a priority, since I was involved in real operational work. I was involved in generating leads, managing outreach, building rapport and trust with clients, and positioning the product in a competitive market. This active participation enabled me to understand how a focused digital service can go globally using a strategy and working approach. This internship also demonstrated how a current technology company uses segmentation, targeted communication, and an impactful online presence to attract and retain customers.

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Appendix



Expedite Technology

Ref. ET/HRM/2025 August 02, 2025

To Whom It May Concern

This is to certify that **Md. Shariful Haque** (ID: 111 192 104), a student of **Bachelor of Business Administration (BBA)** majoring in **Marketing** at **United International University**, has successfully completed his internship program at **Expedite Technology**..

He worked as a **Sales and Marketing Intern** at Expedite Technology from **May 1, 2025 to July 31, 2025**. During this period, he has gained practical knowledge and professional experience in the field of sales and marketing.

We wish **Mr. Md. Shariful Haque** continued success in his future endeavors and believes this internship experience will contribute positively to his career.

Expedite Technology,

Morshed Alam

A handwritten signature in black ink, appearing to read "Morshed", written in a cursive style.

HR Manager

Expedite Technology

House: 09, Road 13, Dhanmondi, Dhaka