

INTERNSHIP REPORT
ON
Evaluating Marketing Strategies of Corporate ASK

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UNITED INTERNATIONAL UNIVERSITY

School of Business & Economics (SoBE)

Bachelor of Business Administration (BBA)

Evaluating Marketing Strategies of Corporate ASK

Mahedi Hassan Shuvo

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

Letter of Transmittal

March 26,2026

Dr. Md. Shariful Alam

Professor

School of Business and Economics

United International University

Subject: Submission of Internship Report titled “Evaluating Marketing Strategies of Corporate ASK”.

Dear Sir,

With due respect, I am pleased to submit my internship report titled “Evaluating Marketing Strategies of Corporate ASK” as a partial requirement for the completion of my BBA program under your supervision.

I completed my internship at Corporate ASK as a Marketing and Sales Intern. This report is based on my practical experience and learning during this internship.

I have tried my best to prepare this report carefully and clearly. I hope the report will meet the academic requirements.

Thank you for your guidance and support.

Sincerely,

Mahedi Hassan Shuvo

ID: 111203022

BBA Program

School of Business and Economics

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Declaration of the Student

This internship report on "Evaluating Marketing Strategies of Corporate Ask" is submitted by me, Mahedi Hassan Shuvo (ID 111203022), as a requirement of my Bachelor of Business Administration (BBA) degree from United International University. Materials in this report originated from my three-month internship at Corporate ASK, from December 05, 2025, to March 05, 2026. I have only quoted from the company's data, which comes via reliable secondary sources, and is based on my own understanding and judgement. This report has not been developed artificially, plagiarized or presented in any other form.

The data and conclusions in this report are all my own work.

Signature: _____

Mahedi Hassan Shuvo

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BBA Program, United International University

Acknowledgement

Completing this internship report has been one of the most meaningful academic exercises of my BBA journey, and it would not have been possible without the support of several important people along the way. I am truly grateful to Almighty Allah, the blessed, for granting me clear thinking, good health, and the right circumstances in which to complete both my internship and this report. In addition, as well as an academic advisor, Prof.Dr. Md. Shariful Alam, Professor of School Business & Economics at United International University, deserves many words of thanks. I would also like to express thanks from the bottom of my heart, and it is from the bottom of my heart indeed for everyone in the management and departments of Corporate ASK who welcomed me into their team, professional world, and gave me such forceful work.

Executive Summary

Corporate ASK operates within a niche yet rapidly expanding market of professional career branding services. From a marketing perspective, the company is particularly noteworthy as it has developed its entire business model around specialized career documentation and personal branding solutions.

This report evaluates the organization's marketing strategies using four established frameworks: the STP Model (Segmentation, Targeting, and Positioning), the 7Ps Marketing Mix to assess value creation and market delivery, Porter's Five Forces to analyze industry competitiveness and the threat of substitutes, and SWOT Analysis as a comprehensive strategic evaluation tool.

Based on the analysis, several strategic recommendations are proposed, including the implementation of a formal Customer Relationship Management (CRM) system, increased investment in structured paid digital advertising, resolution of technical inconsistencies on the company's website, and the gradual development of a strong institutional brand identity that is less dependent on the personal reputation of the CEO.

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Abbreviations

ATS	Applicant Tracking System
STP	Segmentation, Targeting, Positioning
BDT	Bangladeshi Taka
CRM	Customer Relationship Management
CV	Curriculum Vitae
HR	Human Resources
MBA	Master of Business Administration
MIST	Military Institute of Science and Technology
7Ps	Seven Elements of the Marketing Mix
SOP	Statement of Purpose
STP	Segmentation, Targeting, Positioning

CHAPTER 1: INTRODUCTION

1.1 Background of the Report

I started as a Marketing and Sales Intern at Corporate ASK and, within the first week, realized that this was a one-of-a-kind career services company. The company has created something rare in Bangladesh's professional services landscape: a trusted brand, not by virtue of expensive advertising but by the depth of its expertise. The founder, Niaz Ahmed, is now the most credible name in CV writing and career development across the country, with 16 published books, 700+ newspaper articles, 1,200+ YouTube videos & over 50,000 clients from 40 countries.

Based on some of the models I studied during my BBA, such as the STP Model, the 7Ps of Marketing Mix, SWOT Analysis, and Porter's Five Forces Model, I wanted to look at how Corporate ASK has grown to its current standing, what works for it, and what the true threats and opportunities are going to be in the near future. The career services sector in Bangladesh is at an exciting turning point. ATS software sorts through resumes before a human ever sees them, and job markets are very competitive. Digital recruitment websites like LinkedIn and bdjobs have emerged as the primary hiring platforms.

It is, to be honest, a little bit of an old-school job and in that environment, a company like Corporate ASK in the business of making you visible and attractive on paper and online finds itself in genuinely double valuable space. This report seeks to assess how well it is capitalizing on that position.

1.2 Objectives of the Report

Broad Objective

To review and analyse the trading approaches taken by Utilized, as well as to assess the efficacy of those strategies used over time. Additionally in securing a position for this firm that will become vital to its success and longevity throughout Bangladesh within the professional services market.

- Specific Objectives
 - To explore the process of Corporate ASK in segmenting its market and determining what kind of clients to use
 - To understand the brand positioning strategy and how it structured over time
 - Determine the 7Ps of marketing mix applied with service business

- To evaluate the advantages and disadvantages of the company's digital marketing strategy
- SWOT analysis for further identifying important strengths, weaknesses, opportunities and threats.

1.3 Motivation of the Report

I actively handled client calls, answered queries, explained service packages and gauged how the company would convert inquiries into paying clients. Developing CV Although tools are allowing everyone to create a good CV in a few seconds. Others were putting their services on Fiverr professionally and selling them for peanuts. Corporate ASK takes the distinction a step further by beating the competition with expertise, credibility and one-on-one counseling instead of price, thus raising implications for business positioning in a commoditized services business environment. These are not all company-specific questions. They are questions related to marketing strategy in the context of the contemporary service economy.

1.4 Scope and Limitations of the Report

Scope of the Study

- Explain the complete marketing strategy assessment of Corporate ASK, covering its internal and external environment
- Provides insights into digital marketing, brand positioning, service delivery and competitive landscape
- Utilizes primary observation and public secondary data

Limitations

- It had no access to financial data, internal pricing strategies, and proprietary analytics
- Three months is a short window for observations — salient strategic shifts often take time to manifest.
- No formal publication for market-level data on the career services industry within Bangladesh and hence restricted secondary data

1.5 Definition of Key Terms

Marketing Strategy: A long-term, planned course of action an organization takes to attract, engage, and retain target customers through the delivery of a specific value proposition that makes it stand apart from its competitors.

Service Marketing: Selling and marketing intangible services like consulting, career coaching or document preparation where the quality of experience, trust and expertise take priority alongside the output itself.

ATS (Applicant Tracking System): A software that employers and recruitment agencies use to filter job applications based on keyword relevance, formatting, and other parameters before human review.

Brand Authority: the degree of credibility & trust a brand commands in its sector, built up by the display of expertise, consistent quality and apparent thought leadership over time.

STP Model: Segmentation, Targeting, and Positioning a three-stage strategic marketing framework for uncovering the most valuable customer segments and defining offerings tailored to them.

Authority Marketing: A strategy that provides a brand inescapable competitive advantage by presenting its key people or the organization itself based on its body of work and accomplishments as unimpeachable experts, through whom trust is earned by knowledge, credentials and proven results rather than paid promotion.

CHAPTER 2: COMPANY & INDUSTRY PREVIEW

2.1 Company Analysis

2.1.1 Overview and History

MISSION Ensuring Successful Interview calls through Unique Presentation	VISION Reshaping Experiences, Securing Unique Marketable Employability
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Corporate ASK was created by Niaz Ahmed, who had a unique insight that the majority of job seekers were under-presenting themselves on paper. In a nation where hundreds of people are annually jostling for the same job, the calibre of a CV is often the first and last impression that a candidate can make.

2.1.2 Trend and Growth

- The journey that brought together the story of Corporate ASK and professional hiring in Bangladesh. In Bangladesh too, our job application process has undergone a paradigm shift with the introduction of online recruitment platforms like bdjobs and LinkedIn. A C.V became more than a piece of paper; it was a personal marketing brochure. So whoever turned out to realize that transition first had a massive first mover advantage.
- The YouTube channel has become one of its strongest growth engines. It serves as an educational resource with career development content in more than 1,200 pieces free to consume and encountered professionals from all career stages and converts their audience into paying customers when they come across and need more than just advice.

- The growth into services other than CV writing is also a sign of purposeful corporate development. Corporate ASK have also diversified into company profiles, investment profiles, political profiles, celebrity profiles and marriage CVs, all types of work representing different client segments with differing needs.

2.1.3 Customer Mix

The analysis of customer composition is a crucial aspect in understanding Corporate ASK’s marketing strategy, as it highlights the specific segments the company primarily focuses on. By examining the distribution of clients based on their professional experience, it becomes possible to identify the company’s target market and strategic positioning.

The following graph presents the customer mix of Corporate ASK, categorized according to years of professional experience.

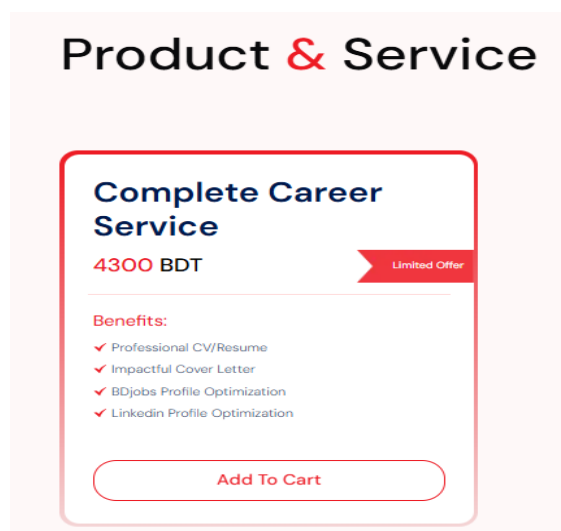
WHO IS OUR CUSTOMERS?



Around 75% of clients on Corporate ASK have been in the professional world for at least eleven years, according to its data. The largest category, 35%, falls under the family of professionals with 15 to 25 years of experience. These are people who do not desperately need a job. They are established professionals who want to sensibly advance, transition sectors or globalize. They are, perhaps even more importantly, people well off enough to afford professional assistance and who appreciate the benefits of good presentation. This client profile has far-reaching strategic implications. This explains the company’s premium pricing strategy computed professionals with high

incomes are far less price sensitive than juniors. It also helps explain why one-on-one counseling is at the heart of service — a C-level executive cannot be served up a generic template

2.1.4 Product/Service Mix



Corporate ASK's range of services has been curated specifically across the gamut every career-focused professional will require at some point in time, from the documents necessary to land a job, to profiles needed to keep relevant, through specialized documents for milestones outside of employment like marriage or entering politics.

Career Documentation

- **CV and Resume Writing:** The company's bread and butter. CVs are tailored one-on-one and optimized for ATS. In standard, Canadian and Europass formats for native and overseas applications.
- **Cover Letter Writing:** Well-written and tailored cover letters to amplify the CV, designed with an understanding of the requirements for individual roles industries or employers.
- **LinkedIn Profile Overhaul:** An overhaul or complete rewriting of each section of your profile (headlining, about writing, experience framing and keyword optimization for discoverability by recruiters).

- **Bdjobs Profile Setup:** Creating an optimized profile on bdjobs com profile in the local job market.
- **SOP:** Professional Statement of Purpose or SOP writing services for professionals seeking admission for higher studies abroad.

Profile Services

- **Company Profile:** Business introduction documents (for corporate partnerships and business development).
- **Investment Profile:** Niche docs to put forward for investor relations or funding talks
- **Celebrity Profile:** Specific profiles for media professionals, entertainers and public figures.

Educational Content & Long-term Support

- YouTube Channel (1,200+ videos) Free educational resources on CV writing, interview prep, LinkedIn strategy and career planning. This material acts as both a marketing tool and authentic public service.
- Books & Articles 16 published books, 700+ newspaper articles authored by CEO Niaz Ahmed that create permanent thought leadership assets driving in part organic brand awareness too.
- Post-delivery Career Support Continuous advice on interview preparation, job search strategy and career decision-making, which extends client relationships beyond a single transaction.

E-Books(Paid)



2.1.5 Operations

Corporate ASK provides services using a clearly established five-step procedure. The first is the first client inquiry, in which a potential consumer contacts them via social media, the internet, by phone, or in person. The sales team guides the customer through the different packages, assists in qualifying the query, and helps the client select a workable solution. The most crucial step in the entire process is stage two, which is the one-on-one therapy session. Corporate ASK is able to command its premium cost as a consequence of this methodical yet personalized procedure. The service is a carefully crafted journey of professional self-discovery and mastery placement, not merely a document.

2.1.6 SWOT Analysis

SWOT is a tool that identifies strengths, weaknesses, opportunities and threats in an organization. The analysis shows that Corporate ASK operates in the area of authority-based marketing and personalized services and has established itself in the market.

Strengths

One of the biggest assets of Insert Corporate ASK here is Niaz Ahmed, the CEO, who comes with a personal brand and reputation as a thought leader. With his books, media presence and YouTube, together they built the company up into a trusted brand in the career services market in Bangladesh.

Weaknesses

It is essentially linked to the founder's own reputation; in the long run the company will have difficulty scaling. There is no organized CRM to steadily manage prospects and neither organized paid Marketing. The broader digital presence of the company, such as the website, can be improved too.

Opportunities

You are going to require those data professional branding skills now and there will be a massive demand of optimizing this talent network. Corporate ASK can also be scaled with collaboration with universities, career vehicles and career support subscription services.

Threats

Massive competitive threat from AI-based resume builders and cheap freelancers providing these services. Additionally, economic uncertainty and the growth of career consultancy firms can have a slackening effect on the demand for _ premium services.

2.2 Industry Analysis

2.2.1 Specification of the Industry

Corporate ASK is indeed a part of the Professional Career Services Industry; we just belong to the sub-segment of that industry, which concerns itself with career documentation, personal brand & employability enhancement.

2.2.2 Industry Overview

The career services industry in Bangladesh is clearly in a growth stage. The formal working population is over 70 million, and the high-growth sectors of the country, ranging from banking, telecommunications, garments, technology and professional services, are always generating new demands for skilled professionals who need to differentiate themselves in competitive employment markets.

2.2.3 External Economic Factors

The economics in Bangladesh is complicated but overall a positive picture for the career services Market. Rising income levels and a burgeoning middle class have expanded the addressable market for premium career services. As the job market has become increasingly

competitive and a world where multiple highly skilled candidates often apply for the same job simultaneously begets this sets up very real pressure on professionals striving to stand out.

2.2.4 Technological Factors

Technology is the biggest disruptive force shaping this industry today. On one hand, digital platforms like LinkedIn and bdjobs have made professionally optimized profiles even more important for prospective employees which is a direct boon to Corporate ASK's core business. On the flip side, tools like ChatGPT, Canva Resume Builder, and Kickresume are making well-structured, professionally worded CVs available to everyone for free, including college students. This isn't a future threat; it's already here, and it will get worse.

2.2.5 Barriers to Entry

It does not have significant financial barriers to entry. This is because setting up a CV writing service involves little to no money upfront, only knowledge, a laptop and a channel of communication. But the reputational cost is incredibly steep.

2.2.6 Supplier Power

In this industry, supplier power is practically nothing. The service depends entirely on human knowledge, writing talent and career expertise. There are no physical inputs for which the business critically depends on external sources. This allows Corporate ASK its own operational independence and low cost structure a significant advantage.

2.2.7 Buyer Power

High and increasing buyer power. A prospective client can type "job/whoever" into Google and see dozens of competing options freelancers offering a few hundred taka, or international platforms loaded with sophisticated A.I. Clients can review samples, reviews, and prices to decide. Corporate ASK addresses this challenge with its powerful social proof it displays prominent Google and Facebook ratings, a wealth of client testimonials, the public credentials of its CEO, as well as the sheer size of his success numbers.

2.2.8 Threat of Substitutes

Substitutes are the most serious strategic challenge facing Corporate ASK today. AI resume builders aren't merely a cheaper alternative; they're surprisingly good and improving. A professional can leverage ChatGPT with a decent prompt to develop a half-decent CV in minutes at zero cost.

2.2.9 Industry Rivalry

Competition is growing, but is still relatively fragmented. The main competitive pressure is from freelancers on platforms like Fiverr and Upwork who cut prices aggressively, and from an increasing number of small career consultancies.

CHAPTER 3: INTERNSHIP EXPERIENCE

3.1 Position, Duties, and Responsibilities

The responsibility of scoping was wider than I had anticipated. I wasn't there to sit in the corner and observe, I was given real client-facing work starting week one. My day-to-day responsibilities included answering and responding to incoming client calls through various inbound phone / digital channels, explaining service offerings and packages to potential clients, assisting with social media content coordination support on a team basis as well as following up with prospects that had expressed interest but did not convert into business/value related transactions; documenting client objection and question patterns while collaborating with the team to ensure timely response messaging was professional and consistent.

Perhaps the most useful part of this role was seeing all aspects of the client acquisition cycle from when a person first reaches out with a question, to when they finally decide to purchase. Watching that process hundreds of times over three months gave me an exceptional clean glimpse into how trust is developed in-real time, what objections people have to making a service purchase and what communication styles and information points actually help push people towards conversion

3.2 Training

1. For my Corporate ASK training, it was so full of practical hands-on guidance. There was no seminar-style opening at all. Instead, very quickly I began to start learning about the products and workflows of this company in the workbench, under tutelage.
2. The first step in training was surely knowledge of products and service. I was taught the terms the majority of services are expressed in, namely not so much what any particular product did but why customers found themselves in need of it, how it would get there and then what kind of specific value it would give.

3. The second phase was sales communications training. I was taught how to professionally handle inbound enquiries how to start off a conversation, how to find out what the customer really wants, how to offer them alternatives without overloading their short attention span with choices, and then how to handle common objections like concerns about the price or whether it was worthwhile using a professional CV writer. We each practiced roles which felt slightly unnatural in the beginning, but stood us in good stead when starting to field genuine calls.
4. The third element was an initial exposure to the company's way of doing things digitally. I saw how Corporate ASK's YouTube material could gain organic awareness and how posts on social media were constructed in order to underline the force of brand authority. Then the whole online presence was managed so as to project credibility. This gave me a down-to-earth opportunity to learn about content marketing that I had only understood in theory from my BBA studies.
5. Lastly, I was trained in the follow-up process with a client. This included knowing when to escalate an inquiry to a team member for some real in-depth help and understanding the right timing and finesse in following up on a lead. I fitted myself/did the best I could with all these ideas.

3.3 Contribution to Departmental Functions

1. Looking back at my three months, I can point to a few ways in which what I focused on truly benefited the functioning of the department and did not feel like just going through the motions of an internship.
2. In some client communication management, I handled a meaningful chunk of inbound inquiries, which senior team members could focus on higher-complexity interactions. With training on product knowledge, I was able to answer most standardized questions from clients accurately, with faster response times and a more uniform experience for our client base. I was conscientious and detailed in each interaction, knowing that the initial exchange a client has with the firm tends to dictate if they will go further or find another suitable option.

3. In support of the digital promotion, I scheduled social media content and co-wrote promotional copy that aligned with a firm tone authoritative, knowledgeable and success-focused. I also tracked audience engagement metrics and tagged pieces of content that were getting more interaction than we expected to help the team learn which types of posts were resonating best with our target market.
4. As I reviewed the sales data, I took notes of my biggest objections to price, comparing it with AI tools, turnaround time, and counseling process. Sharing these insights with the team helped to articulate their value prop and what information should be surfaced earlier on in client conversations.
5. In client feedback coordination, I helped collect structured feedback from clients after service delivery that supported the company's quality review process and provided the team actionable insight on where the client experience resonated best and what could be enhanced.

3.4 Evaluation

After being in close contact with Corporate ASK for three months, I would generally say that though the value this company offers is something really consummate and cannot be surpassed in quality, it is running a kind of enterprise that will run into real structural problems within the next few years of its existence.

The current base for authority content marketing is the company's most powerful strategic resource. In the main person doing everything to continue promoting CV writing and career advice in Bangladesh, Niaz Ahmed, has set up a platform where people are willing to do so because they recognize him as much as on any commercial advertising basis, which runs largely off trust. Customer relationship management was another item in which I felt there was potential. The post-meeting follow-up!! The equality or approach of each link to customer service, while maintained at professional levels, however, takes over completely by manual effort and individual judgment rather than a more formalized CRM setup. This suggests risks of certain items slipping through the cracks: particularly, those which need a longer tire-kicking-probe before they have been nurtured to the point where it is appropriate to nail them.

3.5 Skills Applied

The internship afforded me a unique chance to see if my BBA coursework was truly preparing me for the real world of work. Its teaching of theory has almost always not been done so, with significant gaps between how things are taught in theory and practiced in practice.

1. **Marketing Communication:** The principles of persuasion and frameworks for messaging I learned were immediately applicable in client conversations. My academic formation made it feel much more natural to know how to structure a value proposition, connect with a concern, and take somebody through to a decision.”
2. **Consumer Behavior:** My coursework around how consumers make decisions, particularly when it comes to high-involvement purchases, where trust and perceived risk play major roles, was incredibly applicable.
3. **Service Marketing (7Ps):** Observing the 7Ps in action, how the company was conscious of managing its people, process, and physical evidence together with more traditional marketing elements in real time, became one of the most intellectually gratifying aspects of my internship.
4. **Digital Marketing Concepts:** Awareness of content marketing, SEO, and social media strategy provided me with context around my observed experience of the company’s online operations, and supported meaningful contributions to work I was assigned in digital promotion.
5. **Business Communication:** Writing correctly formatted professional emails, conducting phone calls with clients, and preparing internal notes all reflected on communication skills learned during my BBA program.

3.6 New Skills Developed

In addition to being able to apply what I knew already, the internship actually knitted my capabilities in ways that even coursework could not have done.

- **Dealing With Real Sales Conversations:** It is much easier to believe in a sales concept than it is to deal with a real-life client on the fence. Over a three-month period, I learned how to read a conversation, adapt my approach based on what I was listening for, get at objections without getting defensive and lead someone to make some sort of decision with no pressure.
- **Psychology of Lead Nurturing and Follow-Up:** I learned that not every prospect is ready to make a purchase upon first contact and that the difference between loss after

lead conversion or customer success often goes back to both timing and tone in follow-up.

- **Familiarity with ATS and Career Docs:** Now as I work each day in close proximity to the company's flagship product, I understand how ATS' function best, what makes a CV effective professionally and why formatting choices or keyword inclusivity matter.

- **Authority Marketing as a Business Strategy:** Observing the operation of Corporate ASK taught me that credibility, not advertising, is the most powerful form of marketing.

3.7 Application of Academic Knowledge



This activity was a fantastic way to see how marketing theories are used in an everyday environment. Even though I studied marketing frameworks and models during my BBA, the internship was a revelation for me since it permitted me to observe how routine business choices are made, the types of customer interaction calls they make, and the execution of service delivery strategies.

1. **Linking Practice and Theory:** Seeing theory translate into business practice—that is, connecting the theories you learn in your BBA school to actual situations—was the most significant lesson I took away from this internship. As I saw how they affected the organization's decision-making, communication tactics, and client management, the theoretical concepts I had studied and read about in

textbooks suddenly started to line up with my mental map of reality.

2. **The STP Framework in Action:** The company's marketing strategy heavily relied on the concepts of segmentation, targeting, and positioning. Corporate ASK exclusively serves seasoned professionals looking to further their careers. Its premium pricing model is centered on professional counseling rather than price competitiveness or professional validity.
3. **Product & Process:** One of the most significant lessons learned during the internship was how crucial it is for consultation-based organizations to execute the 7Ps of marketing from beginning to end. The service providers themselves are essentially the brand because services are mostly dependent on trust and knowledge.
4. **Real World Competitive Dynamics:** The company's response to actual market rivalry provided insight into the competitive dynamics at work. It is well recognized to face competition from AI-powered tools, other service providers, and cheap freelancers.
5. **The Function that Trust and Social Validation Play in Consumer Behavior:** Working through several client interactions made us aware that trust-generating factors are a significant component of a high-involvement purchasing decision. Shareable desktop testimonials from previous clients, active user engagement with the YouTube channel, and published work cited in professional journals appear to have made the company more credible and reduced the perceived risk on the part of prospective customers

CHAPTER 4: CONCLUSIONS AND KEY FACTS

4.1 Recommendations for Improving Departmental Operations

The recommendations below are not intended as high-minded strategic principles, but rather practical and achievable improvements rooted in what I saw first-hand from my three months with Corporate ASK.

- **Implement a Formal CRM System**

The most basic business upgrade the company could make is to get itself a proper Customer Relationship Management system. Lead tracking and follow-up scheduling is currently a highly informal processes dependent on manual processes and the judgment of individuals.

- **Break Free from the Founder's Celebrity**

This is the recommendation with the most strategic import, and also the one with the greatest sensitivity. What makes Corporate ASK most valuable is Niaz Ahmed's personal brand but this is also the great single point of failure of Corporate ASK.

- **Implement a Subscription-Based Career Mentor System**

Today, the bulk of Corporate ASK's revenue derives from one-off service transactions. A subscription model providing clients with continued career assistance, ranging from quarterly CV updates and LinkedIn profile overhauls to monthly job market briefings and unlimited interview rehearsal would establish predictable recurring revenue, deepen client connections, and greatly boost lifetime customer value.

4.2 Key Understanding

Corporate ASK made me learn something practically, but I realized a few more tasks that one cannot learn through knowledge.

Here are some of the key takeaways. - Trust — The Primary Product in Services Companies: In a consulting or knowledge-based services company, like Corporate ASK, trust is less an outcome of great marketing and more so the product that is being

marketed.

- **Authority as a Sustainable Competitive Advantage:** In knowledge-based industries, authority is one of the most potent and well-defended competitive advantages. Competitors can always low-ball prices, and copies of templates are easy to get.

- **Usefulness of academic paradigms in all subjects:** As I said, marketing/business paradigms like the STP model, the 7Ps of service marketing, or for that matter, Porter's five forces were some good analytical tools that helped me during my internship.

- **From Big Ideas to Million Dollar Systems:** One of the greatest insights for me, watching Corporate ASK unfold, is that just because you have a great idea does not make it any kind of viable business, and more often than not it comes down to execution and scalable systems. The firm already boasts some big concepts around authority marketing, bespoke service, and thought leadership.

4.3 Conclusion

created a brand people have great faith in, while it is an industry that does not easily lend itself to being trusted. The authority-based strategy the company engaged in, a product of years and years of publishing, content output, press coverage, and their overall tireless operational delivery excellence focus, has left them with near-utterly anti-fragile positioning that is incredibly relevant and very hard to impeach. The perspectives measured in this report consistently support that evaluation. Corporate ASK has confirmed through analysis done on STP that the high-value primary segment represents the suffering mid-to-senior-level professionals, and the overall service model & pricing, and positioning have been designed keeping them in view. Overall, we see the 7Ps showing a strong service marketing presence with good articulation in People and Process elements. This SWOT analysis contains genuine strengths and a fully conquerable and manageable set of weaknesses. And Porter's 5 Forces places this context that while competition is indeed increasing, especially with AI substitutes, the brand equity gives the brand some genuine protection.

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Ref: CA/HRD/EL/20263223

Date: 10/03/2026

Dear **Mahedi Hassan Shuvo**,
S/O: Md Amir Hossain
Address: H-15/a/1, Road-05,
Kalyanpur, Mirpur-1207.

To Whom It May Concern

This is to certify that **Mahedi Hassan Shuvo** (ID: CA1025), a student of **Bachelor of Business Administration (BBA)** majoring in **Marketing** at **United International University**, has successfully completed his internship program at **Corporate Ask**.

He worked under **Sales & Marketing Dept.** as a **Sales Intern** at **Corporate Ask** from **December 5, 2025**, to **March 5, 2026**. During this period, he has gained practical knowledge and professional experience in the field of sales and marketing.

We wish, **Mr. Mahedi Hassan Shuvo** continued success in his future endeavors and believe this internship experience will contribute positively to his career.

Warm regards,

Latifur Bari
HR Manager,
Corporate Ask