Internship Report
on
Service and Promotional Strategy of TCL Global Ltd.

Submitted by

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Submitted to

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Submitted for the partial fulfillment of the degree of

Bachelor of Business Administration



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Letter of Transmittal

January 07, 2025

Sharmila Sikder
Assistant Professor
Department of Business Administration
Sonargaon University (SU)

Subject: Submission of Internship Report on "Service and Promotional Strategy of TCL Global Ltd."

Dear Madam,
With most respectfully to state that I am pleased to submit my internship report titled **"Service and Promotional Strategy of TCL Global Ltd.".** This report is an essential part of my BBA degree requirements, and I had the privilege of completing my internship at TCL Global Ltd. under your guidance.

This report reflects the current marketing practices employed by organizations in our country. I havemade an effort to include relevant details while keeping the report concise.

I kindly request your assessment of this report. Your feedback would be greatly appreciated. Thank you for your time and consideration.

Yours Sincerely

_____

Saffat Fardin Sunbee
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Certificate of Supervisor

I hereby confirm that the internship report titled **"Service and Promotional Strategy of TCL Global Ltd."** has been created in fulfillment of the BBA program requirementsat the Department of Business Administration, Sonargaon University (SU). The report was conducted by Saffat Fardin Sunbee with ID: BBA2101022057, under my guidance. I assure you that the report and its contents will not be utilized for any other intentions.

_____

Sharmila Sikder
Assistant Professor
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Declaration of Student

I am Saffat Fardin Sunbee, a student in the Bachelor of Business Administration program with ID: BBA2101022057 at Sonargaon University (SU). I want to sincerely state that the report titled **"Service and Promotional Strategy of TCL Global Ltd."** has been genuinely created by me. During the preparation of this report, I ensured full compliance with international copyright regulations. I also want to clarify that this report has not been submitted anywhere else for the purpose of obtaining a degree.

Yours Sincerely

_____

Saffat Fardin Sunbee
ID: BBA2101022057
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Letter of Authorization

I hereby confirm that the project report titled **"Service and Promotional Strategy of TCL Global Ltd."** is a genuine effort by **Saffat Fardin Sunbee** with **ID: BBA2101022057.** The research was conducted under my guidance. I also affirm that, to thebest of my knowledge, the content presented in this report has not been included in any other project report or dissertation that led to the award of a degree to any candidate earlier,whether in the same context or a different one.

_____

Sharmila Sikder
Assistant Professor
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Acknowledgment

I would I would like to extend my gratitude for the invaluable assistance and sincere cooperation provided by various individuals in the preparation of this report. It's impossible to adequately thank all the wonderful people who directly or indirectly contributed to the successful completion of this report. I am deeply appreciative of their kind collaboration and support.

First and foremost, I would like to express my thanks to the divine power. Additionally, my foremost appreciation goes to my supervisor, Sharmila Sikder, Assistant Professor at Sonargaon University (SU), for her crucial guidance, scholarly insights, and unwavering support throughout my study period.

Moving forward, I am grateful to Md. Mehedi Al Habib, Team Leader at TCL Global Ltd. (B2B - Bangladesh) from whom I gained significant knowledge. I also extend special thanks to our honorable External Relationship Manager, Md. Rashed Alam, along with heartfelt gratitude to all the other individuals at TCL Global Ltd.' Corporate Head Office. I am thankful to the various staff members from different departments who generously contributed their valuable time and assistance in helping me gather data for this report

Executive Summary

This report, titled “Service & Promotional Strategy of TCL Global Ltd.”, provides an analysis of the service & promotional methods employed by the organization and their impact on customer (Students & Agents) engagement and enroll performance. As part of the partial fulfillment of my Bachelor of Business Administration degree at Sonargaon University (SU), the report draws on my internship experience, where I was actively involved in planning and implementing service & promotional campaigns. TCL Global Ltd. a leading study abroad counseling company, leverages a combination of traditional and digital marketing approaches, including advertising, personal counseling, university event programs, email marketing, high scholarship support, and in-apps promotions to attract and retain students or agents. TCL Global is committed to empowering education counselors through training programs, workshops, and resources that enhance consulting effectiveness and support professional growth. The company also actively engages in advocacy to promote educational equity and inclusivity by collaborating with international organizations and participating in global forums. Through its unwavering dedication to harnessing technology and advocating for policy changes, TCL Global aims to create an inclusive future where education is recognized as a right for all, not a privilege. The company has positioned itself as a key player in the transformative movement for education access, making a lasting impact on communities worldwide. The integration of digital marketing techniques, such as social media advertising and email campaigns, has broadened the company's reach and engaged students or agents demographics effectively. Personalized offers and targeted promotions have played a pivotal role in building customer loyalty, while campaign evaluation methods have provided valuable insights for improvement. Despite challenges such as market competition and resource constraints, TCL Global Ltd. has successfully positioned itself as a key player in the study abroad education sector. This report highlights these strategies and offers recommendations for optimizing future promotional efforts, aiming to enhance the company's competitive advantage and customer satisfaction.

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Chapter: 01

Introduction

1.1 Introduction

TCL Global is an international EdTech company that specializes in providing educational services and opportunities for students seeking to study abroad. Founded in 2011, TCL Global has expanded its operations to over 20 locations worldwide, offering comprehensive support for students throughout their educational journey.



TCL Global assists students with the entire application process, from selecting the right universities and programs to completing paperwork and meeting deadlines. TCL Global provides expert guidance on student visa requirements and procedures, ensuring a smooth and successful visa application process.

TCL Global offers comprehensive pre-departure support, including information on accommodation, travel arrangements, and cultural orientation. TCL Global provides on-arrival support to help students settle into their new environment, including airport pickup, accommodation assistance, and orientation programs



TCL Global provides on-arrival support to help students settle into their new environment, including airport pickup, accommodation assistance, and orientation programs. TCL Global continues to support students after their arrival, offering guidance on academic matters, career planning, and personal well-being.

TCL Global has established partnerships with over 500 institutions worldwide, providing students with a wide range of options to choose from. The company's dedicated teams of experts are committed to providing personalized support and guidance to each student, ensuring a successful and fulfilling educational experience abroad.



1.2 Background of the Study

Businesses must adopt creative and student-focused promotional techniques to succeed in the fast-paced study abroad business market of today. TCL Global LTD. is aware of this need and works hard to create advertisements that appeal to its target market. Gaining knowledge of these tactics helps one understand how the business maintains its market position and adjusts to shifting competition tactics.

During my internship at TCL Global LTD.'s Marketing and Counseling department, I had the chance to watch and take part in a variety of promotional events as well as student counseling. Through this practical experience, I was able to relate the theoretical knowledge I had learned during my academic studies to real-world marketing applications.

1.3 Objectives of the Study

- **Broad Objective:** To complete all of the prerequisites for the Bachelor of Business Administration degree.

- **Specific Objectives**: TCL Global Ltd.'s service and promotional strategy probably entails the following specific objectives:

i. Analyze TCL Global Ltd.'s methods for determining and dividing up its target markets for various universities offering a range of academic programs. This is how the needs of the students affect the distribution and promotion decisions they make.

ii. Analyze the particular services and marketing tactics used by TCL Global Ltd., including direct marketing, student and agent relations, university promotions, and advertising. Ascertain which approaches will best reach their intended audience.

iii. Examine TCL Global Ltd.'s strategies for expanding its market share in current markets or breaking into new ones. This could entail researching methods for applying to universities, advertising campaigns, techniques for obtaining scholarships, or plans for branch expansion.

iv. Examine TCL Global Ltd.'s distribution and marketing plans in comparison to those of its rivals in the study abroad advisory sector. Recognize their market positioning, distinctive offering propositions, and methods of differentiation.

1.4 Scope of the Study

The requirement is necessary for students who want to earn a Bachelor of Business Administration degree (BBA) to participate in the internship program. I was connected to the host company, TCL Global Ltd., during my internship. This report, which was produced with the help of my official supervisor and internal assistance, summarizes my firsthand experience with everyday office activities as well as theoretical thoughts.

1.5 Methodology of the Study

As a result of my education, I've learned a variety of research techniques. I was able to put my academic knowledge to use in a practical setting thanks to this research. Secondary sources were primarily used in the data collection process.

TCL Global Ltd., a provider of study abroad counseling and visa support services, likely uses a variety of data sources to operate its business effectively. Here are some potential sources:

- Client Data: Information gathered from student applications, including academic records, test scores, personal statements, and financial information. Notes and records from consultations with prospective students. Data related to visa applications, including application forms, supporting documents, and visa interview outcomes.

- University and Partner Institution Data: Information on academic programs, admission requirements, tuition fees, and scholarships offered by universities worldwide. Data from reputable sources like QS World University Rankings, Times Higher Education World University Rankings, and U.S. News & World Report. Details of partnerships with universities and other educational institutions.

- Market Research Data: Data on global education trends, student mobility patterns, and the competitive landscape of the study abroad counseling industry. Information on the demand for specific programs, countries, and universities among prospective students. Data on the services, pricing, and marketing strategies of competitors.

- Operational Data: Information on marketing campaigns, lead generation, and conversion rates. Data on customer interactions, preferences, and feedback. Data on revenue, expenses, and other financial performance indicators.

- External Data Sources: Data on immigration regulations, visa policies, and other relevant government policies. Articles, reports, and research papers on the study abroad industry. Insights from social media platforms on student interests, preferences, and online conversations related to study abroad.

1.6 Benefits of the Study

- Within Supplies information on how student-focused marketing techniques might be implemented in practical situations.
- It helps to know about overall general activities of TCL Global.
- Providing helpful suggestions that can support TCL Global Ltd.'s overall expansion and marketing success.
- Enhances the comprehension of strategic promotional methods in the study abroad sector for prospective marketing professionals.
- Functions as a guide for recognizing obstacles and possibilities in study abroad marketing.

1.7 Limitations of the Study

I ran across a few obstacles during my studies that could be classified as research limits or areas for improvement. These consist of:

- Exclusive Duration: To prepare the report, I have been allocated a specific amount of time. However, the time constraint is too short to gather information about the organization, but the report needs to be completed.
- Insufficient Resources Records: Due to this company's inadequate documentation, the enrollment in educational institutions and company data has decreased. Employees must finish jobs that were their official student application gateway from the perspective on a student since they are compelled to locate the information. However, it's almost impossible for an employee to finish the assignment. One example as such types in bad record-keeping with TCL Global.
- Ltd. Access to Data: Access to some internal papers and data was restricted due to company confidentiality regulations, which would have reduced the scope of the analysis.
- Key Individuals' Lack of Cooperation: A few individuals were less forthcoming in sharing detailed information, which posed challenges in collecting data and insights.

Chapter: 02

Review of Literature

2.1 Review of Literature

Service and promotional strategies are fundamental to achieving competitive advantage in any industry, particularly in international education consultancy. Kotler and Keller (2012) emphasize the importance of aligning promotional activities with a company's overall strategic goals. Studies have revealed that customer-focused promotional strategies significantly influence consumer behavior and enhance organizational performance (Khan & Dhar, 2010).

In the context of education services, personalized guidance and support play a pivotal role. Kivetz and Zheng (2017) highlight that tailored promotions are more effective in retaining customers and building trust. Additionally, Andrianto (2013) asserts that brand visibility and consistent promotional efforts are essential for sustaining a competitive edge.

The marketing mix is one of the most dominant though it's in modern marketing (Kotleretal., 1999) which presents the marketer with a depot of controllable tactical marketing tools to indicatively compete in the new market-place and for delivering attractive market reaction in a target market.

The marketing mix concept is credited to Jerome McCarthy (1960) who condensed Borden's (1953) twelve components and conceptualized them as the 4Ps; Product, Price, Place and Promotion (Goi, 2009; Constant in ides, 2006; Anderson and Taylor, 1995; Van Waters hoot and Van den Bulte, 1992). McCarthy then analyzed these composite components within the framework of marketing manager with the consumer at the focal point of the entire process (Anderson and Taylor, 1995).

Philip Kotler and Gray Armstrong define, The promotion mix is the specific blend of advertising, public relations, personal selling, and direct-marketing tools that the company uses to persuasively communicate customer value and build customer relationships.

The Concept of the Marketing Mix that concerns Borden is "how can advertising, personal selling, pricing, packaging, channels, warehousing, and the other elements of a marketing program be manipulated and fitted together in a way that will give profitable operation?" Aug 24, 2012.

The 4 P's marketing mix concept (later known as the 7 P's of marketing) was introduced by Jerome McCarthy in his book: "Basic Marketing: A Managerial Approach". It refers to the thoughtfully designed blend of strategies and practices a company uses to drive business and successful product promotion.

Simply put the Marketing Mix is a tool used by businesses and Marketers to help determine a product or brands offering. The 4 Ps have been associated with the Marketing Mix since their creation by E. Jerome McCarthy in 1960.

Edmund Jerome McCarthy (February 20, 1928 – December 3, 2015) was an American marketing professor and author. He proposed the concept of the 4 Ps marketing mix in his 1960 book Basic Marketing: A Managerial Approach, which has been one of the top textbooks in university marketing courses since its publication.

According to Philip Kotler "Marketing Mix is the set of controllable variables that the firm can use to influence the buyer's response". The controllable variables in this context refer to the 4 'P's [product, price, place (distribution) and promotion].

According to Kotler and Armstrong (2006), product can be defined as anything that can be offered to a market for consideration, procurement, use or utilization that may fulfill a need or want of a consumer. It must give value to a consumer, however, does not need to be substantial in the meantime and essentially, it includes presenting new products or improving the current products (Booms and Bitner, 1981). Ferrell (2005) has opined that the product is the core of the marketing mix strategy where retailers can offer unique attributes that differentiates their product from their competitors. Product quality is one of the marketer's major positioning tools and quality has a direct impact on product or service performance (Kotleret al., 2008). Since perceived product quality and brand image in a roundabout way affect buying aims (Keining hamet al., 2005), brand and quality confirmation are chosen for the risk adjusting technique referencing product.

The management of financial products, including scholarships and fee structures, is integral to the success of educational consultancies. Proper allocation of resources ensures affordability and accessibility for students. Millat (2010) identifies that effective financial

management enhances customer satisfaction by providing cost-efficient solutions such as scholarships, discounts, and flexible payment options.

Educational consultancies like TCL Global can leverage strategic partnerships with universities to offer merit-based scholarships, reducing financial barriers for students. This collaboration not only enhances brand reputation but also strengthens customer loyalty.

It alludes to the place where the customers can purchase the product and the product contacts that place through various channels, like wholesalers, retailers and internet (Booms and Bitner, 1981) as a set of interdependent organizations that caters to the process of making a product available to the consumers (Kotler and Armstrong, 2006). Hirankittiet al. (2009) have considered place as the simple entry which potential client partners to a service; for example, location and distribution. The strategy of place needs effective distribution of the firm's products among the channels of marketing like wholesalers or retailers (Berman, 1996). It should pay attention to how it can deliver the product at the right time and at the right place, and which channel should be used to deliver the product (Copley, 2004).

Efficient distribution channels ensure the timely delivery of services and information to students. Završnik and Mumel (2007) highlight the importance of seamless communication between institutions and clients to streamline the application process. For TCL Global, channels such as digital platforms, educational fairs, and local offices are critical in connecting with prospective students.

Digital transformation has introduced new opportunities for expanding distribution networks. By integrating online portals with traditional consulting services, TCL Global can cater to a wider audience while maintaining personalized interactions.

Kotleret al. (2008) have defined price as the amount of money charged for a product or service or the aggregate of the values that clients exchange for the benefits of getting or using the product or service. Price can influence customer decision in a buy since the customer perceives exchange something of value–the price to have something of value i.e. the benefits (Kotler and Keller, 2006). Verma and Varma (2003) have opined that price is generally the adaptable elements to change contrasted with other elements of marketing mix. Companies frequently modify the fundamental price of a product to represent different

client contrasts and evolving circumstances (Hunt, 2005). Price promotion is seen as better value to the customer in the general circumstance, since low price presumably pulls in clients (Fleischman net al., 2004, Yeeet al., 2005). Price is the most important measurement of repurchase intentions (Oh, 2000; Para sure man and Grewal, 2000) and customers usually buy products on the basis of price rather than other attributes (Peter and Donnely, 2007) where money back guarantees are additionally helpful (Yeung and Yee, 2003).

Pricing strategies in the education consultancy sector must balance affordability and profitability. Završnik and Mumel (2007) emphasize the need for transparent and competitive pricing to build trust among clients. In the case of TCL Global, offering flexible pricing packages and providing insights into cost structures of international programs can attract cost-conscious students.

Moreover, bundling services, such as visa assistance and pre-departure support, with academic counseling can enhance perceived value and encourage enrollment.

Promotion comprises of a particular mix of advertising, sales promotion, personal selling and public relations that convey the benefits of the product and persuade target customers to purchase it (Kotler and Armstrong, 2006). A communication program plays three vital roles such as providing needed information and suggestion, inducing target customers of the benefits of a particular product, and encouraging them to take action at particular circumstances that are important in marketing strategies (Lovelock and Wright, 2002).

However, the more the customers' perceived risk in purchasing a product, specifically when information is inadequate with regards to the greater the propensity to utilize word- of-mouth (Pocharski and Jacobson, 2007).

Integrated marketing communication (IMC) is essential for promoting educational services. Kincade et al. (2002) stress the importance of a unified message across multiple channels to ensure consistency and maximize impact. For TCL Global, this includes online advertisements, social media campaigns, and partnerships with educational institutions.

Effective promotional activities, such as webinars, workshops, and student testimonials, help build credibility and attract prospective clients. Završnik and Mumel (2007) further advocate for data-driven marketing to understand audience preferences and optimize campaigns accordingly.

Chapter: 03
Organizational Profile

3.1 Historical Background of TCL Global Ltd.

TCL Global Ltd., a leading international education services provider, has a rich history marked by significant milestones and achievements.

Early Years and Foundation (2011-2013): TCL Global was established in Portsmouth, UK, in 2011. The company quickly gained recognition for its commitment to providing high-quality education services to international students. In 2013, TCL Global expanded its presence to Saudi Arabia, marking its entry into the Middle East market.

Growth and Expansion (2014-2019): TCL Global continued its global expansion, establishing offices in key markets such as Nigeria and Sri Lanka. The company focused on building strong partnerships with renowned educational institutions worldwide. TCL Global Ltd.'s reputation for excellence in student recruitment and support services grew significantly.

Recent Developments and Future Outlook (2020-Present): TCL Global has continued to innovate and adapt to the evolving needs of the international education landscape. The company has embraced digital technologies to enhance its services and provide a seamless experience for students and partners. TCL Global Ltd.'s commitment to ethical and sustainable practices has further solidified its position as a trusted leader in the industry.

Key Milestones and Achievements: TCL Global has successfully placed thousands of students in top universities and colleges around the world. The company has received numerous accolades for its outstanding contributions to international education. TCL Global has built a strong network of partners, including educational institutions, governments, and industry leaders.

Looking ahead, TCL Global is poised to continue its growth and innovation, shaping the future of international education.

3.2 Company Profile

TCL Global is an international EdTech company that specializes in providing educational services and opportunities for students seeking to study abroad. Their journey began in Portsmouth, UK in 2011, and we've been transforming lives ever since. TCL Global has expanded its operations to over 20 locations worldwide, offering comprehensive support for students throughout their educational journey.



3.2.1 Vision

This vision statement reflects their commitment to providing accessible and high-quality education opportunities to students worldwide. They aim to break down barriers to education, foster global understanding, and empower individuals to reach their full potential through education.

The vision of TCL Global Ltd. is likely to be something along the lines of: To be the leading provider of international education services, empowering students to achieve their global aspirations. To create a world where education transcends borders and empowers individuals to become global citizens. To be the most trusted and preferred partner for students seeking quality international education. This vision statement would reflect their commitment to:

- Student Success: Helping students achieve their academic and career goals through quality education abroad.
- Global Reach: Expanding access to international education opportunities for students worldwide.
- Excellence and Innovation: Continuously improving their services and adapting to the evolving needs of students.
- Ethical Practices: Maintaining the highest standards of integrity and transparency in all their operations.

TCL Global Ltd.’s vision is to "build a global education ecosystem that transcends boundaries, empowers individuals and paves the way for a more interconnected and prosperous world."

3.2.2 Mission

TCL Global Ltd.'s mission is "to provide accessible and high-quality education opportunities to students worldwide." This reflects their focus on breaking down barriers to education and empowering individuals through education.

The mission of TCL Global Ltd. is likely to be: To empower students to achieve their academic and personal goals through access to quality international education. This mission statement would reflect their commitment to:

- Student-centric Approach: Focusing on the individual needs and aspirations of each student.
- Quality Education: Providing access to reputable and high-quality educational institutions worldwide.
- Comprehensive Support: Offering a wide range of services to assist students throughout their study abroad journey.
- Ethical Practices: Adhering to high ethical standards and ensuring transparency in all their operations.

This mission statement reflects their commitment to providing students with the support and guidance they need to succeed in their education and career goals. They strive to be the go-to resource for students seeking to study abroad, offering comprehensive services and expert advice to help them navigate the complex process of applying to universities and obtaining visas.

3.2.3 Corporate Division/Department

Based on the general structure of educational consultancies, TCL Global Ltd. likely has divisions or departments focused on key areas of their business. Here are some possible examples:

- Business Development & Partnerships: Focuses on identifying and cultivating relationships with universities, colleges, and other educational institutions. This department may also be involved in developing new partnerships and expanding the company's global reach
- Counseling & Admissions: This would be the core department, responsible for student consultations, university applications, and admissions guidance. It might be further divided into teams specializing in different regions (e.g., UK, US, Canada) or academic disciplines.
- Visa & Immigration: This department would handle all aspects of the visa application process, including document preparation, application submission, and visa interview guidance.
- Scholarships & Funding: This department would research and identify scholarship opportunities, assist students with scholarship applications, and provide financial aid guidance.
- Marketing & Sales: This department would be responsible for promoting the company's services, generating leads, and building relationships with potential students.
- Operations & Logistics: This department would handle administrative tasks, travel arrangements, accommodation bookings, and other logistical aspects of the study abroad experience.
- Finance & Accounts: This department would manage the company's finances, including invoicing, payments, and financial reporting.
- Technology & IT: This department would manage the company's technology infrastructure, including its website, CRM system, and other software applications.
- Human Resources: This department would be responsible for recruiting, hiring, and managing the company's employees.

3.2.4 Risk Management Committee

Based on general corporate governance practices, it's likely that TCL Global has a Risk Management Committee with responsibilities that may include:

- Identifying and assessing key risks: This could involve analyzing potential threats to the company's operations, financial performance, and reputation.
- Developing and implementing risk mitigation strategies: The committee would work with management to devise and implement plans to address identified risks.
- Monitoring and reporting on risk exposures: This would involve regularly reviewing the effectiveness of risk management controls and reporting findings to the Board of Directors.
- Ensuring compliance with relevant regulations and industry standards: The committee would help ensure that the company adheres to all applicable laws and regulations related to risk management.

3.2.5 Audit Committee

Financial Reporting Oversight: Review and assess the integrity of the company's financial statements. Oversee the work of the external auditors. Ensure compliance with accounting standards and regulatory requirements.

Internal Controls: Evaluate the effectiveness of the company's internal control systems. Monitor and assess risks related to financial reporting and operations. Review and approve significant accounting policies and estimates.

Corporate Governance: Assist the Board of Directors in fulfilling its oversight responsibilities regarding financial reporting and corporate governance. Promote ethical behavior and compliance with applicable laws and regulations.

Composition: The Audit Committee would typically consist of at least three independent non-executive directors with relevant financial expertise (e.g., finance, accounting, auditing). All members of the Audit Committee should be independent from management and free from any conflicts of interest. The Audit Committee should have an independent chairperson with strong financial and governance experience.

Operations: The Audit Committee would typically meet regularly throughout the year to discuss financial matters, review audit reports, and address any concerns. The Audit Committee would have direct access to the company's management, internal auditors, and external auditors. The Audit Committee would communicate its findings and recommendations to the full Board of Directors.

3.3 Network & Expertise

TCL Global has established strong partnerships with renowned universities and colleges across the globe, including the UK, USA, Canada, Australia, New Zealand, and many more. This extensive network allows us to offer students a wide range of options and personalized recommendations.

TCL Global has a team of highly qualified and experienced education counselors with in-depth knowledge of various educational systems and institutions worldwide. Our expertise covers a wide range of academic disciplines, including:

- Business and Management
- Engineering and Technology
- Medicine and Healthcare
- Arts and Humanities
- Science and Mathematics

3.4 Human Resource Division

The Human Resource (HR) Division at TCL Global Ltd. plays a crucial role in attracting, developing, and retaining top talent to support the company's mission of empowering students to achieve their global aspirations.

Key Functions of the HR Division:

Talent Acquisition: Developing and implementing effective recruitment strategies to attract qualified candidates for various roles (counselors, visa experts, marketing specialists, etc.). Conducting thorough interviews, background checks, and assessments to select the most suitable candidates. Designing and implementing an effective onboarding process to welcome new employees and ensure a smooth transition into the company.

Employee Development: Providing ongoing training and development opportunities to enhance employee skills and knowledge, such as workshops on industry best practices, communication skills, and customer service. Implementing performance appraisal systems to track employee performance, provide feedback, and identify areas for improvement. Assisting employees in their career development by providing guidance on career paths, mentorship opportunities, and internal mobility options.

Employee Relations: Fostering a positive and engaging work environment through employee recognition programs, team-building activities, and social events. Ensuring employee well-being by providing competitive compensation and benefits packages, a safe and healthy work environment, and addressing employee concerns. Managing employee relations and ensuring compliance with labor laws and regulations.

HR Administration: Managing payroll processing, benefits administration, and other HR-related administrative tasks. Maintaining and updating HR information systems (HRIS) to track employee data, manage personnel records, and generate reports. Ensuring compliance with all relevant HR laws and regulations, including data privacy and employment laws.

3.5 Organogram

CEO/Managing Director: The CEO is responsible for the overall strategy, decision-making, and direction of the company.

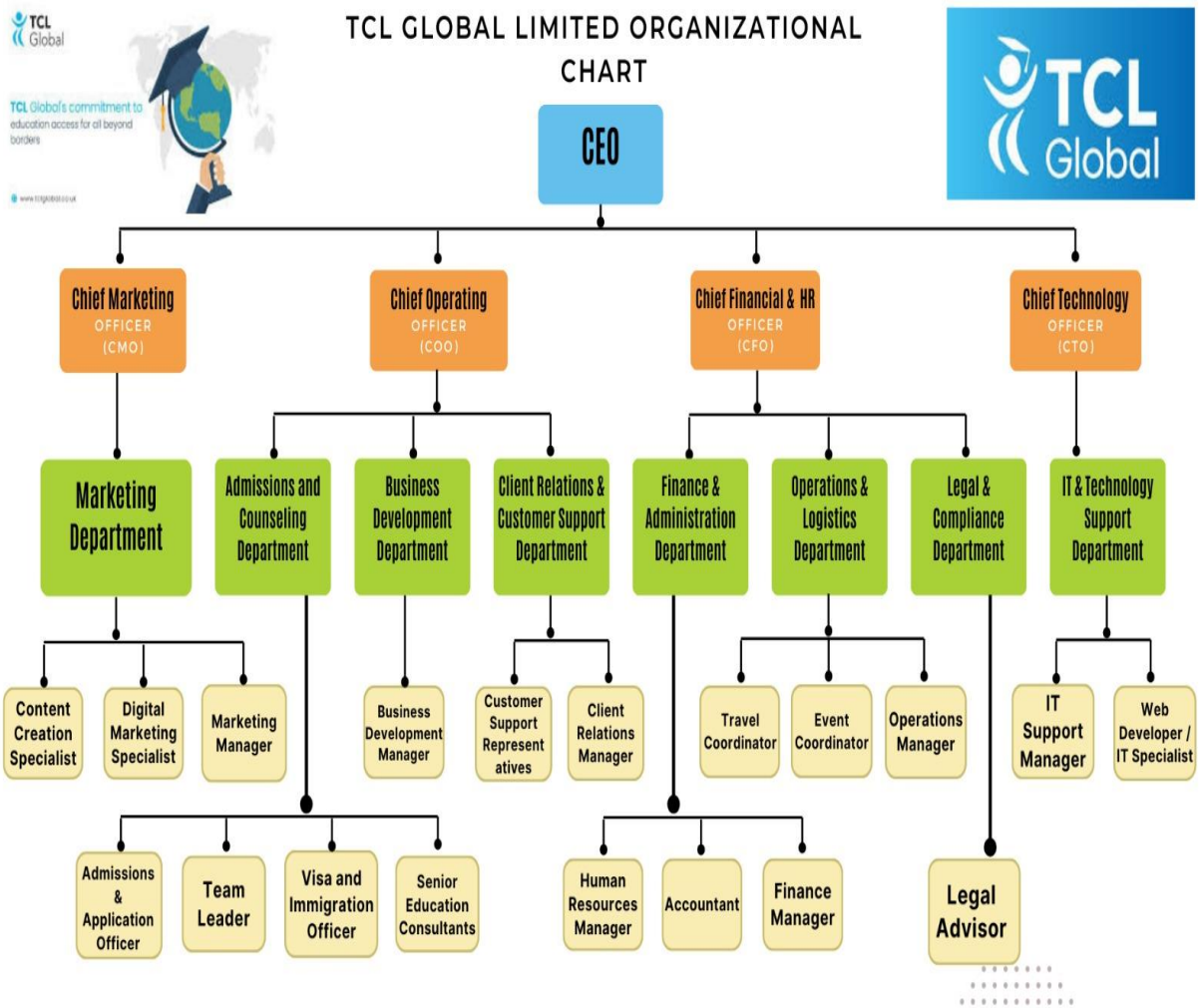
Executive Leadership Team:

i. COO: Ensures operational efficiency, manages internal teams, and streamlines processes.

ii. CFHO: Oversees the HR & financial health of the company, prepares financial reports, and ensures profitability.

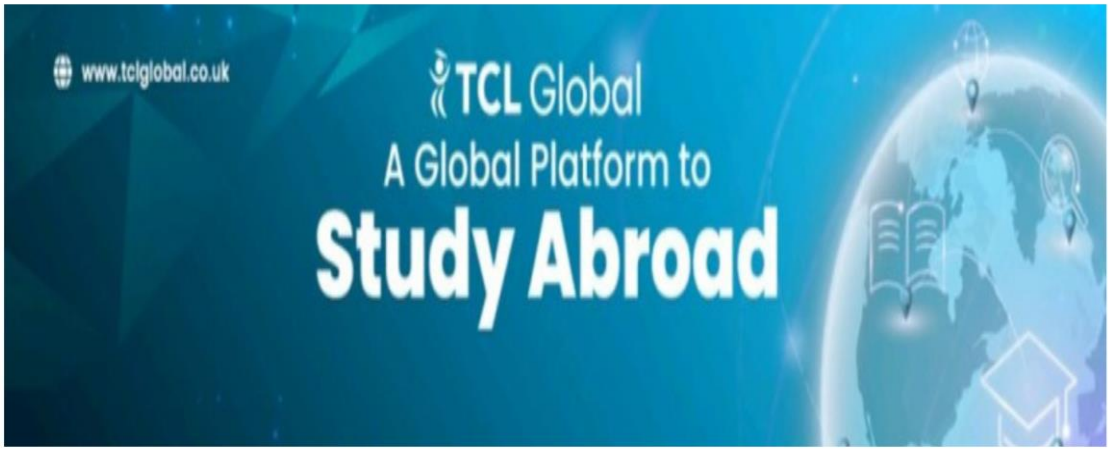
iii. CMO: Leads marketing efforts to drive brand awareness, student leads, and partnerships.

iv. CTO: Manages IT infrastructure, web development, and ensures technical support.

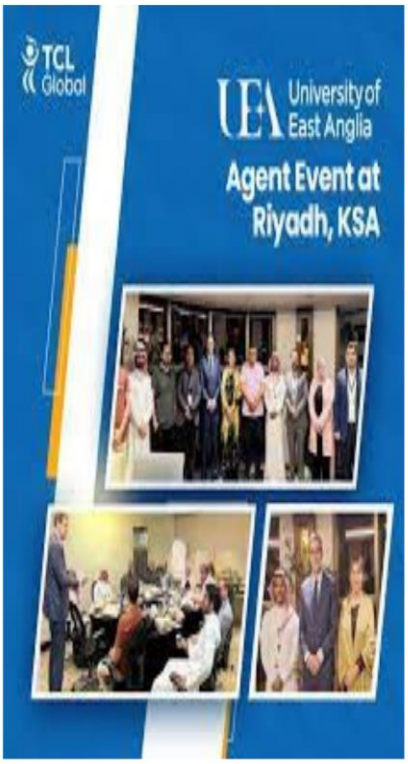


3.6 Operations

- Over 50,000 Students Placed/Enrolled.
- 500+ Global Partner Institutions.
- 14+ Countries Served.
- Recruitment across 20+ locations worldwide.
- Worldwide 84,787+ courses available for serve.









Chapter: 04

Internship Responsibilities

4.1 Internship Responsibilities

During my three months internship at the main branch of TCL Global Ltd., I was assigned a role and specific responsibilities. My primary focus during this internship was to assist in the development of TCL Global Ltd. service & promotional strategy. From 15 October, 2024 to 15 January, 2025, I collaborated closely with the Team Leader (B2B - Bangladesh) & External Relationship Manager. During this period, my main responsibilities were centered on the Student & Agent Service Department, where I had the opportunity to observe the marketing department's rules, regulations, and operational procedures.

4.2 Job Responsibilities

In the Student & Agent service division of TCL Global Ltd. at the main branch, I undertook various responsibilities. My workday typically commenced at 10:00 AM and concluded at 7:00 PM. During this timeframe, I performed a diverse range of tasks, which are outlined below.

4.3 Specific Job Responsibilities

- Working together with others in my department, providing prompt and effective services.
- Helping to organize and carry out marketing initiatives which involve scholarships, affordable tuition, and comfortable accommodation.
- Carrying out market analysis to determine competition advertising activity & the needs of students.
- Collaborating with the sales and marketing professionals to create advertising components and contents.
- Gather knowledge about the needs of customers
- Tracking student opinions and evaluating the results of marketing and service initiatives.

4.4 Nature of the job

I was assigned a range of tasks in the Marketing & Counseling division throughout my internship. I tried to match these assignments to what I knew about theory. But it's important to point out that real-world expertise provides one a true understanding of how a business operates and allows one to assess every aspect of the company.

4.5 Subsidiaries and Brands

Partnerships with Educational Institutions: TCL Global likely collaborates with numerous universities and colleges worldwide. These partnerships are crucial for their operations, as they provide access to program information, facilitate student applications, and ensure the quality of educational offerings.

Potential for Regional Offices or Branches: To serve clients effectively across different regions, TCL Global might have regional offices or branches in key markets. This allows for localized services and better understanding of student needs in specific countries.

Focus on Specific Study Destinations: The Company may specialize in certain study destinations, such as the UK, USA, Canada, Australia, or Europe. This focus allows them to develop in-depth expertise and build strong relationships with institutions in those regions.

Chapter: 05

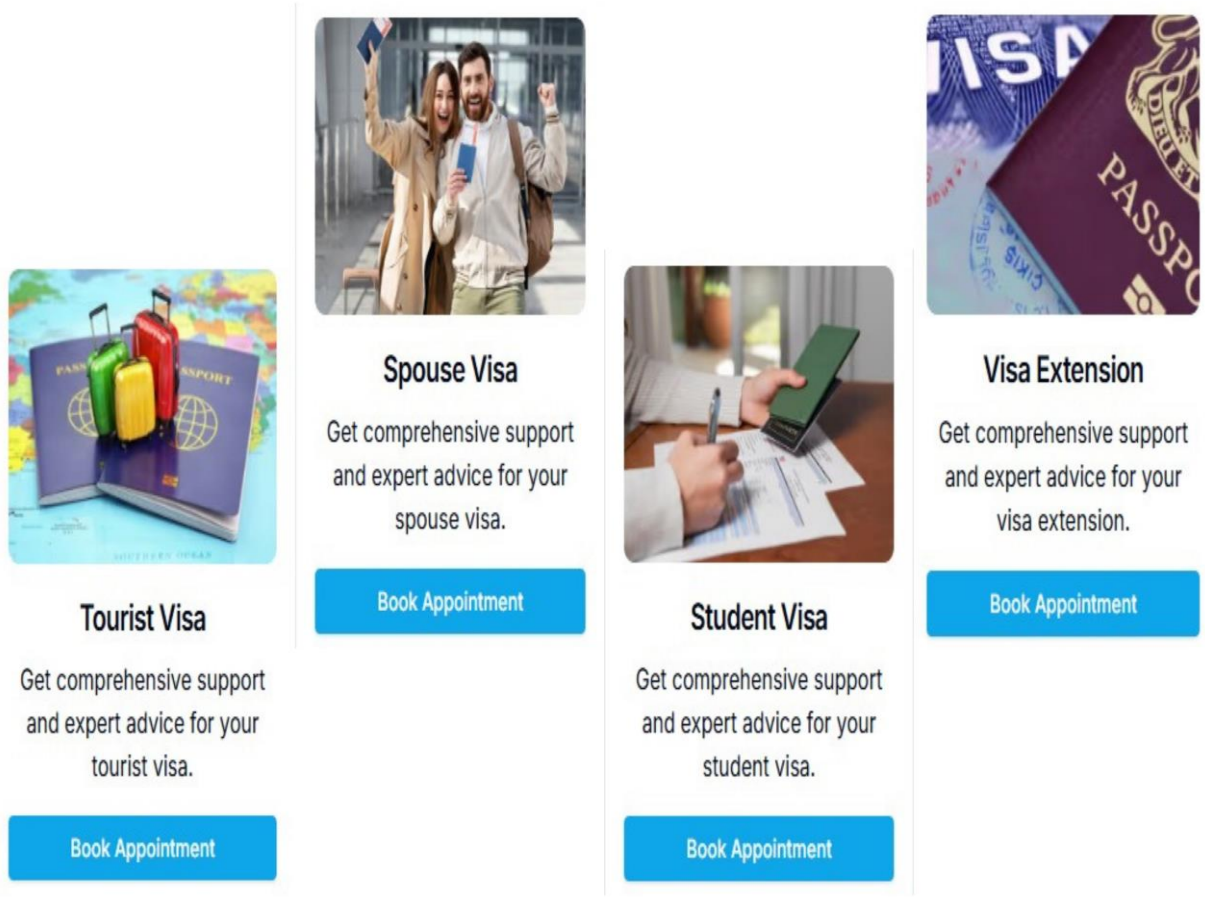
Service & Promotional Strategy of TCL Global Ltd.

5.1 Service/Product Sample

Based on TCL Global Ltd.'s role as an international education provider, here are some sample services they offer:

Counseling and Guidance: A one-on-one session with a study abroad counselor to assess individual student needs, academic qualifications, career goals, and budget. Guidance on choosing the right country and university based on student preferences, academic programs, and career aspirations.

Application Assistance: Assistance with drafting application essays, personal statements, and letters of recommendation. Submission of applications to multiple universities and colleges on behalf of the student. Mock interviews and guidance on interview techniques.



Visa and Immigration Support: Gathering necessary documents, filling out visa applications, and scheduling visa interviews. Information and support on immigration procedures and regulations.

Pre-Departure Orientation: Workshops on cultural awareness, adaptation, and etiquette in the host country. Guidance on finding suitable accommodation, arranging travel, and managing finances. Information on health insurance, safety precautions, and emergency contacts.

Post-Arrival Support: Ongoing support for students after arrival, including assistance with academic issues, personal challenges, and settling into the new environment.

5.2 Service Strategy of TCL Global Ltd.

TCL Global Ltd., as an international education provider, likely focuses on a service strategy centered on personalized guidance, comprehensive support, and building long-term relationships with students. Here's a possible breakdown:

- **Comprehensive Support:**

Application assistance: Guide students through the entire application process, including drafting essays, preparing for interviews, and submitting applications to universities.

Visa and immigration support: Provide comprehensive assistance with visa applications, including document preparation, scheduling interviews, and addressing any visa-related queries.

Pre-departure orientation: Conduct thorough pre-departure orientations to prepare students for their study abroad experience, covering topics such as cultural awareness, accommodation, and safety guidelines.

Post-arrival support: Offer ongoing support to students after their arrival in the host country, including assistance with academic challenges, personal issues, and settling into the new environment.

- **Personalized Guidance:**

In-depth consultations: Conduct detailed assessments of individual student needs, academic profiles, career goals, and budget constraints.

Tailored recommendations: Provide personalized guidance on choosing the right country, university, and academic program based on student aspirations.

Expert advice Offer expert advice on various aspects of studying abroad, including visa requirements, cultural adaptation, and accommodation options.



- **Building Long-Term Relationships:**

Maintain regular communication: Stay in touch with students throughout their study abroad journey, providing regular updates and addressing any concerns.

Alumni network: Foster a strong alumni network to provide support and guidance to future students.

Gather feedback: Actively seek and incorporate student feedback to continuously improve services and enhance the overall study abroad experience.

By focusing on personalized guidance, comprehensive support, and building long-term relationships, TCL Global Ltd. can establish itself as a trusted partner for students seeking to pursue their international education dreams.

5.3 Promotional Strategy of TCL Global Ltd.

Segmenting TCL Global Ltd., a leading provider of international education and study abroad services, likely employs a multifaceted promotional strategy to reach prospective students and build its brand. Here's a possible approach:

- **Digital Marketing:**

Social Media: Actively engage on platforms like Facebook, Instagram, and LinkedIn to share informative content, student testimonials, and updates on partner universities and programs.

Search Engine Optimization (SEO): Optimize website content and blog posts for relevant keywords to improve search engine rankings and attract organic traffic.

Pay-Per-Click (PPC) Advertising: Utilize targeted PPC campaigns on platforms like Google Ads to reach potential students actively searching for study abroad opportunities.

Content Marketing: Create valuable content such as blog posts, articles, and videos that provide insights into the study abroad experience, different study destinations, and application tips.


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APPLY NOW
FOR MAY INTAKE

- **Offline Marketing:**

Education Fairs and Events: Participate in education fairs and events to connect with prospective students and provide information about their services.

Partnerships with Educational Institutions: Collaborate with schools, colleges, and universities to promote study abroad opportunities to their students.

Public Relations: Issue press releases and seek media coverage to raise brand awareness and build credibility.



- **Customer Relationship Management (CRM):**

Email Marketing: Utilize email marketing to nurture leads, provide updates, and offer personalized recommendations to prospective students.

Student Testimonials: Collect and showcase positive student testimonials to build trust and credibility.

Alumni Network: Engage with alumni to gather feedback and leverage their experiences for marketing purposes.

- **Branding and Messaging:**

Develop a strong brand identity: Create a visually appealing logo, website design, and marketing materials that reflect the company's values and target audience.

Craft compelling messaging: Clearly communicate the value proposition of their services and how they can help students achieve their study abroad goals.

By implementing a comprehensive promotional strategy that combines digital, offline, and CRM initiatives, TCL Global Ltd. can effectively reach its target audience, build brand awareness, and drive student inquiries and enrollments.

5.4 Segmentation

TCL Global Ltd., as an international education provider, likely segments its market based on various factors to tailor its services and marketing efforts effectively. Here are some potential segmentation approaches:

- **Demographic Segmentation:**

Age: Targeting specific age groups, such as high school graduates, undergraduates, or professionals seeking career advancement.

Gender: Catering to the specific needs and preferences of male and female students.

Location: Focusing on students from specific regions or countries with high demand for study abroad programs.

- **Psychographic Segmentation:**

Motivations: Identifying students' primary motivations for studying abroad, such as academic excellence, career advancement, cultural immersion, or personal growth.

Learning Styles: Catering to different learning styles, such as visual, auditory, or kinesthetic learners.

Risk Tolerance: Targeting students with varying levels of risk tolerance, considering factors like budget constraints and willingness to embrace new challenges.

- **Behavioral Segmentation:**

Previous Study Abroad Experience: Differentiating between first-time students and those with prior international study experience.

Application Stage: Tailoring services to students at different stages of the application process, such as those researching options, preparing applications, or seeking visa assistance.

Budget: Categorizing students based on their budget constraints and offering flexible pricing options or scholarship guidance.

- **Needs-Based Segmentation:**

Academic Focus: Targeting students interested in specific academic disciplines, such as engineering, business, or arts and humanities.

Career Goals: Catering to students with specific career aspirations, such as those seeking to work in multinational corporations or pursue research opportunities.

Language Proficiency: Offering specialized services to students with varying levels of English language proficiency.

By understanding these different segments, TCL Global Ltd. can effectively tailor its services, marketing messages, and communication strategies to meet the unique needs and preferences of its target audience**.**

5.5 Database Marketing

The TCL Global Ltd. can leverage database marketing to effectively target potential students and nurture leads. Here's a breakdown of how they might approach it:

- **Data Collection and Management:**

Build a comprehensive database: Gather data from various sources, including:

Lead generation forms: Collect information from website visitors, social media interactions, and education fairs.

CRM system: Track customer interactions, communication history, and application progress.

Partner institutions: Obtain data on student demographics, academic performance, and study interests.

Data cleansing and enrichment: Ensure data accuracy and completeness by regularly cleaning and updating records. Enrich data with additional information from external sources.

- **Data Segmentation and Targeting:**

Segment students based on various criteria:

Demographics: Age, gender, location, nationality

Psychographics: Interests, motivations, learning style, risk tolerance

Behavior: Application stage, previous study abroad experience, budget

Develop targeted campaigns: Tailor marketing messages and offers to specific student segments.

- **Personalized Communication:**

Email marketing: Send personalized emails based on individual student interests and preferences.

Direct mail: Utilize direct mail campaigns for targeted outreach to specific segments.

SMS marketing: Send timely reminders, updates, and promotional offers via SMS.

Personalized website experiences: Offer customized website experiences based on user behavior and preferences.

By effectively leveraging database marketing, TCL Global Ltd. can personalize its communication, optimize its marketing efforts, and build stronger relationships with potential students.

5.6 Internet Marketing

TCL Global Ltd., a leading provider of international education and study abroad services, likely leverages a robust internet marketing strategy to reach prospective students and build its brand. Here's a breakdown of key internet marketing tactics they might employ:

- **Website Optimization:**

User-friendly website: Create a visually appealing and easy-to-navigate website with clear calls to action.

Search Engine Optimization (SEO): Optimize website content and blog posts for relevant keywords to improve search engine rankings and attract organic traffic.

Mobile Optimization: Ensure the website is fully responsive and accessible on all devices, including smartphones and tablets.

- **Content Marketing:**

Blog: Publish informative and engaging blog posts on topics such as study abroad destinations, application tips, visa requirements, and cultural insights.

Vlogs and Videos: Create videos showcasing student experiences, campus tours, and expert advice on studying abroad.

Infographics and E-books: Develop visually appealing infographics and e-books on relevant topics to attract and engage prospective students.

- **Social Media Marketing:**

Active social media presence: Maintain active profiles on platforms like Facebook, Instagram, Twitter, and LinkedIn.

Engage with followers: Share informative content, respond to inquiries, and run interactive contests and giveaways.

Utilize social media advertising: Target specific audiences with paid social media ads to reach potential students.

- **Online Advertising:**

Pay-Per-Click (PPC) advertising: Run targeted PPC campaigns on platforms like Google Ads to reach potential students actively searching for study abroad opportunities.

Display advertising: Place banner ads on relevant websites and blogs to increase brand visibility.

Retargeting campaigns: Retarget website visitors with personalized ads to encourage them to return and complete their applications.

- **Online Reputation Management:**

Encourage student testimonials: Collect and showcase positive student testimonials on the website and social media platforms.

Monitor online reviews: Actively monitor online reviews and respond promptly to any negative feedback.

Build online credibility: Establish partnerships with reputable organizations and institutions to enhance credibility and build trust.

By effectively utilizing these internet marketing tactics, TCL Global Ltd. can reach a wider audience of prospective students, build brand awareness, and drive inquiries and enrollments.

5.7 Customer Service

TCL Global Ltd., as a leading provider of international education and study abroad services, likely prioritizes excellent customer service to build trust and ensure student satisfaction. Here's a look at key aspects of their customer service approach:

- **Accessibility and Responsiveness:**

Multiple channels: Offer various communication channels for students to reach out, such as phone, email, live chat, and social media.

Prompt response times: Ensure timely responses to inquiries and concerns, whether through phone calls, emails, or live chat.

Dedicated customer support team: Maintain a knowledgeable and responsive customer support team to address student questions and resolve issues effectively.

- **Personalized Support:**

Individualized attention: Provide personalized support to each student based on their unique needs and circumstances.

Regular communication: Maintain regular communication with students throughout their study abroad journey, providing updates and addressing any concerns.

Proactive support: Anticipate potential challenges and proactively provide guidance and support to students.

- **Quality of Service:**

Accurate and reliable information: Provide accurate and up-to-date information on study abroad programs, universities, and visa requirements.

Efficient and effective service delivery: Streamline processes and ensure efficient delivery of services, such as application assistance and visa support.

Continuous improvement: Regularly gather student feedback and use it to identify areas for improvement in service delivery.

- **Building Trust and Relationships:**

Transparency and honesty: Maintain transparency in all interactions with students, providing clear and honest information about services and fees.

Ethical practices: Adhere to ethical business practices and prioritize student interests.

Long-term relationships: Foster long-term relationships with students by providing ongoing support and guidance even after they have completed their studies abroad.

By prioritizing accessibility, personalization, quality, and trust-building, TCL Global Ltd. can establish itself as a trusted partner for students seeking to pursue their international education dreams.

5.8 Challenges in Service and Promotional Strategies

TCL Global Ltd., like any business, faces challenges in its service and promotional strategies. Here are some potential challenges:

- **Service Challenges:**

Maintaining Consistent Service Quality: Ensuring consistent, high-quality service across all locations and counselors can be challenging, especially with a geographically dispersed team.

Adapting to Evolving Student Needs: The needs and expectations of international students are constantly evolving. Staying ahead of these trends and adapting services accordingly is crucial.

Managing Student Expectations: Meeting and exceeding student expectations can be difficult, especially when dealing with complex issues like visa applications and cultural adjustments.

Building Trust and Credibility: Establishing and maintaining trust with students is essential in the education sector. This requires consistent, transparent, and ethical practices.

- **Promotional Challenges:**

Cutting through the Noise: The education industry is competitive. Standing out from the crowd and effectively communicating the unique value proposition of TCL Global Ltd.'s services can be challenging.

Reaching the Right Audience: Identifying and targeting the right audience of prospective students can be complex, requiring a deep understanding of student demographics, motivations, and preferences.

Measuring ROI: Effectively measuring the return on investment (ROI) of promotional campaigns can be difficult, especially when dealing with long-term customer relationships.

Staying Ahead of Digital Trends: The digital landscape is constantly evolving. Staying up-to-date with the latest trends in social media, search engine optimization, and online advertising is crucial for effective digital marketing.

- **Addressing These Challenges:**

Continuous Improvement: Regularly gather student feedback and use it to identify areas for improvement in service delivery and client satisfaction.

Invest in Technology: Utilize technology to streamline processes, improve communication, and enhance the overall student experience.

Build Strong Partnerships: Collaborate with universities, educational institutions, and other stakeholders to expand reach and enhance service offerings.

Data-Driven Decision Making: Leverage data analytics to track campaign performance, identify trends, and make data-driven decisions to optimize marketing efforts.

By proactively addressing these challenges and continuously adapting to the changing needs of the market, TCL Global Ltd. can maintain its position as a leading provider of international education services.

Chapter: 06
Findings of the Study

6.1 Findings of the Study

- **Occasional Shipment Delays:** The Company experiences intermittent delays in their shipments, which may impact customer satisfaction and efficiency.
- **Ltd. Promotional Activities:** The Company's promotional efforts are relatively constrained, potentially leading to missed opportunities for brand visibility and customer engagement.
- **Technology Utilization:** There is potential for the company to increase its use of technology, likely for processes like automation, data analysis, or customer interaction.
- **Effective Transportation System:** The Company operates an effective transportation system using its own vehicles for employees, but there is room for improvement in terms of timing and logistics.
- **Inactive HR Department:** The HR department appears to be less active, possibly indicating a need for more robust recruitment, training, or employee engagement initiatives.
- **Organizational and Communication Issues:** Operations in the field could benefit from better organization and improved communication, suggesting room for process optimization.
- **Digital Marketing Opportunity:** There is significant potential for the company to leverage social media platforms for digital marketing, which can expand its online presence and customer reach.
- **Ltd. Project Management Tool:** The existing project management tool has Ltd. features, which may hinder efficient project planning and execution.
- **Website Performance:** The Company's website is not performing well, indicating a need for technical improvements and content updates to enhance user experience and online visibility.
- **Business Development Manager:** While the company has a good setup, hiring a dedicated business development manager can help identify growth opportunities andexpand the business further.

Chapter: 07

Recommendations and Conclusion

7.1 Recommendations

Base on my analysis and experience, I would recommend the following strategies for TCL Global Ltd. to further improve its service and promotional efforts:

- **Enhanced Customer Engagement:**

Further develop the customer experience by offering more interactive online platforms such as AI-driven to answer questions or create virtual tours of campuses.

- **Influencer Marketing:**

Partner with influencers or education bloggers to increase reach among younger audiences who are highly engaged on social media.

- **Data-Driven Insights:**

Utilize data analytics to track student preferences, success rates, and market trends to continually refine services and promotional campaigns.

By implementing these recommendations, TCL Global Ltd. can strengthen their market position and create a more dynamic internal environment to better serve their Students or Agents and compete effectively in the industry.

7.2 Conclusion

In conclusion, my internship at TCL Global Ltd. provided a comprehensive understanding of the service offerings and promotional strategies that help the company maintain its position as a leading education consultancy firm. The company's commitment to delivering high-quality services and leveraging digital marketing techniques has been crucial to its success in attracting and retaining clients. TCL Global Ltd.’s personalized counseling, robust support system, and strategic promotional efforts have made it a trusted partner for students seeking to pursue higher education abroad.

The organization also provides a push to identify and retain the human resources who may one day be the mission's fundamental components' successors, promising the growth and progress of individual representatives. Therefore, the organization consistently assesses different tiered, divisional, and group capacity deficits for the purpose to identify, create, and retain the successor in a way that promotes meeting requests without boundaries.

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Websites and links

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