

Customer Solutions by Fixtman LLC: An Internship Experience

Rafat Alam Khan

111 222 130

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.

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**School of Business & Economics
United International University**

Submitted to:

Dr. Khandoker Mahmudur Rahman

Professor, SOBE

Submitted by:

Rafat Alam Khan

ID: 111 222 130

Major: Marketing

Registration Trimester: 253 Fall-2025

Date of Submission: 10th March, 2026

Letter of Transmittal

10th March, 2026

Dr. Khandoker Mahmudur Rahman
Ph.D in Consumer and Marketing Analysis
Professor, School of Business & Economics (SoBE)
United International University

Subject: **Submission of the Internship Report**

Dear Sir

The “Customer Solutions by Fixtman LLC: An Internship Experience” – the report is now submitted to your good perusal. This report has been brought to light with your kind supervision, which I am grateful of. With your guidance, along with the support of the manager of the company, I have prepared this report.

The experience of working with Fixtman has been fascinating for me. The knowledge and experience I have gathered, working in the foreign market will give me extra confidence in my career. I look forward to hear from you about the report that I have prepared and would like to hear your valuable feedbacks.

Sincerely,

Rafat Alam Khan
ID- 111222130
Program: BBA
Major: Marketing

Declaration of the Student

As the author of the internship report, this is Rafat Alam Khan, acknowledge my personal accountability. Every information provided in this report has been gathered and summarized before providing in this report. All the data are true and relevant, and the information provided here are included with proper authorization and consent.

Acknowledgement

I would like to thank Almighty Allah for giving me the skills and opportunity to prepare this report, as well as, completing all of the courses of the BBA program. This report is an insight for working remotely to a foreign market and how the company operates in multiple states in U.S. Without the help, navigations of the managers and other personnel related to this company, I could not prepare this report.

I would like to appreciate the contributions by the people for the compilation of this report. I specially want to thank and extend my heartfelt gratitude to my supervisor, Dr. Khandoker Mahmudur Rahman, Professor, Department of School of Business and Economics (SoBE), for his patience and support towards my report from the inception. Without his assistance, this report could not have been achieved.

Also, I want to thank my sales team for their support and contribution, assistance, and guidance for clear understanding of every work and action that needs to be done to perform the best performance.

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Executive Summary

This internship report highlights my internship work experience in sales at Fixtman LLC. As part of my BBA program at United International University (UIU), this intern job allowed me to apply theoretical marketing knowledge in a real-world business setting and gain hands-on exposure to various marketing research activities. During my tenure in Fixtman, I had to deal with customers regularly and make fruitful deals to satisfy their needs and beat the competitors in the market. But the journey was challenging, as all of the customers were not as helpful and co-operative. That is why, this company gave me a clear hands-on experience to handle clients with care, no matter what they think and tell.

Overall, as a student in marketing, I believe, this experience will give me solid boost for dealing with clients and customers and grow my interest in critical thinking for dealing in the market of my own country. This experience, indeed, provided a concrete bridge between classroom learning and actual field experience and practices, contributing significantly to my personal and professional growth.

Chapter – 1

1.1: INTRODUCTION

Internship plays a vital part in the BBA program. As I'm a BBA student, it is essential for me to continuously develop my knowledge and practical skills, to compete in the future job market. Theoretical knowledge becomes less meaningful if it is not applied in the real-life organizational settings. Therefore, gathering practical exposure in a professional work environment plays a vital role in bridging the gap between academic learning and real-world application. In this regard, the three-months internship program is considered one of the most significant components of a four-year BBA program, allowing students to have valuable hands-on experience and practical insights. This report attempts to summarize and reflect upon the practical learning and professional experiences gained working at Fixtman LLC.

1.2: ORIGIN OF THE STUDY

This report has been prepared as the requirement of the internship program for the Bachelor of Business Administration program at United International University. The primary objective of the internship report is to provide students with practical work experience and the opportunity to apply their academic knowledge in real-world organizational settings. Through this program, students are placed in various business organizations, research institutions and development projects to gain hands on experience and exposure to the professional environments. This report presents my experiences and learning outcomes from working at Fixtman LLC over the past 7 months.

1.3: OBJECTIVES OF THE STUDY

The purpose of this study is to identify the differences between theoretical knowledge and its practical implication, which will create a clear perception about how organizations implement theoretical concepts in real-world implications. Based on these insights, the study aims to present key finding and offer recommendations for improving these functions and enhancing the overall effectiveness of the company's marketing operations.

The completion of this report serves as a requirement for completing the BBA program at United International University.

1.4 SCOPE OF THE STUDY

The scope of this study is limited to the **Sales Department of Fixtman LLC**, particularly focusing on activities related to how to get the leads, how we provide the service to the customers. This study reflects my direct experiences and observations during a 7 months full time working experience.

This report covers:

- How sales are being conducted remotely in Fixtman LLC.
- What solutions do we provide to the customers in USA
- Insights and Recommendations to provide the services and operate more strongly.

1.5 METHODOLOGY

One of the important constituents of any study is methodology. It offers a guideline for systematically collecting, analyzing and presenting the necessary data required to fulfill the objectives of the study. The methodology for this study has been carefully developed to ensure reliability, clarity and logical arrangement of the data used in the

study. Both primary and secondary sources of data are being used to utilized to attain a clear understanding of the subject. In conducting this study, both qualitative and quantitative methods of research were applied to attain necessary insights.

Sources of Data

Primary data:

1. One to one verbal communications and discussions with employees and officers of the organizations.
2. Customer interactions and consultations conducted during operations.
3. Practical work and hands on experience in different operational activities within the organization.

Secondary Data:

Secondary data were obtained from various reliable sources, including company-related websites, online articles and other relevant publications.

Data collection method:

By looking through primary and secondary sources, I was able to compile all of the data I required for my study.

1.6 LIMITATIONS OF THE STUDY

The study encountered several limitations during its preparation of the report. The availability of data from limited sources was one of the major constraints. Some organizations maintain strict confidentiality policies and are reluctant to disclose detailed information due to security and privacy concerns.

Additionally, access to complete information was sometimes restricted because of the busy schedules and limited availability of organizational personnel, which made data collection more challenging.

Chapter 2: Company Analysis



2.1 Company Overview

Organizational History

Fixtman LLC is a U.S based handymen and home service platform, home-installation networks, connecting customers with certified professional technicians across 50 states. This company operates as a technology driven service network, designed to have easy booking professional home services, fast, reliable and accessible across the United States. Fixtman started their journey from McKinney, Texas in 2020. From the beginning of this company, it focused solely on building a trusted platform that connects customers with verified independent technicians through a seamless digital booking system. The objective was to simplify the traditional handyman services by integrating technology, quick appointment and standardized service quality.

Fixtman has secured their expansion over 50 states through a distributed network of technicians and their agenda was to develop a mobile and website-based service management solutions for the citizens of U.S. Fixtman has successfully completed over

100,000 projects and provided that, they have established a strong partnership with e-commerce brands and retailers for providing installation services directly at checkout, for example- The Home Depot. Through this expansion, Fixtman has become from a



handyman service provide to service-enablement platform supporting both individual customers and

business clients. To gain customer trust, Fixtman provides 30 days warranty of service with any service customers have, so if there's any issue arises while installing or assembling or after on, the Quality Control team will engage and solve the problem without any cost, and within the shortest of time frame.

The platform called "Thumbtack" where people reach out to the companies for having their required handyman services. Fixtman has the highest rating in the Thumbtack platform, as a proof of the customers are satisfied after having the service through fixtman.

2.2 Business Operations

The primary services that Fixtman LLC provides-

- Tv Wall mounting
- Window Treatment Solutions
- Furniture Assembly (Indoor & Outdoor)
- Gazebo Assembly & Installation Service
- Play Equipment assembly

- Fitness Equipment Assembly
- Wall Hanging
- Home Security Installation Service.
- Appliances Installation and so on.

2.3 Mission

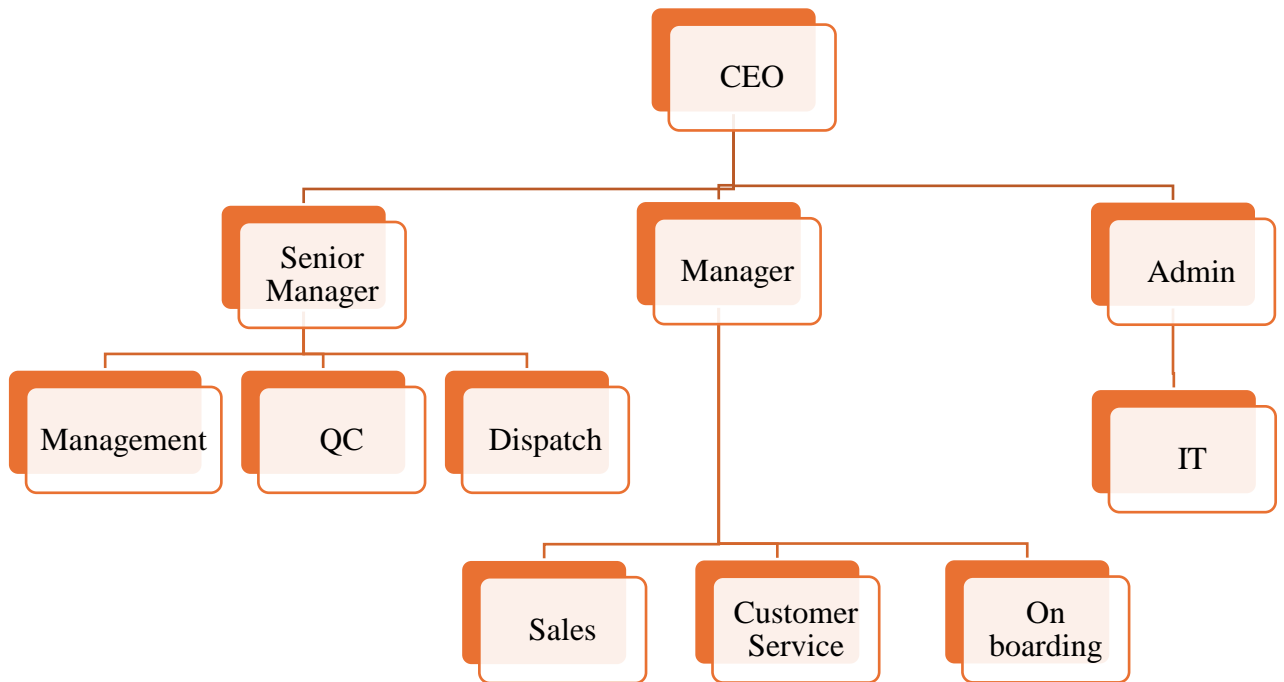
Fixtman targets to provide quick, reliable and affordable home assemble and installation services while ensuring customer satisfaction and product safety. Their core values including-

- Customer First service.
- Transparent quotes for services.
- Reliability & Security through technician vetting.
- Professionalism and consistent satisfactory service quality.

2.4 Organizational Hierarchy

Fixtman has the horizontal hierarchy. The model is shown below:

Fixtman employs about 60 people and externally, they have over 1000+ individual, independent technicians, sub-contractors etc, all over U.S.



2.5 Organizational Rivalry

Fixtman LLC is solely based on online. So, through the platform of Thumbtack, those who have registered themselves as the service provider are considered to be the rival in business of Fixtman. Based on their expertise and reviews from the previous users, anticipated new clients will determine which company to choose for their required services.

Some of the famous competitors of Fixtman are:

- TaskRabbit.
- Angi.
- Handy Technologies.
- HomeAdvisor etc.

Chapter 3: Employment Experience

3.1 Work Structure

Fixtman LLC is mainly an online-based handyman service provider company, operating through digital platforms, despite they have a physical working space in Texas. They operate their activities and interactions through their own website, and platform similar to thumbtack, through which, they are able to connect with the customers. Fixtman recently build their own platform with the api of thumbtack, which resembles the importance of using the platform. Customers visit the thumbtack app and seaches for their required handyman service. After searching, the app shows multiple handymen companies and individual service provider, along with the rating of their working given by the previous clients. So, the customer can send requests to numerous service providers and can text them about explaining what type of service the customer requires and negotiate the price for the job. This platform can show primary price for the job but to win the competition and have the job, the people working in the sales of the companies need to respond as quick as possible.

Fixtman has 3 significant platform for having a smooth operation:

- 1 Thumbtack app
- 2 Workiz
- 3 Fixtman ERP (Enterprise Resource Planning)

All the sales representatives, Customer Service team, Quality Control (QC) team connects and contacts with the customers through thumbtack app and workiz. They also send messages to their direct contact numbers as well as contact over the virtual dialer through the platform called workiz. With the help of this app, the customers get the messages and calls from the sales representatives for the job they have requested for.

The dispatch team plays one of the most critical roles in the operations of this organization. The dispatch team mainly sets the technicians and confirms for the job that the sales and customer service team have confirmed for.

Through this platform workiz and fixtman erp, the dispatch team reaches out and contacts with the technicians for the purpose of the jobs they have been assigned for. If the technicians fail to reach out to the customer's place by any chance, the dispatch team will reassign a new technician immediately for completing the job.

3.2 Technicians Hiring

Fixtman has their own website for technicians to verify their expertise and become hired as the technician under Fixtman for serving. The interested candidates apply and register directly through the "Become a Pro" program.

After the application, Fixtman hiring team evaluates the candidates based on:

- Previous hands-on work experiences.
- Area Specialization.
- Professional conduct & reliability.

Along with the evaluation, a candidate also needs to go through:

- Strict hiring procedure.
- Background checks of the candidate.
- His/Her qualification verification.

When all the procedures are completed, a candidate then, gets hired by the fixtman, with the assurance of certified technician, personally trained, all safety & standards measured. Fixtman is famous for its reputations for having qualified and experienced technicians and contractors and subcontractors for completing the jobs.

3.3 Service Complaints

If any client faces any issues like, the technician has not reached on time or damaged anything during the appointment, the client informs through the platform or they call

directly and based on that, our QC team immediately takes over the case and after inspecting the situation, they take actions against the technician with penalty and if recoverable, they send another technician to fix the problem. If the problem is irrecoverable, then fixtman sends a refund to the client for the damage.

3.4 My Experience

First of all, working in the foreign market was a challenging experience to understand and adapt with their culture and norms. Also, working with peoples from different locations and countries was also a challenging situation for me to adjust with them. So, these are part of the learning except sales, because adjusting in a completely different environment, on a different time zone was very challenging for me in the beginning but I adjusted with the environment and learnt a lot about other people from other countries. This communication skill also helped me to learn any problems from the co-workers and communicate with them without any hesitation.

Fixtman gave me a solid opportunity to work directly with the clients and understand the pain-points of the customers. Handling a client with good behavior and with a soft gesture is very important to make the customer feel that the customer and the job is very important for us.

I would like to mention the things I learned working at fixtman LLC:

- Customer interaction
- Online based working experience
- Sales and service based communication
- Crisis management through the QC team
- Technician handling and management
- Smooth operational workflow
- Problem solving experience
- Startup organization exposure

Chapter 4: Analysis & Findings

4.1 SWOT Analysis

SWOT analysis is a in depth analysis and assessment of a company or an organization's comparative strengths, weakness, opportunities and threats, that helps identifying potential areas for marketing activity modifications. Here is the general overview of the SWOT analysis of Fixtman.

Strength

- Nationwide coverage.
- Technology-driven platform.
- Qualified & verified technicians hiring within shortest timeframe.
- Strong service portfolio.
- Customer satisfaction focused.

Weakness

- Depending on independent contractors.
- Lack of corporate size.
- Lack of social media presence.
- Quality control challenges.

Opportunities

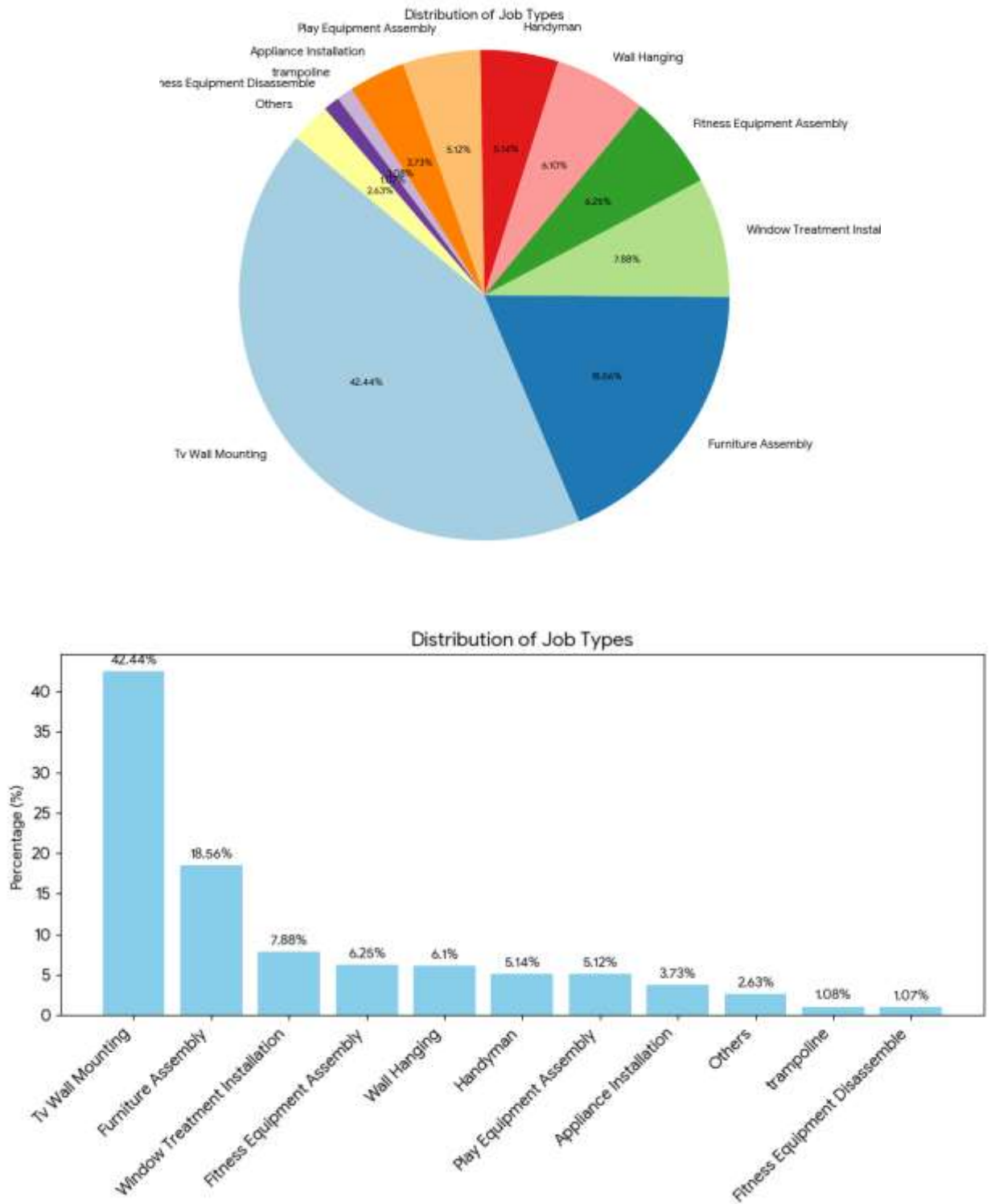
- B2B market expansion.
- Retail & E-commerce partnerships.

Threats

- Intense local competition.
- Price competition.
- Service liability & consumer expectation.

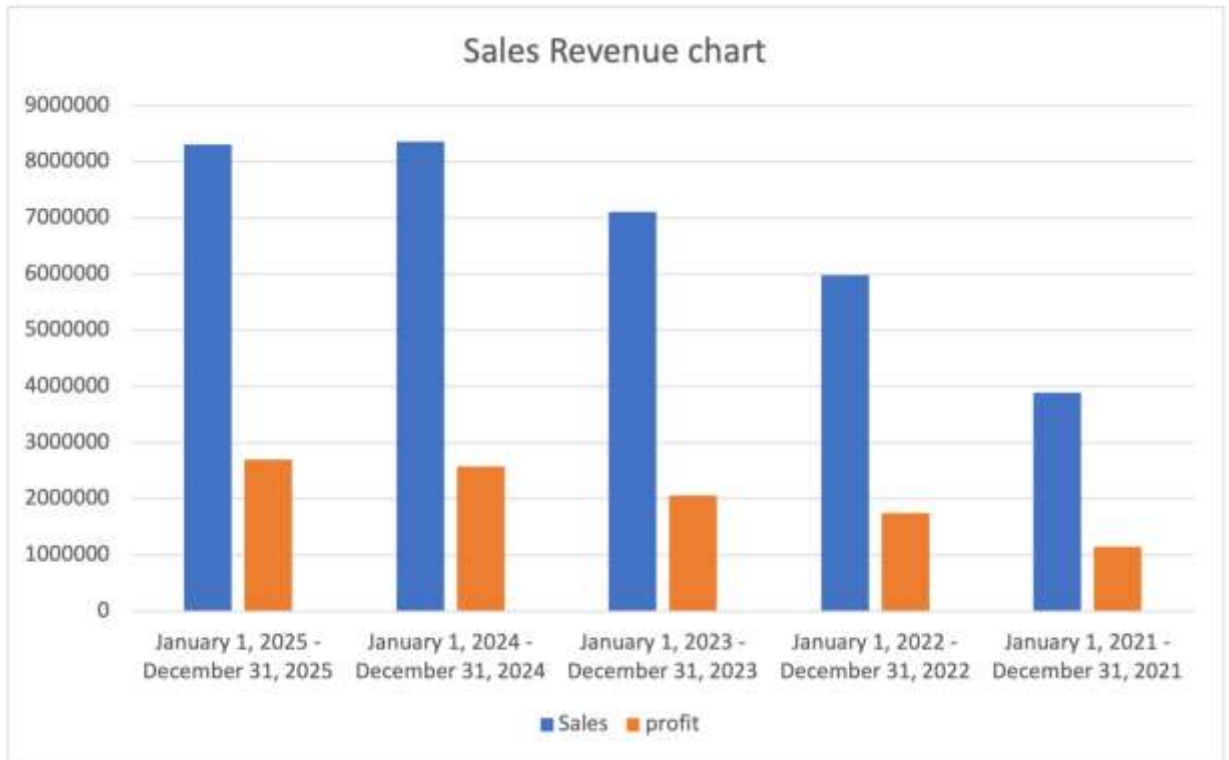
4.2 Sales Growth

Here is a pie chart and bar chart showing the services provided on November - December 2025.



The highest request Fixtman gets from the customers are for tv mounting request all over U.S. which is almost close to 50%. In this genre of handyman services, fixtman needs to face extreme competition among other service providers and win over the deals with the customers.

Here is the data of sales-revenue and profit margin of the previous five fiscal years.



The highest revenue the company has achieved in year 2024, reaching close to 9 million U.S. dollars. The highest profit the company has earned on year 2025, reaching close to 3 million U.S. dollars.

Chapter 5: Recommendation & Conclusion

5.1 Conclusion

Fixtman LLC has been serving for more than 6 years now and this company is growing day by day. Their primary focus is how to provide customer service better than before. Operating online is a bit challenging for Fixtman to compete with local vendors, but their dedication towards embracing technological advancements and encouraging customers to go online and taking all the responsibilities & headaches from the customers is truly commendable. Their aim is to become the top handyman service provider and technologically smart company all over U.S.

5.2 Recommendations

- ◆ Fixtman LLC can work on developing the new and trendy designs and follow proper design codes to maintain a user-friendly and attracting, engaging website and service platform.
- ◆ Their cloud servers can be upgraded and more secured so that, users may not feel threatened and disturbed while booking appointments.
- ◆ The management can work more on dealing with the existing employees and other staffs with more politeness and with more respect, so that, the employees feel more encouraged and dedicated towards the work.
- ◆ The management can arrange regular training sessions and evaluation sessions for those who are not performing up to the mark.
- ◆ Fixtman can open on site stations only for the technicians, so that, they can be easily assessed and take immediate actions to any adverse situations more quickly.

- ◆ With more training and strict evaluation, the service can be provided more accurately and increase customer satisfaction and spreading positive words about the company.
- ◆ Fixtman can focus on online existence, making their presence more and close to the consumers and internet users through social media.

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