

Educational Consultancy Services Of Global Study Network



Internship Report On

“Educational Consultancy Services of Global Study Network”

Prepared for

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Date of submission: December 15, 2020



United International University
QUEST FOR EXCELLENCE

Letter of Transmittal

December 15, 2020

Mohammad Tohidul Miya

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United International University

Subject: Submission of the internship report.

Dear Sir,

It is my great honor to prepare my internship report on “Educational Consultancy Services of Global Study Network” (GSN) under your supervision. I am truly thankful for your co-operation and proper guidance during my report preparation when I even was in my mental stress. During my 3months working period in GSN; my job responsibilities along with my research and analysis have given me a brief knowledge about education consultancy industry, immigration regulations etc. I also have learnt about the scopes and values of creating career in this consultancy industry. I have tried my utmost level to fulfill every requirement of yours related to the internship report and I have worked hard to put information as much as possible to enrich the report.

I therefore, hope that you will be kind enough to accept my internship report. Thank you for your consideration.

Your obedient student

A handwritten signature in black ink, appearing to read 'Sabrina', with a long horizontal flourish extending to the right.

Sabrina Akter Mumu

ID: 111141454

Acknowledgement

At first my gratitude is for our almighty Allah for giving me the mental strength to prepare my internship report accurately despite my all personal problems and obstacles.

I want to give my upmost gratitude to my supervisor Mohammad Tohidul Islam Miya, Assistant Professor, United International University. He has patiently given me instructions on my every confusion related to report preparation where I even was late to prepare and submit my report. During the pandemic of corona sir gave me feedbacks, guidelines and proper explanations through zoom meetings. He gave me references of marketing management related books so that I can correctly describe and analyze the marketing strategies of GSN.

Last but not the least I am highly grateful to the CEO of Global Study Network(GSN) Mr. Mohammed Ulla Mazumder. Sir is a very humble person, and he has even patiently described my every queries. As GSN has completed only two years in education consultancy industry so there were less scope of collecting information about the company, about its marketing strategies so all the important and necessary information I have collected from our CEO. He also handed over me some GSN related documents and news article clips so that I can enrich my report according to required structure and topics of discussion.

Honestly I have enjoyed my internship job in GSN as an executive councilor. I have tried to dedicate fully to my given task so that I can learn about the GSN and the consultancy area of higher education which could help me to make my internship report perfect. By grace of Allah for my performance I got a permanent job offer on the same position in Global Study Network and now I am working in GSN after completing 3 months internship.

Executive Summary

I have prepared this internship report on Global Study Network (GSN) to complete my BBA program. The report highlights the consultancy services of GSN, its marketing strategies and implications to make GSN the best consultancy firm in Bangladesh. I have collected the necessary information for this report from primary and secondary sources of information about GSN.

Global Study Network (GSN) is an educational consulting organization. It provides in-depth guidelines and support to the students who are seeking help for foreign higher study. GSN has two branches one is in Sydney and another is in Dhaka. GSN is working with 7 countries as the representatives of top ranked colleges and universities of these countries. GSN has started its journey in 2010 through Facebook platform. Because of the huge responses of people from its Facebook page GSN established the Dhaka office in 2018. GSN's mission is to provide a high standard ethical and quality service to empower the students.

GSN has planned its STP by analyzing UNESCO data, various articles about higher study of Bangladesh and 3 Facebook groups of GSN. GSN has segmented its clients based on their demands for Australia, Canada, UK, Germany, Sweden, and Malaysia. GSN has targeted the potential clients who demand for Australia and Canada. GSN has started its positioning through the 1st Facebook group where the CEO provided assistance in every aspect about foreign higher study to Bangladeshi students. GSN conducts career seminars in well known universities and colleges of Dhaka and also in other districts. These measures are creating and spreading the brand image of GSN among the students.

GSN is a two years old organization in education consulting industry. So GSN always observes the activities of competitors to develop the services and strategies accordingly. GSN provides GTE standardized consulting services without any service charge compared to its well known competitors. GSN got three Facebook groups and GSN gets most of the clients from these sites which are a competitive advantage with high conversion rate. Moreover GSN has designed an 'English Spoken' course to improve the speaking skill which is getting good response from clients and working as another competitive advantage.

GSN helps to select institutions and subjects, assists in visa processing, credit transfer, in gaining foreign scholarships, and assist in PR processing .GSN conducts IELTS and PTE courses by the top skilled instructor of Dhaka. The services of GSN are free of any charges. The three Facebook pages of GSN and other social sites such as Twitter, LinkedIn, YouTube channel are the main medium for promoting the goals and activities of GSN. GSN conducts career live sessions online, share informative news about foreign study and articles of top ranked universities in these sites.

My responsibilities as an intern in GSN was mostly corresponding with the important personnel of foreign universities, looking after the arrangements of career seminars and helping the clients with their basic queries etc.

My time as an employee in GSN helped me to know about the need of educational consultation in Bangladesh and how it is related to the bright career of a student.

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Chapter One

Introduction

Origin of the Report:

As we know after the completion of all academic courses of BBA program a student must conduct a project by surveying on any specific topic or prepare a report based on a short term working experience in any organization. This is called internship which we complete under a faculty who is appointed for us by the university. Internship is prerequisite for completing our graduation in BBA. Internship is even a course but we can say this course gives us a stage to apply our all academic knowledge into a practical way and experience the broader aspects of corporate world. Before submitting the internship report we have to pass through an interview session in any good organization to work in there.

I have completed my internship report on “Educational Consultancy Services Of Global Study Network” under the supervision of our respected faculty Mohammad Tohidul Islam Miya, United International University by completing my 3 months of intern position in Global Study Network.

Objective of Report:

Primary Objective: As internship is the crucial step to complete the BBA program so the primary objective of this report was to fulfill this final requirement of completing my graduation on BBA program from the Business and Economic Programs of United International University.

Secondary Objective: The secondary object of this report was to know the overall information about the Global Study Network, to learn about GSN’s overall marketing strategy that how this new company is developing its brand in educational consultancy industry.

Methodology:

Basically it defines all the relevant activities where we use the sources of primary and secondary data to gain information. This information is necessary to conduct the study and analysis to prepare out report according to the structure requirements of our supervisor.

Primary Data: The primary data I have collected by day to day conversation with my senior colleagues who are more engaged with GSN’s marketing activities, by brief discussions with my CEO Mr. Mohammed Ulla Mazumder and the advisor of GSN Dr. Mohummed Shofi Ullah Mozumdar , by interacting with the clients /ex clients of Global Study Network.

Secondary Data : I have collected the secondary data from the company's personal documents written by advisor of Global Study Network , from the articles written by CEO in Prothom Alo newspaper about GSN , by researching and comparing the information of other educational consulting firms in website , by analyzing the reviews and feedbacks from the official facebook pages of GSN , from the book of Philip Kotler's Marketing Management and from the sample report I had taken from United International University .

Limitations:

1. After completing my academic semesters I fell in some serious personal and family problems which affected my mental state and also my concentration on my internship.
2. The company Global Study Network is only 2 years old in education consulting industry so there was less information available about the company in websites to make a brief detail.
3. As most of the information was gained from the CEO and seniors of GSN so there were some difficulties to have their time from their busy schedules.
4. Some information was confidential for the company so had to research a lot for accurate data in less time.

Chapter Two

Insights of the organization



Introduction:

Global Study Network is one of the fastest growing and established educational and migration consulting organization that is based in Dhaka-Bangladesh and Sydney-Australia. GSN provides in-depth mentoring and support for foreign admission and visa application processing to its client. GSN is an authorized representative for admission of foreign students in a large number of prestigious universities and colleges from countries such as Australia, Canada, Sweden, UK, Malaysia, China, Germany etc. Global Study Network offers standard and professional educational consulting services to our individual clients after initial assessment of one's genuine evidences. GSN has its in-house professional experts of consultancy industry who deliver high quality mentoring and training to our clients and assist them in higher study related task such as; guidance in the course and institute selection, visa processing, enrolment and finally transitioning them to real corporate world.

Background:

Global Study Network is a registered and licensed education consulting organization. At GSN a client's best interest would always come first and the services are guided by GSN's values and professional ethics.

The whole idea of establishing GSN and its accomplishment is done by the CEO Mohammed Ulla Mazumder who is an Australian citizen and was always passionate about the education consulting industry. He started assisting students who were planning to apply for foreign universities from Bangladesh since 2008. He completed his graduation in Australia. He worked full-time role in one of the top leading education agency as a Business Analyst and Branding Manager for more than a year where he got opportunity to enrich his knowledge about the international education industry. He is a qualified education counselor accredited by **PIER** and **ISANA** also **British Council UK** Study certified and an excellent **GTE** assessor. Being passionate he created a social media platform in 2010 named “**Australian Student Visa & Other Visa Information for Bangladeshi Students**” having 72000+ members



and through this social site Mr. Mazumder got personally involved serving students by providing information and guidelines. At least 40-50% students showed their interest for having a direct

assistance and guidance about higher study which led Mr Mazumder establish “Global Study Network in 2017 in Australia and established the Dhaka Branch in 2018.

Corporate Profile Of Global Study Network :

Business Name	Global Study Network
Founder	Muhammed Ulla Mazumder
Date of Establishment	2017
Type Of Company	Education Consulting Firm
Operating Branch	Australia ,Dhaka
Corporate Address	19 Gardiner Avenue Banksia, NSW-2216 Phone: +61 02 89585044. 161/B Lake circus(lift-5),Kalabagan, Dhaka-1206, Bangladesh. Mobile : +880164441710
Website	www.globalstudynetwork.com.au

GSN's Management Diagram:



The chief Executive officer Mr.Mohammed Ulla Mazumder handles and conduct the recruiting, selecting, orienting, training, coaching and disciplining the employees to increase effectiveness. The CEO looks after the signing of business agreements, checks, and documents on behalf of organization. He creates and implements the company's mission, vision and overall direction.

The advisor of GSN Dr. Mohummed Shofi Ullah Mozumdar assists the CEO to determine which marketing technique should be use and how to implement those techniques for the best benefits of the company.

The brand manager makes sure the smooth running of HR and administrative tasks of GSN, designs and defines job positioning, manages the interview process, conduct regular meetings. The manager also looks after office supplies checking stocks, placing orders and evaluating new office stationeries.

The two counselor of GSN provides counseling by maintaining the GTE standards to genuine students to enroll in international universities. The counselors assist the students to choose the right country, course and university based on their education background and financial state. Also the counselors assist the students in preparing application and submitting and other paperwork related tasks and communicate with the universities.

Marketing Executive of GSN identifies and reaches out the new partners and opportunities, handles business research and market survey, represents the GSN is market meetings. Helps to increase the growth and sales and documents all customer information.

The accountant of GSN works from Australia branch .The accountant prepares financial reports, budgets, statements, conduct financial forecasting and risk analysis.

The client service executive/front desk officer greet the students/clients in person, on telephone, ensure contacts with clients through e-mail, sms or phone, provides the clients with a highest level personalized customer service experience.

The instructors of GSN are highly skilled and well known for their teaching skills of IELTS in Dhaka. The instructors prepared the IELTS materials, design strategies, tips and tricks for exam preparation, conduct classes both face to face and online.

Mission and Vision of Global Study Network:

Global Study Network is committed to deliver the highest quality service to empower the students. GSN analyses a student's individual profile in the best way to figure out their potentialities in their chosen areas of learning to make them productive and capable members of society wherever they choose to reside. GSN's mission is to provide its clients a high standard ethical and professional service.

Business Goals /Objectives:

GSN aims at providing the higher standard service to those students who dreams to study in different parts of the world and want to flourish their academic career in well educational institutes. GSN also has some other key point goals such as;

- Grow the employees of company from 10 to over 25 by year 5.
- Increase the client base by 450%
- Maintain the job costing that keeps margins above 70%.

SWOT Analysis:

Strengths

- ✓ **Our standardized quality services and enriched knowledge about this consultancy industry.**
- ✓ **Branches in Australia and Bangladesh.**
- ✓ **PIER and ISANA certified counselors**
- ✓ **Thousands of satisfied students via GSN's social media groups. No other competitors have their social media group.**
- ✓ **No service charge is claimed for most of the countries.**

Opportunities

- ✓ GSN generates new clients from its social media groups where the CEO is an icon to most of the student community.
- ✓ GSN's Facebook group holds at least 40-50% Bangladeshi students who eagerly seek higher study abroad.
- ✓ The demand for Australian higher study grows day by day which leads the students choose GSN.

Weaknesses

- ✓ GSN is a growing organization not an old established in this education consulting industry
- ✓ One the process but still didn't build up many established business partners.

Threats

- ✓ As GSN is just 2 years old in market so it got too many competitors existing in market for a long time

Products/Services Profile:

GSN's expert team always work hard to meet and fulfill client's expectations whenever they choose GSN for consulting services for higher study abroad.

GSN's Professional Services



Product/Service Line

As we know product line is a group of products that a company generates under its single brand that focus on the same market sector and same type of customer so we can see here the 10 service line of Global Study Network.

GSN's counselors and manager are trained experts in this field and also have teaching background that's why they have in-depth perception about a student's need and his career aspiration. So in GSN a student will get a clear and proper direction and counseling at his/her 1st visit in office. As the counselors are standardized regarding GTE requirements so they easily can help students in advising according to required documentations and assist the students with necessary application forms, evidence and also can assist in visa processing.

The counselors of GSN works and communicate directly with the admission officers of foreign institutions so easily can help students to transfer their credit to their desired universities. For a strong research skill and well reputation of GSN among foreign universities who admire the merits of students GSN assist and lead a student to gain scholarship in those foreign institutions and fulfill their desire for abroad study despite the poor financial condition.

GSN provides the most demanded courses by the foreign institutions which is IELTS and PTE by the highly trained instructors who are among the top in Dhaka. The classes are also conducted online to teach the students outside of Dhaka and which is also based on the condition of the city .GSN have designed a unique course that will improve the base problem of students in grammar and speaking skill also will help them to score higher in speaking part of IELTS and the course is "Spoken English". GSN is not only specialized in sending students for higher study but also helps both students and professionals in immigration process as the CEO of GSN has enriched knowledge and practical experiences about immigration activities during his work life in Australia.

GSN makes sure that the counselors follow some must protocols to maintain the ethical practice and standard of GSN such as;

- Have to be unbiased to students while providing the service.
- Counselor must provide the genuine, relevant and correct information related to a program, foreign university equipments, cost etc based on a student's query and based on his profile.
- Counselor must handover a survey form to the students after the counseling session and make it fill by them to get the data record.

Chapter Three

Market Analysis of the organization

Need Category:

Global Study network basically focused on those students that are seeking help and making plan for bright future by studying in different foreign universities. So GSN is a client-focused education consulting firm that delivers abroad-based standardized service without any service charge.

Segmentation:

Segmentation is a business practice that gives an organization a direction of how a business will divide its market into more manageable and smaller groups based on common characteristics. Before deciding the segmentation GSN made a brief analyzing through various data related to immigration, governmental data sources and most importantly by surveying the facebook groups of GSN. GSN found out from the UNESCO website data that more than 25000 Bangladeshi students go to abroad for higher study and most of them preferred 5-6 selected countries.

Here sharing a short part survey data that in a certain level influenced the GSN's segmentation strategy plan.

Country	Number Of students	Year
UK	4204, 3310	2013, 2015-2016
USA	3664, 800	2013, 2016-2017
Australia	3603, 2929	2013, 201-2017
Canada	1530, 2500	2013, 2015-2016

So Global Study Network segmented the higher study seeker of UK, Australia, Canada also included some other countries which are in demand among the students such as Sweden, Malaysia, German and China etc based on various data survey and analyzing .

Here I would like to describe the segmentation of GSN in terms its specific area which is relevant with GSN's decisions such as ;

Geographic Segmentation:

Geographic segmentation defines the differences in interest, values and choices throughout the cities, states and countries. From above survey sample chart and according to UNESCO data we can clearly see that the Bangladeshi students are more likely to make their journey for abroad study so GSN has focused on the Bangladeshi students and opened its Dhaka branch in 2018.

Demographic Segmentation:

Demographic segmentation defines the market based on age, education level, occupation, income etc. As Bangladesh is economically a developing country with a large population so facilities of higher standard life and high functional education is difficult to gain. Employment plus income is still not favorable compare to the educated employee rate so the fresh graduates or students are most likely to move to abroad to gain more valued higher degree and to earn high income after that. So GSN has focused on young Bangladeshi students of higher level, undergraduate or post graduate and since 2010 giving them services through its 1st Facebook group and then through the Dhaka branch of GSN since 2018.

Psychographics segmentation:

Psychographic defines the customer's characteristics of beliefs, values, attitudes, interests, lifestyles etc. As I have mentioned that GSN also gives services for immigration besides higher studies because GSN also focused on a client's high life style tendency and mentality. Along with the students there are many young corporate people of Bangladesh moving to different foreign countries for better career and higher standard life. As Bangladesh is still developing economically so getting higher income in short period for a classy and luxurious life is enough tough in this country so GSN is all there to make their plan successful.

Targeting:

After a business has categorized its segmentation the next must step is to targeting which means evaluate each segment then target one or more specific segments that will match the criteria of the marketing strategy of that business. Here GSN has targeted the higher study seekers of Australia and Canada Universities and colleges. GSN has targeted both the domestic and international market of this segment. By analyzing and observing the responses of students from the 1st active facebook group of GSN “**Australian Student Visa & Other Visa Information for Bangladeshi Students**” .GSN got an estimation of 40-50% students who are determined and asking for guidance from this group about Australia so it was easy for GSN to target the clients of this segment. More over the PR possibility is little easier in Canada than other countries so students from Bangladesh are showing their tendency toward Canada for higher study along with career and permanent residency so GSN targeted the Canada as well. Through market survey and analysis GSN has forecasted the enrollment of 600 domestic and 1200 international students for Australia that estimate 77.7% growth in 4 years in this market and 1000 plus for other countries in next 4 years.

Positioning:

In a simple way positioning is all about establishing the image or identity of a brand or product in a customer's mind to make them perceive the product/service or brand in a certain way compare to the competing brands or product. Here by my personal observation I can say that the initial social media platform (<https://www.facebook.com/groups/aus.visa.info.4.bd.student/>)



through which the CEO of GSN started serving the students and became an icon and it made a great impact to spread the positive positioning of Global Study Network. GSN aims to position the business to become the leading brand in the educational consulting industry. To make it more strong and positive positioning measures, the management made a survey on recent 120 students who got their student visa in 2018 in different foreign countries by utilizing the proper information they got through GSN's Facebook page. GSN asked them to give 2 clear reasons for this particular question: 'why they finally chose the agency, the agency they applied for the program?'. The management got both common and uncommon answers and by utilizing these answers, GSN updated their service providing methods to create an impression on GSN's both existing and new clients.

I would like to share a few survey answers as an example and also the updated measures that management took which came up with a beneficial impact on the GSN brand within 1 year.

Survey Answers	GSN's Updated Act
1. Agency was able to tell me which provider and courses match for me and gave me many options on 1 st visit.	1.The counselors of GSN regularly stay updated about the information through study and do discussion sessions .Thus on 1 st visit a student are sent to executive counselor where he/she study the academic background and requirements and then sent to the senior counselor who briefly guide the students.
2.They don't take any service charge .	2.As GSN has affiliation with it's targeted institutions which gives GSN some portion of profit so GSN doesn't charge for paperwork or counseling ever .
3.Thi agency was referred by my friends/relatives who got visa through it.	GSN with its friendly and helpful service and behavior made many new visitors and also old clients to recommend GSN to their friends.
4.I have seen many visa success stories post of the mentioning agencies on your facebook page.	4.GSN took the video recorded review of their clients who successfully got visa to their desired countries and posted in on GSN's 4 social media platform. That gained many attentions of students.
5.Agency gave me very 1 st response whenever I asked them something.	5. The counselors of GSN not just stay available in office but even stay active in facebook group+page+Phone and even provides online service to students outside of Dhaka .

Moreover another crucial noticeable activity of Global Study Network is the educational seminars that GSN conducts to different universities in Dhaka and outside of Dhaka as well .The seminar sessions are run by the CEO of GSN and the professionals of higher study sector where GSN motivates the students toward their career goal and gives them enriched information about the higher study related matters which highly get appreciation by the universities and the mass students of those universities. Every time after the seminars GSN gets a good number of responses in social media and visitors at office which indicates that GSN is establishing as a well known brand gradually.

Here showing few images of higher study related seminars of GSN in Khulna University, Pabna University, Comilla University, Sher-E-Bangla Agricultural University, and Bangladesh university Of Professionals.



Study abroad Seminar at Bangladesh University of professionals (BUP), Arranged by GSN on 1st March '20



Global Study Network Study Abroad Seminar at Comilla University on 12th February 2020



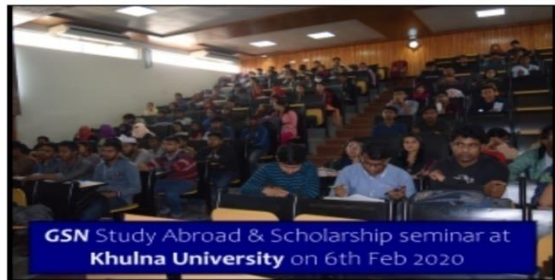
GSN CEO Muhammed U mazunder at Sher-e-Bangla Agricultural University



GSN Seminar at Sher-e-Bangla Agricultural University



Global Study Network study abroad seminar on 16th Feb 2020. Arranged by- Pabna University of Science & Technology



GSN Study Abroad & Scholarship seminar at Khulna University on 6th Feb 2020



GSN Study Abroad & Scholarship seminar at Khulna University on 6th Feb 2020

Chapter Four

Analysis of Competitor

Direct and indirect competitor of Global Study Network:

In a simple definition direct competitors are those companies that offer same products and services aimed at same target market and customer base. In other side indirect competitors are those companies that offer different products and services but satisfy same customer base and reach the same target market. Global study Network is a new company as its establishment duration is only 2 years which means GSN is a gradually growing organization. It is obvious that in this education consultancy industry a newly established GSN has competitors already existing in market for more than 2years and these competitors have their brand impact in market. To cope up with the competitors and to enrich the company's strength GSN is always aware of any updates or any new strategies which are exhibiting by the competitors.

To define the direct and indirect competitors of Global Study Network i made two survey charts of 17 well-know education consulting firms. In that survey some basic information are mentioned which is collected by the discussion with the CEO of GSN, websites and social media also through the friends or familiar people who explored consulting firms for their higher study abroad.

Chart 1: Direct Competitor

	Agency Name	Establishing year	Australia Branch	Facebook Likes	IELTS,PTE GMAT,GRE,TOEFL	Targeted Countries same as GSN (YES/NO)
1.	IDP	1973	Yes	209438	IELTS	YES
2.	Global Reach	1991	Yes	19K	IELTS	YES
3.	Executive Study Abroad	2001	None	548k	None of it	YES
4.	Shaheda consultancy	2006	None	19k	None Of it	YES
5.	Study Net	2012	Yes	235k	PTE	YES
6.	PFEC Global	2012	Yes	414k	IELTS ,PTE	YES
7.	Rico International	1995	None	160k	IELTS,PTE	YES
8.	Pacasiabd	1996	None	41k	IELTS test booking	YES

Chart 2: Indirect Competitor

	Agency Name	Establishing Year	Australia Branch	Facebook Likes	IELTS,PTE, GMAT,GRE, TOEFL,SAT	Targeted Countries
1.	MENZ Education	2008	No	10410	None Of it	Austria,Hungary,Korea, Russia,Gorgea,Greece, Poland,USA
2.	Career Paths consultancy	2007	No	154796	IELTS	Turkey,Finland,Cyprus, Denmark,Newzealand, Russia,Hungary,France
3.	Exotic International	2003	No	16950	None of it	Bosnia,Bulgaria,Italy,ireland,Austria,Denmark,USA
4.	Sunrise Education consultant	2014	No	60,550	None of It	Belgium,Bulgaria,Croatia,Czech Republic,Malta, Portugal, Estonia,Spain.
5.	Global Study Consultancy	2013	No	9,551	None Of It	NewZealand,Singapor,USA India,Switzerland, Netherland,France Czech Republic,Spain,Italy
6.	Graduate Resource Enhancing Center	2008	No	137,754	GRE,SAT, TOEFL, GMAT	Doesn't work with countries
7.	Mentors	1996	No	310,788	IELTS, SAT,GED	Doesn't Work with countries
8.	PIE Education International	2005	NO	182,572	GRE,GMAT, SAT,GED, TOEFL,PTE, IELTS	Arizona.Motana,New jersey,Nevada,Colorado, Switzerland.Poland,Italy, France,Thailand,Singapor, UAE
9.	DhakaPrep Learning Center	2010	NO	476	GRE,GMA T,TOEFL, SAT,IELTS	Doesn't work with countries

If you observe the basic information of **chart no.1** where I have mentioned 8 consultancy organizations among many other firms such as **1.IDP, 2.Global Reach, 3.Executive Study Abroad, 4.Shaheda Consultancy, 5.Study Netl, 6.PFEC Global, 7.Rico International, 8. Pacasia** then you will get the idea about why these firms are GSN's direct competitor. The

services of these 8 well known consultancy firms are same as GSN and their success rate in visa processing, enrollment for universities and counseling clearly show that these firms are more focusing on Australia and Canada just like GSN has targeted the client needs of Australia and Canada. As GSN has also segmented the needs of Sweden ,Malaysia ,UK , German, China for higher study in same way these 8 consulting firms are also working with Sweden, USA,UK, German, China , Sweden ,Malaysia . Here 2,3 firms have added countries like Ireland , Denmark but their activities are involved more in those countries which are focused by GSN too. Here we can see some consulting firms are providing IELTS, PTE just like GSN is offering to its target customer. The firms which are not providing IELTS ,PTE course they are rather providing the services to the clients of same country demands as GSN so we can say these 8 educational consulting firms satisfying the need of same customer base thus they are the direct competitor of GSN .

Now take a look at **chart no.2** .Here we have mentioned 9 well known firms and their basic information which will help us to identify the indirect competition such as **1.MENZ Education, 2.Career Path Consultancy 3.Exotic International, 4. Sunrise Education Consultant, 5.Blobal Study Consultancy, 6.Graduate Recourse Enhancing Centre 7.Mentors, 8.Pie Education International and 9.DhakaPrep Learning Centre**. We can see the different services and segmented countries of these consultancy firms compared to the services and segmented countries of GSN. GSN doesn't provide GRE,GMAT,TOEFL,GED,SAT courses also GSN doesn't work with countries like USA, Ireland, Switzerland ,Newzealand, Poland, Singapore, Japan, India ,Bulgaria, France, Denmark ,Italy ,Czech Republic , Spain ,Estonia ,Hungary , Russia etc but here 1st 5 consulting firms and 8 no. firms are giving services to the clines who are seeking higher education is those mentioned countries .Though these firms also work for Australia , Canada , Sweden but their success rate in visa processing and activities of enrollment are mostly highlighting the countries such as Italy ,Spain, Denmark, Poland ,Singapore ,India which are not the segmented countries of GSN. Here the firms listed from 6 to 9 are providing GMAT,SAT ,GRE,GED,TOEFL which are not offered by GSN to its customers .So it is clear that these 9 firms are satisfying the needs of same customers base and goals of higher study but their products are different as well thence these are indirect competitor of GSN.

The Direct and Indirect Competitors of Global Study Network that have been chosen by keeping the relevance with GSN's business strategies, base of customers needs and demands.

Brand logos of direct competitors Of GSN:



Brand logos of indirect competitors of GSN:



Five Forces:

As Global Study Network is developing its brand day by day and as 2 years old organization GSN is crowded with many competitors in market .So to keep the strategies of GSN profitable and compatible in its competitive market GSN keeps a close observation to its competitive environment. Here I can use Porter's Five Force method to best highlight the competitive environment of Global Study Network.

Basically Porter's Five Force is a method to analyze the competition of a business, to understand the competitive intensity and scopes for new competitive strategies.

1. Supplier Power:

Supplier power defines the size and strength of the suppliers, uniqueness of their product and services and cost of switching them .Here GSN provides services to the clients related to all higher study activities. Here I can represent some third-parties for the role of a supplier who act as mediator for GSN and represent some particular universities and have a partnership with the universities around the world. Most of the mediators are an education solution providers and the task of this mediators for education consulting firms is that they help the consulting firms in many ways such as

- 1) Consulting firms can get information about admission sessions of specific universities that those mediators are representing for the particular courses. If consulting firms failed to get the information themselves these mediators will provide those data informations.
- 2) These mediators make a link between the consulting firms and the different universities around the world which they represent.
- 3) Also these mediators helps the consulting firms to choose the best universities for the particular student based on his/her profile.

The help or services supplied by these education solution providers enhance the service quality of GSN toward it's target customer.

Here GSN has a corporate link with third party such as **Navista, Study Group and Educo** which are global education providers and partners with different foreign universities and they are very well-known among those universities in abroad. As GSN gets help from these mediators so in some particular cases GSN has to share some amount of profit with them which vary to these different third-parties so switching from one mediator to another does affect the cost of GSN. The more third-party links GSN will get the more advantages and strength will be added to GSN compared to other competitor in this consultancy market .Less link ups with these mediators mean less scope to get connected to the top universities in abroad which will decrease the advantage to gain customer attentions in front of other consulting firms.

2. Buyer Power:

A company's buyer power is defined by the numbers of buyers it got, buyer's ability to drive the price. Here despite being new GSN got 72000+ followers in facebook group in consultancy

market that is gained in 2years compared to the consultancy firms that already existing in market for more than 2 years. This is strength for GSN as many new potential clients come from these followers. I have already showed a survey data chart of GSN's competitors where the facebook likes are mentioned these indicate that number of people knows about the brand. As GSN doesn't claim service charge this attracts many clients to seek the service from GSN rather than other age old consultancy firms. The more clients GSN will have the more reputation GSN will gain from the foreign universities and those mediators and the brand name will get strong also it will help GSN to gain affiliation agreements from those top foreign universities which will share the profit with GSN as the more students GSN will able to enroll to those universities . If these clients switch to other consultancy firms then these mentioned benefits will be moved to other competitors from GSN.

3. Competitive Rivalry:

Here the main driver is the number and capability of competitors in the market. The survey chart that I have made about 17 competitors consultancy firms these are the rivalry competitors for GSN. The number of competitors here in Bangladesh is quite good as here the tendency for high study and high maintenance life goal is high among the young generations and educated people. The strongest competitors are those who are existing in this market for long periods with their brands and this makes an assurance in client's mind about getting the quality service .Also the good reputation circulate by the loyal customers and success rate in visa acceptance of this firms make it strong in front of GSN. Here the IDP , Global Reach ,Pacasiabd are the strong rival firm for GSN as they are not only existing since 1973, 1991 and 1996 but they still have good reputation in market which attracts clients. Moreover Career Path consultancy , Global Study consultancy are even have good records in success rate in visa processing in Italy , Denmark ,USA though these firms are existing since 2007 and 2013 so they are even a strong rivals for GSN. The Mentors , PIE international and Dhakaprep is even the strong rival as they have good reputation in market about providing courses of GED, SAT,GMAT,TOEFL, GRE along with IELTS and as GSN only provides IELTS and PTE so GSN got pretty good competition with this firms. So to survive here day by day GSN has to keep updating and make more differentiation in its services and market strategy to gain customer loyalty.

4. Threat of Substitutions:

Substitute defines as the alternative product or service a competitor will provide. If there are more substitutes in market then more possibilities are there for customers to switch. Global Study Network has got many competitors in market that is delivering the alternative of GSN's service to the same type of customer needs and goals. The client who is determined to go India, Singapore, Japan or Italy he/she will chose those firms who give service about this counties and its tough to divert them to GSN. If the clients who feel the need for GMAT, SAT, TOEFL they

will not choose GSN. Competitors with various substitute services have the potentiality to affect the reputation and profit margin of GSN in front of its mediators and consultancy market.

5. Threats of New Entry:

As I am describing the education consultancy market in this report which offers service to customer so here after analyzing I have found out that totally a new consultancy firm basically won't work as a big threat to the existing firms unless the brand gets established which takes a time in this consultancy industry even if the firm is providing the alternative service. The trust of clients is a big factor here because they invest a good amount of money through this firms and if visa got rejected it will affect on the client's immigration record so tendency are higher about the clients to visit or choose the firms who are working with students for a long time about higher study . So if a new firm comes in a market offering the same service or substitute and target same types of customer needs then it is not a big threat for GSN for a certain period of time.

Chapter Five

Analyzing the 4Ps

A successful marketing of any brand is reflected by “putting the right product in the right place, at the right price, at the right time. A company can ensure this concept by using the marketing mix which is even known as 4Ps of marketing. 4Ps stands for **1.Product, 2.Price, 3.Place, Promotion.** These 4 variables help a company to develop an unique strategy for building its brand image. Here I will describe the 4ps of Global Study Network.

Product:

Though I have explained in short about the services that GSN is offering to its clients in best way with the aim to provide best customer satisfaction and to gain the customer loyalty.

Here again in details I am going to high light the product/services of Global Study Network. Such as;

Student Counseling

The 1st day when a student will visit GSN he/she will get counseling with a proper guideline and information based on his/her plans and preferences without any service charge .Maximum times clients visit GSN 1st time with an unclear information or study plans . Often students don't know from where to start, which university will be appropriate for them , which country will be more possible for them to gain visa ,which subject got more demands in which countries, how to arrange the funds , which kind of sponsors will be acceptable etc . GSN explains in details about these crucial topics in counseling on 1st visit that helps a student to determine which country and university to fix and start the process. GSN always make sure to build a positive impression on clients so that they come back again.

Foreign University Admission

As I mentioned that GSN provides services on Australia, Canada , Sweden, UK, German, Malaysia , China so GSN has affiliation contract with many top ranked universities and colleges of these countries also GSN is familiar among many universities through the mediators /education solution providers such as EDUCO, Navista , Study group. GSN can easily approach to these universities on behave of the students for admission process and GSN conduct all the admission paperwork for the student in a way so that the chances gets high for getting the offer letter for our clients. GSN chooses the best match universities based on the student's education background and subject preferences.

IELTS AND PTE COURSE

GSN provides IELTS and PTE course by the top instructors who have gained the record score in this specific courses in past and have working experiences and reputation for teaching style in other education consultancy firms. GSN built up the course materials of IELTS and PTE by analyzing the student's capability to understand and practice and the course materials are supervised by the advisor of GSN and it is always in updating process to make the course effective for students. GSN provides E-books in GSN's website and Facebook pages and the content of books helps the students to prepare for the final exam and better practice. GSN has kept a slot on Friday-Saturday for those students who are even doing MBA or masters or doing job thus they can attend classes on off days. GSN offers the course in relevantly low price with best teaching quality so that all level of students can get the course. If there is any political chaos occurs and make the situation bad to step on road then GSN provides the classes online to finish the course on time and to keep the students in ongoing practice without any interruption. Also the instructors give extra attention and time on specific day to the students who face difficulties and if any student feels like he/she is not prepared for the final exam then GSN gives them a chance to repeat the course in next batch without any additional charge again.

Spoken English Course

GSN has created a course which has attracted the attention of many new clients after the promotion as this course is designed especially for those who have weakness in speaking skill. The course materials are designed using the tricks and tips of IELTS structure and important selective grammar structures and rules which will improve the base of grammar and will help the students or professionals to gain higher score in speaking part in IELTS.

Scholarship Assistance

As I mentioned that GSN has affiliation with many well known universities and colleges who give priorities in merits of students and GSN works directly with the admission office so GSN can assist a student in getting scholarship, GSN even keeps its loyal members of GSN's Facebook pages updated about the scholarship, types of scholarship, what kind of requirements are asked by which universities for scholarship etc.

Credit Transfer

GSN can help a student to transfer their credits to universities that is equivalent to their qualification. As the counselors of GSN are standardized by GRE requirements so GSN has a direct communication with admission office and top authorities of the universities which are affiliated so GSN can easily choose the appropriate universities that accept the particular credits of that student.

Migration

GSN has a good success rate in visa processing in Australia and Canada for PR and higher study as well. As the CEO Of GSN Mohammed Ulla Mazumder is a citizen of Australia and have worked with immigration and gained visa related perfect document preparing skills and knowledge so GSN under the supervising of CEO works in best possible way to present the papers and to make the visa grant chances high.

Profile Assessment

To give the clients the proper guideline about their plans and adequate knowledge and to choose the best suitable country and university GSN make an assessment of the client's academic profile, current state, financial state on 1st visit and keep the records in GSN's assessment file to conduct the admission and visa paper work processes based on the profile to avoid any chances for failure. The assessment process even helps the clients to understand many things about their plans and possibilities for higher studies in their desired countries and universities.

Career Advice

As I mentioned that most of the counselors have a teaching background and highly skilled and have knowledge about this education industry so counselors have that in-depth perception about a student's career related thinking and which kind of guidance these students need. Many students even young employees visit GSN who are confused about which subject will be beneficial for them in higher study and for job in abroad , which countries demand which types of employees or skills so here GSN give an accurate information and guideline to its clients related to this career topics.

Visa Processing

Being standardized by GRE requirements counselors of GSN have good skill and knowledge about admission requirements and visa requirements plus the paper work process in always undertaken by the CEO of GSN so here students don't have to worry about the visa processing task .GSN will do the A to Z step by step work of visa processing and also prepare the students for the interview session .

Price:

GSN's pricing strategy gives an ultimate advantage than the competitors. GSN doesn't charge any fees to the customer in counseling, in visa processing .Basically GSN charges 10,000 when they start the paper work and after the completion of whole process the amount will be refund to the clients. GSN believes in making strong relationship with its partners and customers. GSN

wants to reach to the every level of customer and fulfill their dream for higher study and to gain the strong customer loyalty.

By sending more capable and brilliant students to abroad for higher study GSN is planning to gain a respectable position and brand image from the universities of abroad and making more affiliation with the top ranked universities to become leading education agent in the world .This pricing strategy is consistent with the positioning and the value GSN is delivering.

Place:

By observing the background GSN we got to know that the CEO of GSN Mohammed Ullah Mazumdar helped and assisted the Bangladeshi students through his facebook page <https://www.facebook.com/groups/aus.visa.info.4.bd.student/> and through it he got the encouraging vibe from the 40-50% Bangladeshi students who eagerly wanted to get the face to face professional counseling service from the CEO so being an Australian Citizen at first he established the Australia Branch and operated from there few months then he chose Dhaka to establish the Global Study Network organization because Dhaka is the centre area of Bangladesh and most of the well-known and top ranked universities both public and private are in Dhaka also most of the responses came from the people studying in the universities of Dhaka area. Moreover in marketing analysis part of GSN I have mentioned the data record of UNESCO website stated that more than 25000 Bangladeshi go for higher study. So basically from the huge response from the active Bangladeshi members of GSN's 1st Facebook group and by analyzing various records GSN started its journey at Dhaka, Bangladesh in 2018.

Dhaka Branch Of Global Study Network



Promotion:

Social media have played the most important role in promotion and campaigning of Global Study Network. People who seek higher study , better career and future in abroad they keep themselves updated about the latest news related to higher study , country , immigration , universities through social media platforms and the way GSN started its journey it is clear that most of the possible look-alike clients are the heavy internet and social media users. Moreover by observing the few competitors' activities on social media GSN got to know that these few organizations have increased their clients and business growth by focusing their Champaign on social media platforms.

As a part of a long-term promotion planning GSN created 4 face book group pages about 4 particular aspects of higher study along with an official business page of GSN. No any other competitor got this much group pages on Facebook like GSN so its and advantage of GSN to make its brand image circulating among the huge Facebook users. Moreover GSN created official sites in other social media platform .

Below the list of all social media sites of GSN are been shown ;

Media	Subject	Social Media Presence	Members
Facebook	Australian visa information	https://www.facebook.com/groups/aus.visa.info.4.bd.student/	72,419
Facebook	Scholarship information	https://www.facebook.com/groups/SCHOLARSHIP4BD/	6,982
Facebook	IELTS Help Group	https://www.facebook.com/groups/IELTSnPTE4BD	1979
Facebook	All Student visa information	https://www.facebook.com/groups/all.countries.student.visa.info4bdou	3,855
Facebook	GSN Business page	https://www.facebook.com/GlobalStudyNetworkBD/	5,878
Twitter	Business Page	https://twitter.com/MazumderUMd	6,372
Instagram	Business page	https://www.instagram.com/globalstudynetworkbd/	67,322
Linked In	Business page	https://www.linkedin.com/company/gsnbd/	7,012
Youtube	Business Page	https://www.youtube.com/user/enrepon	76 subscriber

Here you can see 1st 4 listed Facebook group pages where GSN shares articles, news links which are usually published in different countries highlighting their immigration information, their university related information, PR related, career related and job market related information which helps the members of these groups to stay updated about their queries and made his group pages very worthy for higher study seekers. The members have the freedom to post about their questions or queries or problems in these Facebook pages and GSN instantly responds and give them their desired answers in comment section. For these activities these 4 pages have built up as the most helpful informative Facebook group for students and professionals and the exiting members adding their friends or familiar people in these groups. Moreover GSN creates productive short content videos that highlights the updates and facilities in their services, about new added contents of IELTS and PTE courses, declaration about the new batch, tips and tricks to improve the score of IELTS , tips on how to practice for fluent speaking skill , tips on how to enrich the knowledge on English words to speak, teach the important grammar structure which is important in daily life , information about the universities GSN are affiliated with, admission session updates of universities of the countries that GSN works for , the visa requirement changes of the immigration office of those countries , updates about which university is giving waiver or scholarships, which subjects have demands in which country , which country is demanding what kind of job skills from employees etc. and upload the videos in its Facebook official business page . These short content videos are presented by the counselors of GSN and GSN share these videos to its other Facebook pages from GSN's main business page so that the huge number of members of these 4 groups can see the videos and get to know the activities, educational high contacts and way of working of GSN. Maximum time many members directly gives text in messenger of GSN business page to know more about the services of GSN and even they visit the office of GSN after watching these videos and the shares informative articles , news of GSN . In this way of social media activities GSN is making an impressive brand image and the brand name is circulating among the existing and new members who are t in later turning into GSN's clients. Same kind of activities GSN is showing in other social sites such as LinkedIn, YOUTUBE, Twitter where a huge internet users are active. GSN even do online advertisements of their page and content videos to promote the brand. Whenever any internet user will search about consultancy firms or universities in Facebook page, Linked In or in Google they will get to see the adds of GSN in those sites. GSN also comes on Live after every 2 months on its main business page and share the live in other Facebook groups thus huge number of member join the live where the CEO and counselors talk to the members and directly answer to their queries and discuss about the currents topics related to higher studies and career.

Recently due to corona pandemic and lockdown around the world many students are unable to sit for IELTS ,TOEFL,SAT exams so many universities around the world have launched **Duolingo** test as an alternative of IELTS , TOEFT ,SAT and more than one thousand universities are accepting the score for higher study which is made many students interested for Duolingo. GSN took the advantage and GSN is the 1st consultancy firm that launched a preparation course for Duolingo in Bangadesh and have gotten a huge response from the students both from Dhaha

and outside of Dhaka . Many students have enrolled for the Duolingo course and many among them have already interacting with the counselors of GSN about the visa processing and university selection . This plan has defiantly boosted the brand Image of Global Study Network. These are the promotional strategies that GSN is using and in this 2 years GSN has able to create an strong impression among the potential customers and working on more new strategies to make the brand superior in consultancy industry .

Chapter Six

Internship Experience

Being a BBA student to complete the graduation an internship or project is a crucial part after the completion of 4 year BBA course. I have completed my internship in Global Study Network as a executive student counselor. After the 3 months of my successful internship in this organization I got the permanent job offer in the same position of executive student counselor. I have chosen this organization for my internship is because the position offered by the company which I thought I am suitable for .As being a counselor a employee must have good communication skill and patience in behavior while dealing with various clients as the counselor representing the company and their service. A counselor's proper way of explaining and communication must ensure that clients feel a friendly service and behavior on their every visit in office. As I was engaged with Finance forum in my university where I worked as a Co- head of Brand so I have good skill in public communication and presentation. My work responsibilities are same after being employed and I am still getting training for more challenging tasks in future and for promotion.

My Key Responsibilities as a student counselor:

1. My 1st given responsibility is to everyday checking the official email inbox of Global Study Network. I must check if the universities or education solution providers have replied back with whom GSN has communicated earlier and have sent the mails about the potential students or about the affiliation agreements. As a counselor I will have to make sure no any mails are delayed to reply and responses are given instantly or within 4 to 5 hours after discussing with the CEO or senior Counselor.
2. I am the admin of the business Facebook page of GSN and moderator of other 4 Facebook groups of GSN. Everyday many students and professionals give a text in messenger of GSN business page and everyday many members give post in those group pages . I have to everyday check the each text of each potential clients in messenger and reply them instantly if the questions are simple if any query is bit complex to answer then I have to inform the senior counselor about the query and have to answer them after discussion within 4, 5 hours as most of our clients come from the social sites through the members of our Facebook pages. I have to look after that the post given by the members are relevant and related to higher study before approving in the group so that the standard of group stay high and clean .
3. Every day on a particular time I will have to give follow-up calls. In follow up calls I have to give call basically to the old clients and potential clients as well. We get the contact numbers in two ways. 1st when any client whether a student /job holders visit the office of GSN we give them a assessment form to fill before let them meet the senior

counselor or deal with them myself . In that assessment form they have to provide their phone number and email id and basic academic information and desired country they want to go. This contact information, name along with their last visit in GSN and state of the communication all are recorded in an Excel file for follow-up. 2nd is when any new member from Facebook group gives a text in GSN's official page we ask them to provide their contact number that's how we collect those contact numbers , name and keep them noted in that same excel follow-up file. So we have more than 2000 contact details of both our old clients and new potential clients. If it is an old client who have visited the office once and then there is no any response from them or they were about to visit but haven't come which is noted in communication status in file then I will call them and will ask about their progress in their plan of higher study and will convince them to visit the office again if they have any confusion for which they haven't taken a step. Now the clients who still haven't visited the office I call them to ask about their plans related to higher study , gives them a clear idea about global study network , about our services so that the potential clients visit our office for their higher study plan or PR plan . I also explain them about our best teaching ways and content of IELTS and PTE, Spoken English course so that they join our classes of IELTS and PTE. My follow-up call is mainly for gaining clients for GSN.

4. As I have mentioned in positioning strategy that Global Study Network conducts the educational seminars in various universities both public and private so I have to look after the arrangement process of seminar by communicating with the university authority on behalf of GSN and I have to fix the date by balancing other task schedule of CEO, Brand manager and meetings of GSN. I have to make sure the venue details , the amount of students, the other guest details and the tools for such as banner , poster and leaflets for the promotion of GS and seminar are delivered to university authority and have been used properly to draw the attentions of students before the seminar started .
5. Searching the universities in a desired country of client, admission session slot, semester fee, application fee of a particular university, availability of a desired subject in that particular university for the clients is my responsibility.
6. I have to make a presentation slides highlighting the overall Global Study Network, its best services, facilities and other seminar topics and I basically give the 1st speech on behalf of GSN and describe about the GSN in front of students in every educational seminar of GSN.
7. After getting the permanent job offer I have given 2 more responsibility along with the previous ones that I have described earlier. Now I search out the universities in Dhaka area for giving them seminar invitation letter for conduction a seminar in those universities about higher study. These universities are among both public and private zone in Dhaka and I have to choose the universities that are below the top rank 30 among the 300 rank lists of Bangladeshi universities which is designed by the top universities of abroad. As GSN's strategy is to make an impression at 1st starting from the low to

medium ranked universities of Dhaka both public and private and after that we will heat the top universities with the adequate success rate of seminars. I make a formal invitation letter by discussion with the seniors and by making modification if necessary as this invitation letter will represent the GSN to those universities so no mistake is expected and sent it to the university administration, department head, registrar and VC. I even keep an eye which university replies with the acceptance of seminar by GSN and then rather event arrangement process I have to conduct by the guidance of my senior counselor.

8. I also look after the communication between GSN and the authority of foreign universities through the email. I have given a excel file of top ranked universities of Canada, Australia, Sweden, Malaysia, German. All I do is search out the potential contact details of some specific position such as Country Region Manager, Asian Recruitment Manager, Din, Admission department head and Registrar to whom I will send an official agreement email to make a business relationship as their agent from Bangladesh . I have to look after their responses and replies and have to make sure to respond them as soon as possible and keeping the CEO and Brand Manager aware of it time by time.

Recommendation:

It is been 6 months that I am working in GSN as an executive student counselor. Till now I have been engaged with many official task of GSN and besides this task I am getting training about giving A to Z counseling to clients. Though the seniors are very helpful and the working environment is friendly and good yet I could like to give few recommendations about the management.

1. As every day we have to work from 10 am to 6pm and we just get 30min for lunch and for relaxation which is not sufficient for our employees to gain a mental strength from tiredness as a result the employees start feeling low energy at last hour. Also the management should arrange the lunch facilities for employees as buying lunch everyday gets costly and bringing Tiffin for lunch early morning gets difficult for employees.
2. As we employees get only one day leave on Friday and in salary policy we have just granted free 12 leaves including casual and medical cause per year. There are many circumstances creates unwillingly that we can can't avoid so we should get more leave for a medical cause. An employee's physical as well as mental peace is necessary for a company's benefit.
3. GSN should be more considerate about the salary range of the employees relevant to their work responsibilities. Sometimes the assigned work or work load is more than the appreciation we get through the salary.

4. As by analyzing I got to realize that GSN has good image among the target customers. Sometimes we have to dealt with the clients who are interested to go Denmark , State , Italy , Japan but they want the visa processing done by GSN as they have heard about the visa success rate of GSN for Austraila, Canada , Sweden through their familiar people or through the Facebook groups of GSN. So I think GSN should segment for countries that have a demand among the Bangladeshi students .This will give the competitors more good rivalry from GSN. Also GSN can provide GRE or GMAT course. As GSN works with German universities and many students want to go German cause there has full free tuition fee facilities in many universities but maximum those universities ask for GRE or GMAT score for giving full free tuition fee facilities on some demanded subjects which are chosen by maximum students from here.

Chapter Seven

Conclusion

During my work experience in Global Study Network I got to know the valuable need of education consulting organizations among the young generation and professional people in Bangladesh. The era is getting technologically and economically advanced day by day and when it is about employment and economy the world has become a global business zone. The young generations wants to be a part of global economy. In case of a developing and densely populated country like Bangladesh the tendency of going abroad for higher study has raised for better employment and higher standard life being a part of modern society also to avoid political chaos and issues in university environment. According to UNESCO in 2000 over 7,9000 Bangladeshi students enrolled for higher education abroad and the number got tripled in 2013. Here in our country where vacancies for job are less than the graduate people there employees with foreign degrees are getting more wages and are in demands in teaching sector, manufacturing , medical , law and private job sectors which making the student go abroad study. The meritorious students with a financial bindings opt to join public universities they face political chaos in there as in Bangladesh the linking of political parties with public university students are extreme as a result those students can't have their proper study environment and safety so they plan for study in scholarship and waver in foreign universities. Latest statistic data from UNESCO shows that 60,390 Bangladeshi students pursued for abroad study in 2017. The Global Study network has made a long survey on this data before establishing their Dhaka branch. As I already mentioned that the main encouragement came from the 1st facebook group of GSN which is **Australian Student Visa & Other Visa Information for Bangladeshi Students**. GSN has recognized these desires of Bangladeshi students about their best future and made a mission to serve by their highest quality and professional personnel to empower the young generation. According to the UNESCO the Australia , Canada , UK , German , Malaysia are among top ten destination desired by Bangladeshi Students so by targeting these specific students GSN has chosen to be the representative of well ranked universities of these countries to achieve the goal of being the most reliable and reputable brand in Bangladesh. Here in the report I have described in details the measures of GSN to accomplish its mission started from giving the A to Z counseling service, career counseling, doing paper works , preparing for visa interview and processing in best way to make successful enrolment , proving IELTS ,PTE by top instructors of Dhaka , doing informative career seminars, uploading online counseling videos and informative higher study related videos etc. So, undoubtedly I can say education consultancy firms have a potential and profitable growth in Bangladesh.

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