Sonargaon University (SU)

Internship Report
On
"Financial Analysis of an Educational Consultancy Firm: A Case Study on TCL Global LTD"

Submitted By

Laboni Akhter

ID: BBA2001019020

Program: Bachelor of Business Administration

Major: Accounting

Sonargaon University (SU)

Submitted To

Department of Business Administration

Sonargaon University (SU)

147\1, Green Road, Tejgaon, Dhaka-1215, Bangladesh.

Submitted for the partial fulfillment requirement of the degree of Bachelor of Business Administration.

Date of Submission: 05 January, 2024

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Supervised by:

Nowshin Mahmood Tahiya

Lecturer

Department of Business Administration

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Letter of Transmittal

05 January, 2024

To,
Nowshin Mahmood Tahiya
Lecturer
Department of Business Administration
Sonargaon University (SU)

Subject: Submission of Internship Report on "Educational Consultancy Firm of TCL Global".

Dear Mam,
With most respectfully to state that it is my great honor to prepare my internship report on "Educational consultancy service of TCL Global Bangladesh". I am truly thankful for your cooperation and proper guidance during my report preparation when I was even in my mental stress. During my 3 months working period in TCL my job responsibilities along with my research and analysis have given me a brief knowledge about the education consultancy industry, immigration regulations etc. I also have learnt about the scopes and values of creating a 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 in 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.

Sincerely yours,

Laboni Akhter
ID: BBA2001019020
Department Of Business Administration
Sonargaon University (SU)

Preface

Today we are very much involved in the business era. Only book-based knowledge is not enough to cope with a real business environment. Effective combination of theoretical knowledge with practical experience is the key to success. Considering this, the internship program is included in the degree Bachelor of Business Administration (BBA) from Department of Business Administration Sonargaon University.

I have selected the educational consultancy firm as my field to conduct my internship program which runs for three months only. I tried my best to collect relevant and significant data as much as possible and prepare the report with my best effort. I regret any undue mistakes in this report. If the report does little support to any student, teacher, researcher or analyst, I may consider my effort not to go in vain.

Declaration

I, **Laboni Akhter,** a student of BBA, Department of Business Administration, Sonargaon University, do hereby declare that the internship report titled**"Educational Consultancy service in Bangladesh."** is the outcome of three months' practical work on the topic mentioned above under the supervision of **Nowshin Mahood Tahiya,** Lecturer, Department of Business Administration, Sonargaon University, Bangladesh.

I also declare that this report is an original work and no part of this report has been copied from elsewhere. In addition, I would also like to mention that this report has not been published or submitted for being published or submitted for awarding any degree, diploma or recognition.

Sincerely Yours,

Laboni Akhter
BBA 2001019020
Department Of Business Administration
Sonargaon University

Letter Of Acceptance

This is to certify that Laboni Akhter, ID No: BBA2001019020, Department of Business Administration, has completed his internship report titled on “Educational Consultancy Service in Bangladesh." under my supervision as a part of partial requirement for obtaining Bachelor of Business Administration (BBA) degree in Accounting Major. This report can be accepted for evaluation.

Regards by,

Nowshin Mahmood Tahiya
Lecturer
Department Of Business Administration
Sonargaon University

Acknowledgement

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

I want to give my utmost gratitude to my supervisor **Nowshin Mahmood Tahiya**, Assistant Professor, Sonargaon University. She has patiently given me instructions on every confusion related to report preparation where I even was late to prepare and submit my report. She gave me references of Financial Performance related books so that I can correctly describe and analyze the Financial Performance of TCL.

Last but not the least I am highly grateful to the CEO of TCL Global Mr. Mohammed Mia. Sir is a very humble person, and he has even patiently described my every queries. As TCL has completed 13 years in the education consultancy industry, there was less scope of collecting information about the company, about its Financial Performance and all the important and necessary information I have collected from our CEO,Account department and HR department. They also handed me some TCL 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 TCL as an executive councilor. I have tried to dedicate myself fully to my given task so that I can learn about the TCL 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 in the same position in TCL Global LTD and now I am working in TCL after completing a 3 months internship.

But there are also so many people who helped me during this period by their valuable speech, time, hospitality & co-operation. l like to mention their name also. I would like to thank **Seikh Ayesha Ashraf** (Trainee, Development), TCL Global LTD. The Internship program cannot be successful without their proper guidance and kind cooperation.

Executive Summary:

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

TCL Global LTD (TCL) is an educational consulting organization. It provides in-depth guidelines and support to the students who are seeking help for foreign higher study. TCL has four branches inside Bangladesh two is in Dhaka and another two is Chittagong and Sylhet. TCL is working with 16 countries as the representatives of top ranked colleges and universities of these countries. TCL started its journey in 2011 through the Facebook platform. Because of the huge responses of people from its Facebook page TCL established the Dhaka office in 2019. TCL mission is to provide a high standard ethical and quality service to empower the students.

TCL has planned its STP by analyzing UNESCO data, various articles about higher study of Bangladesh and 3 Facebook groups of TCLS. TCL has segmented its clients based on their demands for Australia, Canada, UK, USA, Germany. TCL has targeted the potential clients who demand for Australia, UK, USA, Canada. TCL has started its positioning through the 1st Facebook group where the CEO provided assistance in every aspect about foreign higher study to Bangladeshi students. TCL 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 TCL among the students.

TCL is a 11 years old organization in the education consulting industry. So, TCL always observes the activities of competitors to develop the services and strategies accordingly. TCL provides GTE standardized consulting services without any service charge compared to its well-known competitors. TCL has three Facebook groups and TCL gets most of the clients from these sites which are a competitive advantage with high conversion rate. Moreover, TCL has designed an 'English Spoken' course to improve the speaking skill which is getting good response from clients and working as another competitive advantage.

TCL helps to select institutions and subjects, assists in visa processing, credit transfer, in gaining foreign scholarships, and assists in PR processing. TCL conducts IELTS and PTE courses by the top skilled instructors of Dhaka. The services of TCL are free of any charges. The three Facebook pages of TCL and other social sites such as Twitter, LinkedIn, Instagram, YouTube channel is the main medium for promoting the goals and activities of TCL. TCL conducts career live sessions online, sharing informative news about foreign study and articles of top ranked universities in these sites.
My responsibilities as an intern in TCL 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 TCL helped me to know about the need for educational consultation in Bangladesh and how it is related to the bright career of a student.

Table of Content:

Preface 3
Declaration 3
Letter Of Acceptance 5
Acknowledgement 6
Executive Summary: 7
Chapter- One
Introduction 2
1.1 Introduction: 3
1.2 Objectives Of The Report: 3
1.3 Methodology Of the Report: 3
1.3.1 Data Sources: 4
1.3.1.1 Primary Sources: 4
1.3.1.2 Secondary Sources: 4
1.4 Scope of the Area: 4
1.5 Limitation of the Report: 4
Chapter- Two
Literature Review 6
2.1 Literature Review: 7
Chapter-Three 10
An Overview of TCL Global Bangladesh 10
3.1 Establishment 11
3.2 Mission 11
3.3 Vision 11
3.4 TCL Core Values 11
3.4.1 Student Focus 11
3.4.2 Respect 12
3.4.3 Competences 12
3.4.4 Entrepreneurship 12
3.4.5 Communication 12
3.4.6 Collaboration 12
3.4.7 Integrity 12
3.5 Corporate profile of TCL Global Limited: 13
3.6 TCL Management Organogram: 13
3.7 SWOT Analysis of TCL Global : 16
3.7.1 Strength: 16
3.7.2 Opportunities: 16
3.7.3 Weakness: 16
3.7.4 Threats: 16
3.8 Products / Services profile of TCL Global Limited: 17
Chapter- Four 19
Theoretical Analysis 19
4.1 Financial Performance Analysis: 20

4.2 Ratio Analysis: 20
4.3 Liquidity Ratio: 20
4.3.1 Current Ratio:..... 20
4.3.2 Quick Ratio:..... 21
4.4 Activity Ratio: 21
4.4.1 Inventory Turnover Ratio: 21
4.4.2 Asset Turnover Ratio:..... 21
4.4.3 Receivable Turnover Ratio: 21
4.5 Market To Book Ratio:..... 21
4.6 Debt Ratio: 22
4.6.1 Debt To Equity Ratio:. .....**Error! Bookmark not defined.**
4.6.2 Long Term Debt Ratio:. 23
4.6.3 Short Term Debt Ratio. 23
4.7 Profitability Ratio:: 23
4.7.1 Gross Profit Margin: 24
4.7.2 Operating Profit Margin Ratio 24
4.7.3 Net Profit Margin Ratio. 24
4.7.4 Return On Equity (ROE). 24
4.7.5 Return On Assets (ROA). 25
4.7.6 Return On Capital Employee (ROCE). 25
Chapter - Five
Analysis of Financial 26
5.1 Current Ratio 27
Table 5.1 Current Ratio of TCL Global for the year 2018 to 2022 .**Error! Bookmark not defined.**
5.2 Asset Turnover Ratio..... 28
5.3 Receivable Turnover Ratio..... 29
5.4 Gross Profit Margin Ratio 29
5.5 Operating Profit Margin Ratio..... 30
5.6 Net Profit Margin Ratio..... 32
5.7 Return On Equity.....**Error! Bookmark not defined.**
Chapter - Six
Findings..... 34
6.1 Findings:..... 35
Chapter - Seven
Recommendations and Conclusions 36
7.1 Recommendations: 37
7.2 Conclusions: 38
Bibliography 39

Chapter- One
Introduction

1.1 Introduction:

As we know after the completion of all academic courses of the 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 an internship which we complete under a faculty who is appointed for us by the university. Internship is a prerequisite for completing our graduation in BBA.

Internship is even a course but we can say this course gives us a stage to apply all our academic knowledge into a practical way and experience the broader aspects of the corporate world. Before submitting the internship report we have to pass through an interview session in any good organization to work there. I have completed my internship report on "Educational Consultancy Services Of TCL Global Bangladesh LTD" under the supervision of our respected faculty Nowshin Mahmood Tahiya, Sonargaon University by completing my 3 months of intern position in TCL Global LTD.

1.2 Objectives of The Report:

In our educational systems we only learn theoretical knowledge but in real life theoretical knowledge and practical knowledge are different. But in the job market practical knowledge gets the most priority. Because without practical knowledge no value is added. In the job market, fresh graduate students face the problem about the practical knowledge about their major subject and how it is used in an organization and business world. So, the internship process is mandatory and a major requirement for a student to complete his/her BBA degree.

Broad Objectives:

The broad objective of this report is to evaluate the customer service and analyze the financial performance of TCL Global LTD.

Specific Objectives:

- To Put into practice what I have learned about education consulting, business, and immigration visa during my internship.
- Examining the roles that consulting services play in the lives of students,businesses, and newcomers.
- To learn the inner workings of the education consulting, business and migration visa industries by TCL Global LTD.
- The goal is to investigate the company's overall consultancy system and its associated procedures.
- The goal is to acquire hands-on experience in the fields of education consulting, international business, and immigration paperwork.

1.3 Methodology of the Report:

I have prepared this report on the basis of my experience, knowledge which I gathered from my senior manager, colleagues and supervisors. Here I mainly covered how I could have collected, stored and

accumulated the data. To prepare this report I have prioritized the secondary data. Here I will be discussing how the data are collected.

1.3.1 Data Sources:

To prepare this report I have collected both the primary and secondary data. An educational service does not have enough opportunity to collect data from primary sources. So, secondary information is used to prepare this report.

1.3.1.1 Primary Sources:

The primary data I have collected by day-to-day conversation with my senior colleagues who are more engaged with TCL financial activities, by brief discussions with my CEO Mr. Mohammed Miah and the Country manager of TCL Salman Reza, by interacting with the clients /ex-clients of TCL Global LTD.

1.3.1.2 Secondary Sources:

I have collected the secondary data from the company's personal documents written by advisor of TCl Global, from the articles written by CEO in Prothom Alo newspaper about TCL, 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 TCL.

1.4 Scope of the Area:

In this report we have covered 5 years from 2018 to 2022 into preparing this report with collected data related to Current Assets and Current liabilities for measuring Current ratio. Cost of goods sold, average inventory for measuring Inventory turnover ratio. Revenue, Total asset, Average receivable for measuring Asset turnover and receivable turnover ratio. Market civilization, total book value for preparing Market book ratio. Total asset and total liabilities for Debt ratio. Gross Profit, Net Profit, Operating Profit for measuring Gross profit margin ratio and operating profit margin ratio.Net income, Net Sales, Net profit after tax, shareholders equity, EBIT, Capital employee for measuring Net profit margin ratio, return on equity, return on asset and return on capital employee.

1.5 Limitation of the Report:

Every work has some difficulties, challenges and limitations. Because nothing is hundred percent in the world. I have tried my best effort to keep the report as perfect as possible. But here I mention some limitation which I faces:

- First of all, three months is a very short period to know and collect all the information. In this short period, it is quite difficult to cover all the data of financial performance.

- As an intern student I cannot work in the whole sector of consultancy firm because of my limitation.

- The company TCL Global is non-governmental sector and the information of TCL Global is very confidential so there was less information available about the company in websites to make a brief

- As most of the information was gained from the CEO and seniors of TCL so there were some difficulties to have their time from their busy schedules.

Chapter- Two

Literature Review

2.1 Literature Review:

Fatihudin, Didin (2018) in their paper titled “How measuring financial performance” stated that financial performance is the achievement of the company's financial performance for a certain period covering the collection and allocation of finance measured by capital adequacy, liquidity, solvency, efficiency, leverage and profitability. Financial performance, the company's ability to manage and control its own resources. Cash flow, balance sheet, profit-loss, capital change can be the basis of information for corporate managers to make decisions.

Bhunia, Mukhuti and Roy (2011) in their paper titled “How measuring financial performance” stated that the present study aims to identify the financial strengths and weaknesses of the Indian public sector pharmaceutical enterprises by properly establishing relationships between the items of the balance sheet and profit and loss account. The study covers two public sector drug and pharmaceutical enterprises listed on BSE. The study is of crucial importance to measure the firm's liquidity, solvency, profitability, stability and other indicators that the business is conducted in a rational and normal way; ensuring enough returns to the shareholders to maintain at least its market value.

Purdy, Langemeier and Featherstone (2015) in their paper titled “How measuring financial performance” stated that, operator, perce"A sample of Kansas farms was used to examine the impact of risk and specialization on mean financial performance. Mean financial performance was hypothesized to be influenced by risk, age of the acres owned, financial efficiency, leverage, specialization, and farm size. Risk, age of operator, financial efficiency, and farm size had the largest impacts on mean financial performance.

Matsoso , Benedict (2017) in their paper titled “How measuring financial performance” stated that Financial performance measures (FPMs) are the most commonly used measures of productivity and efficiency in companies, with less consideration for non-financial performance measures. FPMs are regarded as traditional measures that lead to sustainability of a firm; hence they need to be properly managed and controlled. This paper reports the extent to which SMEs recognize the significance of FPMs in their supply chain management (SCM). Financial performance measures (FPMs) are the most commonly used measures of productivity and efficiency in companies, with less consideration for non-financial performance measures. FPMs are regarded as traditional measures that lead to sustainability of a firm; hence they need to be properly managed and controlled. This paper reports the extent to which SMEs recognize the significance of FPMs in their supply chain management (SCM).

Collison, Cobb, Power and Stevenson (2007) in their paper titled “How measuring financial performance” stated that this paper examines the financial performance of the FTSE4Good indices; the indices include companies from different geographical areas on the basis of predetermined social responsibility criteria: currently environmental sustainability, relationships with stakeholders, attitudes to human rights, supply chain labor standards and the countering of bribery. The results indicate that over the period of analysis from 1996 to 2005 these indices outperformed their relevant benchmarks.

Turley,Robins and McNena (2015) in their paper titled “How measuring financial performance” stated that a framework to assess the financial performance of local governments is presented in this paper. The framework adapts and extends an earlier methodology and includes new financial performance measures reflecting considerations in the literature of appropriate financial performance measures for local government units. Using 14 indicators, five broad financial performance measures are employed, assessing liquidity, autonomy, operating performance, collection efficiency and solvency. We apply this numerical and narrative analysis of key financial performance indicators to Ireland’s primary local authorities during the recent boom and bust period. Through application of this financial performance measurement framework using a benchmarking methodology, we identify relatively strong and weak local authority financial performance.

McGuire, Sundgren and Schneeweis (2017) in their paper titled “How measuring financial performance” stated that Using *Fortune* magazine's ratings of corporate reputations, we analyzed the relationships between perceptions of firms’ corporate social responsibility and measures of their financial performance. Results show that a firm's prior performance, assessed by both stock-market returns and accounting-based measures, is more closely related to corporate social responsibility than is subsequent performance. Results also show that measures of risk are more closely associated with social responsibility than previous studies have suggested.

JR and Pearce (1983) in their paper titled “How measuring financial performance” stated that the relationship between formality of planning procedures and financial performance was examined for a sample of small U.S. banks. Small banks without formal planning systems performed equally with small, formal planners. Regardless of formality, each set of banks placed equal emphasis on all aspects of strategic decision-making except formalized goals and objectives. Results suggest that managers responsible for strategic planning activity in smaller organizations do not appear to benefit from a highly formalized planning process, extensive written documentation, or the use of mission and goal identification as the beginning of a strategic planning process.

Ozcan and McCue (1996) in their paper titled “How measuring financial performance” stated that this paper presents an innovative method of measuring and assessing financial performance for hospitals using data envelopment analysis (DEA). A 6% national sample of acute care hospitals was used to compare conventional ratio analysis with the financial performance index (FPI), an aggregate measure of financial performance, developed in this study. The results showed that FPI has captured what various financial ratios indicate independently. The development of a FPI across many financial ratios eases the comparison of an individual hospital with its peers. Development and uses of a FPI can also be applied to other industries.

Wood and LaForge (2017) in their paper titled “How measuring financial performance” stated that the relationship between formal planning procedures and financial performance was examined for a sample of large U.S. banks. It was found that the sample banks that engaged in comprehensive long-range planning significantly outperformed those that had no formal planning system. They also outperformed a randomly selected control group.

Chapter-Three
An Overview of TCL Global Bangladesh

3.1 Establishment

TCL Global is an international EdTech company connecting academic institutions, aspiring students and student recruiters worldwide. Starting from Portsmouth, UK in 2011, we are revolutionizing the international student recruitment scene in over 20 locations at present empowered by world-class talents committed to delivering uncompromised quality. TCL is an authorized representative for admission of foreign students in a large number of prestigious universities and colleges from countries such as the UK,USA,Canada & Australia etc.

Background

TCL Global is a registered and licensed education consulting organization. At TCL a client's best interest would always come first and the services are guide by TCL values and professional ethics. The whole of establishing TCL and its accomplishment is done by the CEO Mr. Mohammad Miah who is a UK citizen and always passionate about the education consulting industry. He started assisting students who were planning to apply for foreign universities from Bangladesh in 2011. He completed his graduation from the University of Portsmouth in the UK. He worked full time in one of the top leading education agencies as a business analyst and branding manager for more than a year where he got the opportunity to enrich his knowledge about the international education industry. TCL Global is partnered with universities all around the UK,USA,Canada and Australia.

3.2 Mission

Making world class education accessible to everyone regardless of their location. The mission is to find innovative ways of assisting global careers launch anywhere on the map.

3.3 Vision

Being the top Edtech company in the international education industry. Our vision is to build a global educational ecosystem that transcends boundaries, empowers individuals, and paves the way for a more interconnected and prosperous world.

3.4 TCL Core Values

TCL aims at providing the higher standard service to those students who dreams to study in different parts of the worlds and want to flourish their academic career in well educational institute.TCL also has some other core values such as;

3.4.1 Student Focus

TCL Global exists for their students. They are the center of everything we do.

3.4.2 Respect

TCL values and respects everyone. TCL believes in promoting and supporting diverse opinions and ideas for the benefit of all.

3.4.3 Competences

They make sure their employees feel empowered to improve on a daily basis to increase effectiveness and efficiency.

3.4.4 Entrepreneurship

All employees take the initiative to start new projects and take risks to achieve better outcomes with innovative ideas.

3.4.5 Communication

Share ideas and new information among colleagues to achieve day-to-day success and long-term goals.

3.4.6 Collaboration

TCL works together across teams and countries to widen access to education all over the world.

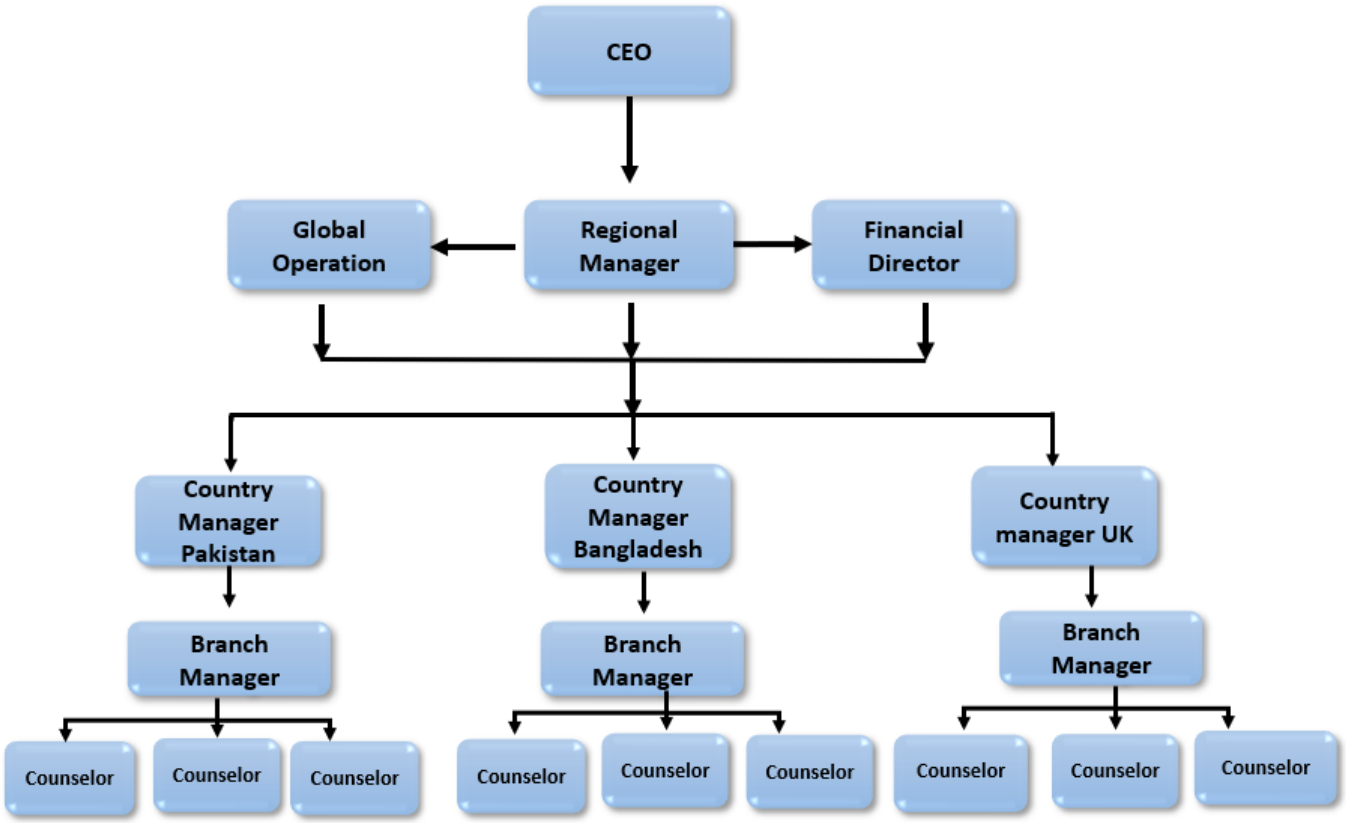
3.4.7 Integrity

They do what is right even if others are not watching! Honesty and trust are central to the way we do things at TCL Global.

3.5 Corporate profile of TCL Global Limited:

Founder	Mr.Mohammad Miah
Date of Establishment	2011
Type of Company	Education Consulting Firm
Operating Branch	UK,Dhaka
Corporate Address	Troyee Plaza, House #34, (level-4th), Sonargaon Janapath, opposite of Zamzam Tower, Uttara sector-11 Hotline number:+8809610930003
Website	corporate@tclglobal.co.uk
Business Name	TCL Global Limited

3.6 TCL Management Organogram:



The chief Executive officer Mr.Mohammed Miah handles and conduct the recruiting, selecting, 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 Head of Marketing TCL Dr. Qasem Reza assists the CEO to determine which marketing technique should be used and how to implement those techniques for the best benefits of the company.

The HR head makes sure the smooth running of HR and administrative tasks of TCL, design and defines job positioning, manages the interview process, and conducts regular meetings. The manager also looks after office supplies checking stocks, placing orders and evaluating new office stationery.

The counselors provide 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. Marketing Executive of TCL identifies and reaches out the new partners and opportunities, handles business research and market survey, and represents the TCL in market meetings.

Helps to increase the growth and sales and documents all customer information. The accountant of TCL works from the Uttara branch. The accountant prepares financial reports, budgets, statements, conduct financial forecasting and risk analysis. The client service executive/front desk officer greets the students/clients in person, on telephone, ensures contact with client through email, SMS or phone, provides the client with a highest-level personalized customer service experience. The instructors of TCL 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.

3.7 SWOT Analysis of TCL Global:

3.7.1 Strength:

- TCL has 4 Regional offices in KSA, Kuwait, Nigeria and Bangladesh. Supervising all of the offices overall operations, Monitoring Student Requirement process and visa compliance issues.
- Our standardized quality services and enriched knowledge about this consultancy industry.
- Strong Networking
- No service charge is claimed for most of the countries.
- Thousands of satisfied students via TCL social media group. No other competitors have their social media group.
- Expert and certified counselor has provided the service of the student.

3.7.2 Opportunities:

- TCL generates new clients from its social media groups where the CEO is an icon to most of the student community.
- The demand for Australia,UK,USA, and Canada for higher study grows day by day which leads the students to choose TCL Global.
- Four Universities in the UK,USA,Canada and Australia are in direct partnership with TCL Global. Bangladeshi students get better facilities if they choose TCL Global.

3.7.3 Weakness:

- Limited product to offer i.e. only 4 countries as destination, as many students are interested in Schengen & European countries.
- Financial operation is operated from a single region which makes the transaction processes longer than usual.

3.7.4 Threats:

- The industry is too competitive & a lot of new organizations are onboarding in Bangladesh.
- Bangladesh's economy is highly inflated, in such a situation many interested students are facing difficulties to arrange the financial support, hence student inflow is decreasing.
- The UK being one of its most popular products is under threat due to the inclusion of new immigration rules.

3.8 Products / Services profile of TCL Global Limited:

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

TCL Professional Services



Product/Service Line of TCL Global:

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 lines of TCL Global.

TCL Counselors and managers are trained experts in this field and also have teaching experience that's why they have in-depth perception about a student's needs and his career aspirations. So, in TCL 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 can easily 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 works TCL and communicate directly with the admission officers of foreign institutions so can easily help students to transfer their credit to their desired universities.For a strong research skill and well reputation of TCL among foreign universities who admire the merits of students TCL assist and lead a student to gain scholarship in those foreign institutions and fulfill their desire to study abroad despite the poor financial condition.

TCL provides the most demanded courses by the foreign institutions which are IELTS, PTE,Toffel by the highly trained instructors who are among the top in Dhaka. TCL is not only specialized in sending students for higher study but also helps both students and professionals in immigration process as the CEO of TCL enriched knowledge and practical experience about immigration activities during his work life in Australia,Canada,UK and USA.

TCL makes sure that the counselors follow some must protocols to maintain the ethical practice and standard of TCL 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 equipment's, 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-Four
Theoretical Analysis

4.1 Financial Performance Analysis:

A financial performance analysis examines the company at a specific period in time—usually, the most recent fiscal quarter or year. The balance sheet, the income statement, and the cash flow statement are three of the most significant financial statements used in performance analysis. The most commonly used financial analysis tools are comparative statements, common size statements, trend analysis, ratio analysis, funds flow analysis and cash flow analysis.

4.2 Ratio Analysis:

Ratio analysis is a helpful tool for assessing a company's financial health and progress over time. It involves analyzing five categories of ratios, including liquidity, solvency, profitability, efficiency, and coverage. These ratios can give you valuable insights into the company's performance.Ratio analysis is referred to as the study or analysis of the line items present in the financial statements of the company. It can be used to check various factors of a business such as profitability, liquidity, solvency and efficiency of the company or the business.

Some types of Ratio Analysis are given below:

1. Liquidity Ratio.
2. Activity Ratio.
3. Market Ratio.
4. Debt Ratio and
5. Profitability Ratio.

4.3 Liquidity Ratio:

A liquidity ratio is used to determine a company’s ability to pay its short-term debt obligations.The two main liquidity ratios are the current ratio and, quick ratio.

4.3.1 Current Ratio:

The current ratio is the simplest liquidity ratio to calculate and interpret. Anyone can easily find the current assets and current liabilities line items on a company’s balance sheet.

Formula of Current Ratio= $\frac{Current\ Asset}{Current\ Liabilities}$

4.3.2 Quick Ratio:

The quick ratio represents the extent to which a business can pay its short-term obligations with its most liquid assets. In other words, it measures the proportion of a business's current liabilities that it can meet with cash and assets that can be readily converted to cash.

$$\text{Formula of Quick Ratio} = \frac{Current\ Assets - Inventory}{Current\ Liabilities}$$

4.4 Activity Ratio:

Asset management ratios (also known as asset turnover ratios or asset efficiency ratios) measure the ability of assets to generate revenues or earnings. Asset management ratios analysis is important and helpful, and allows us to understand the overall level of efficiency of which a business is performing.

4.4.1 Inventory Turnover Ratio:

The Inventory Turnover Ratio is a key measure for evaluating how effectively a company manages its inventory. It demonstrates the number of times a company sold its total inventory within a specified timeframe, typically a year.

$$\text{Formula of Inventory Turnover Ratio} = \frac{Cost\ of\ Goods\ sold}{Average\ Inventory}$$

4.4.2 Asset Turnover Ratio:

Asset turnover reflects a company's overall efficiency by comparing revenue with average total assets. It reveals whether the firm can attract enough customers (generating revenue) for the amount of capital it employs.

$$\text{Formula of Total Asset Turnover} = \frac{Revenue}{Total\ Asset}$$

4.4.3 Receivable Turnover Ratio:

Receivables turnover reflects a company's credit policies in collecting its clients' dues (revenue). The higher the receivables turnover, the more quickly the company turns sales into cash.This activity ratio is rarely used as a standalone measure ,it's one of the three pillars that form a firm's net trading cycle.

$$\text{Formula of Receivable Turnover Ratio: } \frac{Revenue}{Average\ Receivable}$$

4.5 Market to Book Ratio:

The term "Market to Book ratio" is a financial valuation metric utilized to evaluate the current market value of a company relative to its book value. It shows an investor how the market values the stocks of

that company.It signifies whether the stock is overpriced or underpriced and accordingly investors can make their decisions.

Formula of Market to Book Ratio: $\frac{Market\ capitalization}{Total\ Book\ Value}$

4.6 Debt Ratio:

A debt ratio is a tool that helps determine the number of assets a company bought using debt. The ratio helps investors know the risk they will be taking if they invest in an entity having higher debt used for capital building. The ratio also lets them assess how fruitfully a company uses its debt to build and expand its business.

Formula of Debt Ratio: $\frac{Total\ Debt}{Total\ Asset} / \frac{Total\ liabilities}{Total\ Asset}$

4.6.1 Debt to Equity Ratio:

The debt-to-equity ratio often used in conjunction with the debt ratio, compares a company's total debt to its total equity. It gives stakeholders an idea of the balance between the funds provided by creditors and those provided by shareholders.

4.6.2 Long Term Debt Ratio:

The long-term debt ratio focuses specifically on a company's long-term debt (obligations due in more than a year) relative to its total assets or equity.It offers insights into the company's long-term solvency and its ability to meet its long-term obligations.

4.6.3 Short Term Debt Ratio:

Conversely, the short-term debt ratio concentrates on obligations due within a year. This ratio provides a snapshot of a company's short-term liquidity and its ability to meet immediate financial obligations using its most liquid assets.

4.7 Profitability Ratio:

Profitability ratios are financial metrics that help to measure and also evaluate the ability of a company to generate profits. Also, these abilities can be assessed through the income statement, balance sheet, shareholder’s equity or sales processes for a specific time period. Furthermore, the profitability ratio indicates how well the company utilizes its assets to generate profits and provide value to its shareholders.

The profitability ratio is also an effective way to analyze and compare similar companies or previous periods.

Types of profitability Ratios:

1) Gross Profit Margin
2) Operating Profit Margin
3) Net profit Margin
4) Return On Equity (ROE)
5) Return On Asset (ROA)
6) Return On Capital Employee

4.7.1 Gross Profit Margin:

The gross profit margin ratio helps measure how much profit a company generates from its sales of goods and services after deducting direct costs or the cost of goods sold. Also, a higher gross profit is a positive indication that the company can cover operating expenses, fixed costs, depreciation, etc., and generate net income for the company.

$$\text{Formula of Gross Profit Margin} = \frac{Gross\ Profit}{Net\ sales} \times 100$$

4.7.2 Operating Profit Margin Ratio:

Operating Profit Margin helps measure the company's ability to maintain operating expenses to generate profit before interest expense and tax deduction. In other words, the revenue that remains after costs is deducted from net sales.

$$\text{Formula of Operating Profit Margin Ratio} = \frac{Operating\ Profit}{Net\ sales}$$

4.7.3 Net Profit Margin Ratio:

The net profit margin ratio measures the company's overall profitability from its sales after deducting all direct and indirect expenses. Also, it is the percentage of revenue that remains after deducting all expenses, interest and taxes. A higher net profit indicates that the company is operating well while managing its costs and pricing of goods and services.

$$\text{Formula Of Net Profit Margin Ratio} : \frac{Net\ Income}{Net\ sales}$$

4.7.4 Return On Equity (ROE):

ROE measures how well a company can use its shareholders' money to generate profits. Also, it indicates the returns on the sum of money the investors have invested in the company.Furthermore, ROE is usually watched by investors and analysts. Moreover, a higher ROE ratio can be one of the reasons to buy a company's stock.

$$\text{Formula of Return On Equity (ROE)}: \frac{Net\ Profit\ After\ Tax}{Shareholder's\ Equity} \times 100$$

4.7.5 Return On Assets (ROA):

Return On Assets (ROA) measures how well a company uses its assets to generate profits. In other words, it focuses on how much profit it generates on every rupee invested. Also, it measures the asset intensity of the company. Thus, a lower ROA indicates a more asset-intensive company.On the contrary, a higher ROA indicates more profitability against the company's number of assets to operate. Moreover, companies with higher asset intensity must invest a significant amount in machinery and equipment to generate income. For example – telecommunication, car manufacturers, railroads, etc.

Formula Of Return On Assets (ROA): $\frac{Net\ Profit\ After\ Tax}{Total\ Assets} \times 100$

4.7.6 Return On Capital Employee (ROCE):

Return On Capital Employee measures the company's overall return against the overall investment of both shareholders and bondholders. This ratio is very similar to ROE, but it is more comprehensive as it includes the returns generated from bondholders capital investments.

Formula of Return on Capital Employee (ROCE): $\frac{EBIT}{Capital\ Employee}$

Chapter – Five

Analysis of Financial

5.1 Current Ratio

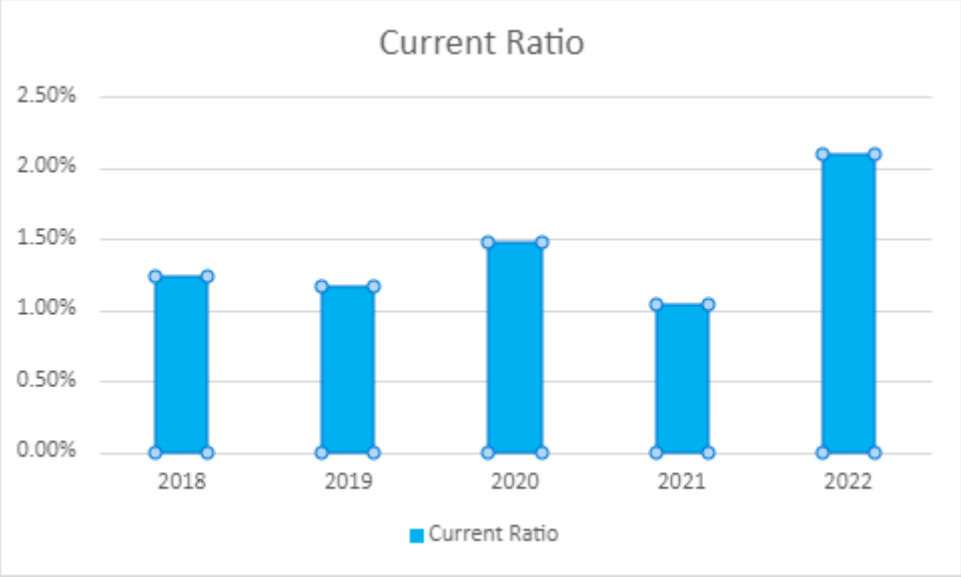
Table 5.1 Current Ratio of TCL Global for the year 2018 to 2022

Particulars	2018	2019	2020	2021	2022
Current Asset	16,705,293	18,396,659	19,206,599	18,895,602	29,665,883
Current Liabilities	13,586,206	15,785,223	12,985,036	18,298,674	14,088,000
Current Ratio	**1.23%**	**1.17%**	**1.48%**	**1.032%**	**2.10%**

Source: Annual Report of TCL Global

From table 5.1 we can see that the current ratio of 2022 was 2.01% which was the highest among the five years and it was 1.03% which was the lowest. The other year's ratios were more or less the same.

Figure 5.1 Current Ratio of TCL Global



5.2 Asset Turnover Ratio

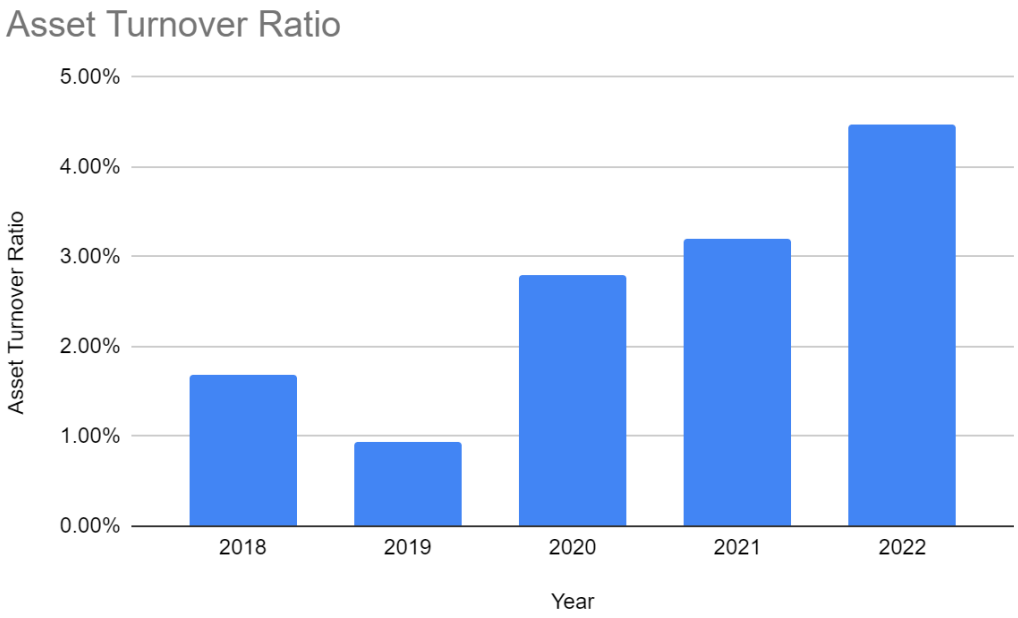
Table 5.2 Asset Turnover Ratio of TCL Global for the year 2018 to 2022

Particulars	2018	2019	2020	2021	2022
Revenue	30,852,963	45,529,035	60,259,965	71,955,128	171,760,994
Total Asset	18,250,859	48,335,578	21,496,035	22,387,620	38,296,180
Asset Turnover Ratio=	**1.69%**	**0.94%**	**2.80%**	**3.21%**	**4.48%**

Source: Annual Report of TCL Global

From table 5.2 we can see that the current ratio of 2022 was 4.48% which was the highest among the five years and it was 0.94% which was the lowest. The other year's ratios were more or less the same.

Figure 5.2 Asset Turnover Ratio of TCL Global



5.3 Receivable Turnover Ratio

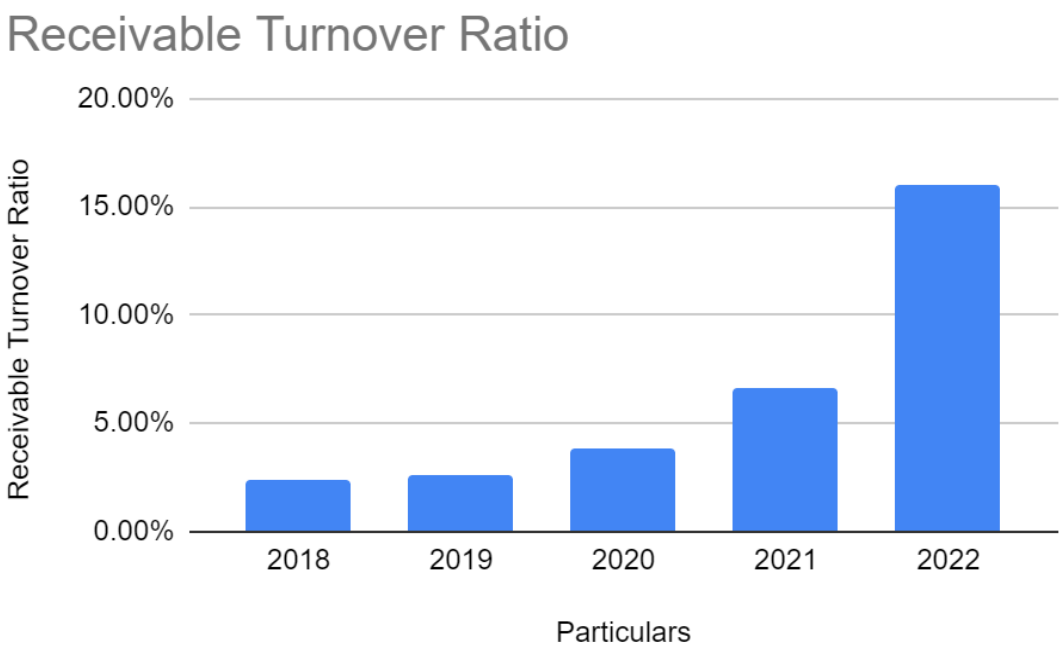
Table 5.3 Receivable Turnover Ratio of TCL Global for the year 2018 to 2022

Particulars	2018	2019	2020	2021	2022
Revenue	30,852,963	45,529,035	60,259,965	71,955,128	171,760,994
Average Receivable	12,639,657	17,587,279	15,859,365	10,747,681	10,747,681
Receivable Turnover Ratio=	**2.44%**	**2.58%**	**3.79%**	**6.69%**	**15.99%**

Source: Annual Report of TCL Global

From table 5.3 we can see that the current ratio of 2022 was 15.99% which was the highest among the five years and it was 2.44% which was the lowest . The other year's ratios were more or less the same.

Figure 5.3 Receivable Turnover Ratio of TCL Global



5.4 Gross Profit Margin Ratio

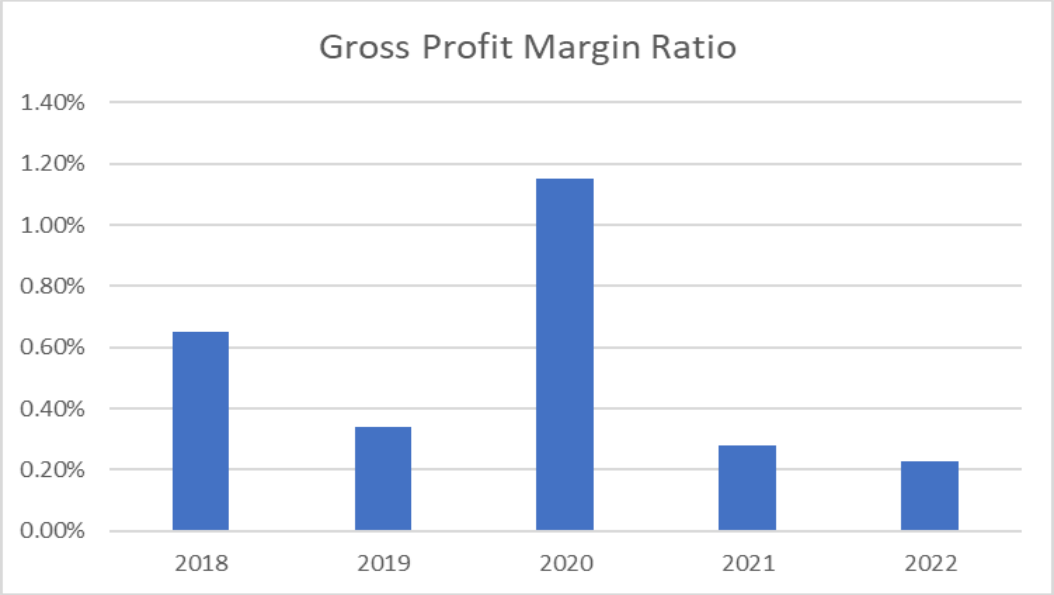
Table 5.4 Gross Profit Margin Ratio of TCL Global for the year 2018 to 2022

Particulars	2018	2019	2020	2021	2022
Gross Profit	20,250,968	15,724,095	40,526,008	19,795,578	38,903,375
Net Sales	30,852,963	45,529,035	35,259,965	71,955,128	171,760,994
Gross Profit Margin Ratio=	**0.65%**	**0.34%**	**1.15%**	**0.28%**	**0.23%**

Source: Annual Report of TCL Global

From table 5.4 we can see that the current ratio of 2020 was 1.15% which was the highest among the five years and it was 0.23% which was the lowest. The other year's ratios were more or less the same.

Figure 5.4 Gross Profit Margin Ratio of TCL Global



5.5 Operating Profit Margin Ratio

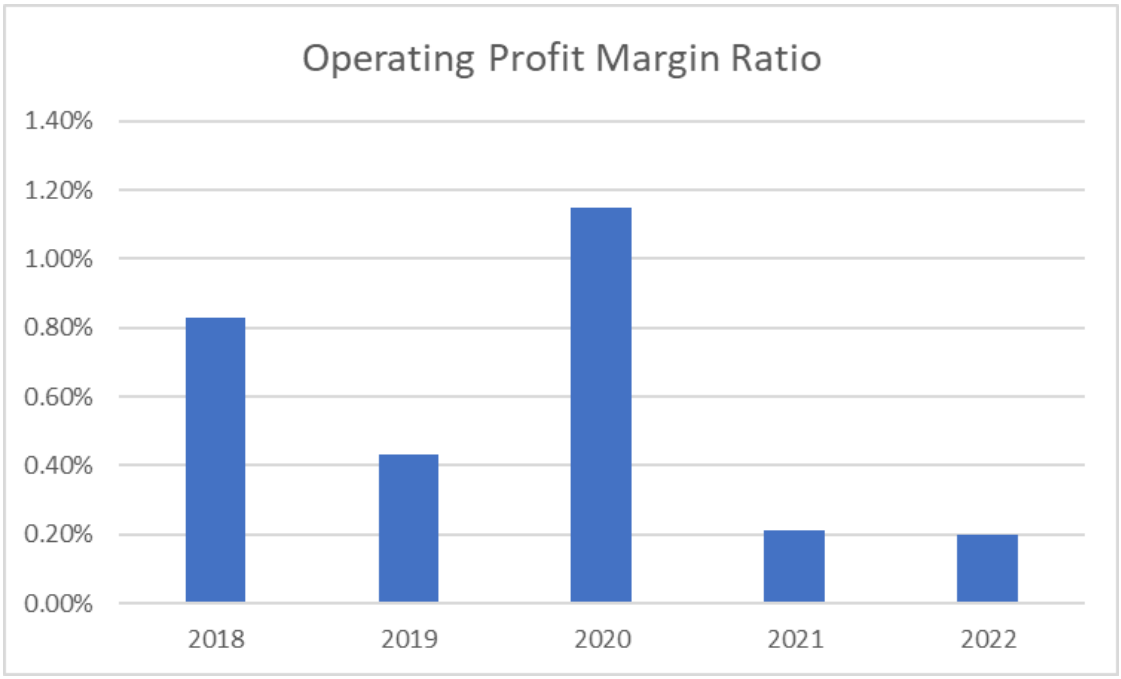
Table 5.5 Operating Profit Margin Ratio of TCL Global for the year 2018 to 2022

Particulars	2018	2019	2020	2021	2022
Operating Profit	25,852,376	19,879,024	40,338,557	15,068,641	32,821,303
Net Sales	30,852,963	45,529,035	35,259,965	71,955,128	171,760,994
Operating Profit Margin Ratio	**0.83%**	**0.43%**	**1.15%**	**0.21%**	**0.20%**

Source: Annual report of TCL Global

From table 5.5 we can see that the current ratio of 2020 was 1.15% which was the highest among the five years and it was 0.20% which was the lowest . The other year's ratios were more or less the same.

Figure 5.5 operating Profit Margin Ratio of TCL Global



5.6 Net Profit Margin Ratio

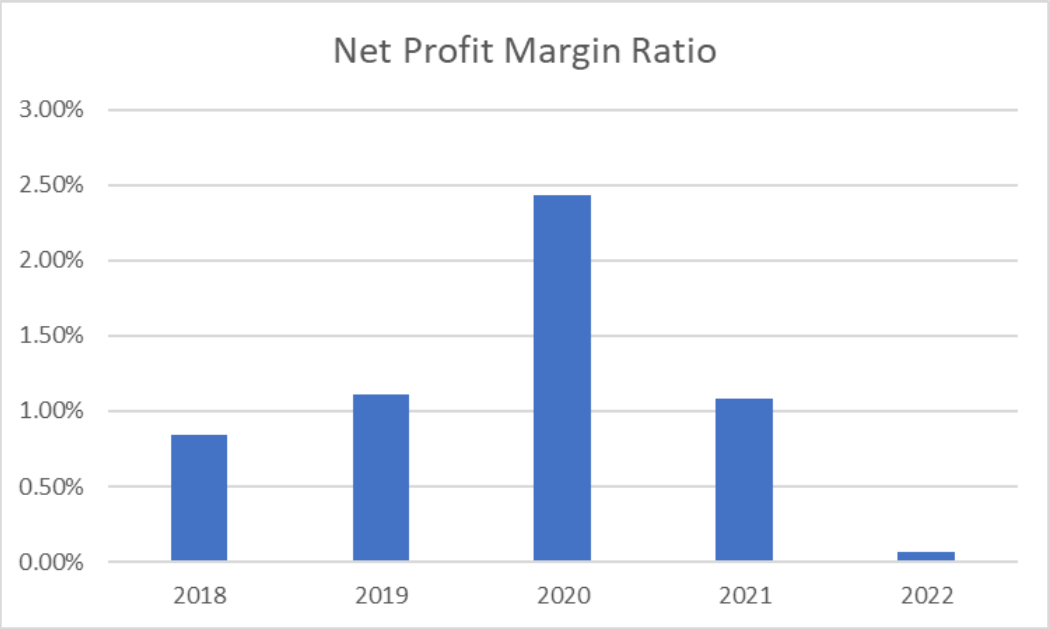
Table 5.6 Net Profit Margin Ratio of TCL Global for the year 2018 to 2022

Particulars	2018	2019	2020	2021	2022
Net Income	25,890,367	50,745,096	85,554,205	77,990,620	11,697,886
Net Sales	30,852,963	45,529,035	35,259,965	71,955,128	171,760,994
Net Profit Margin Ratio	**0.84%**	**1.11%**	**2.43%**	**1.08%**	**0.067%**

Source: Annual Report of TCL Global

From table 5.6 we can see that the current ratio of 2020 was 2.43% which was the highest among the five years and it was 0.067% which was the lowest. The other year's ratios were more or less the same.

Figure 5.6 Net Profit Margin Ratio of TCL Global



5.7 Return on Equity

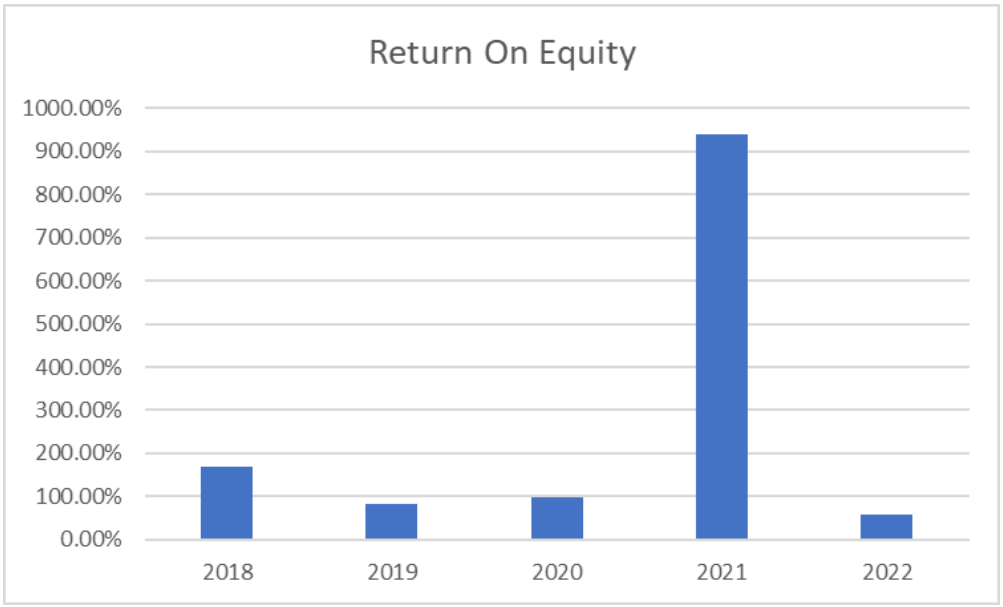
Table 5.6 Net Profit Margin Ratio of TCL Global for the year 2018 to 2022

Particulars	2018	2019	2020	2021	2022
Net profit After tax	25,890,367	50,745,096	85,554,205	77,990,620	11,697,886
Shareholders Equity	15,290,874	60,597,465	86,025,879	82,99,620	19,997,506
Return On Equity	**169.31%**	**83.74%**	**99.45%**	**939.68%**	**58.50%**

Source: Annual Report of TCL Global

From table 5.7 we can see that the current ratio of 2021 was 939.68% which was the highest among the five years and it was 58.50% which was the lowest. The other year's ratios were more or less the same.

Figure: 5.7 Return on Equity of TCL Global



Chapter – Six

Findings

6.1 Findings:

From the report I got some findings about the Financial Performance of TCL Global. The findings are necessary for the company to take corrective measures. So, I disclose the findings below:

- As we can see the current ratio of TCL Global is increasing day by day. The average growth rate per year is 1.5% to 2.5%.

- The Asset Turnover ratio of TCL global never fluctuates. 2018 to 2022 the asset turnover ratio is 1.69% to 4.48%.

- The Receivable Turnover ratio of TCL Global is increasing day by day. From 2018 to 2022 the Receivable Turnover ratio increased 2.49% to 15.99%.

- The Gross Profit Margin ratio of TCL Global was fluctuates over the period of 2018 to 2022. The Ratio of 2018 to 2022 is 0.65% to 0.23%.

- The Operating Profit Margin Ratio of TCL Global also fluctuates over the period of 2018 to 2022. 2018 to 2022 the operating profit margin ratio is 0.83% to 0.20%.

- The Profit Margin ratio of TCL Global LTD from 2018 to 2022 is 0.84% to 0.067%. The ratio of 2020 is higher than 2022.

- The Return on Equity comparatively increases rather than other financial performance. 2018 to 2022 the return on equity is 169.31% to 58.50%.

- The Quick ratio of TCL Global never Fluctuates. 2018 to 2022 the quick ratio is 1.89% to 5.05%.

Chapter - Seven
Recommendations and Conclusions

7.1 Recommendations:

It has been 6 months that I am working in TCL as an executive student counselor. Till now I have been engaged with many official tasks of TCL 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, I would like to give a few recommendations about the management. Based on findings it can be recommended to progress in future. The recommendations are disclosed below:

1. To help the country develop internationally, an educational consultancy firm is a very powerful method for students who want to get connected to a worldwide university. TCL is a very popular consultancy firm in Bangladesh so they should ensure that their financial performance would be much better next year.

2. TCL 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.

3. They should be more concerned about their Financial Performance.

4. By analyzing I got to realize that TCL has a good image among the target customers. Sometimes we have to deal with the clients who are interested in going to Denmark, State, Italy, Japan but they want the visa processing done by TCL as they have heard about the visa success rate of TCL for Australia, Canada, Sweden through their familiar people or through the Facebook groups of TCLS. 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 TCL. Also, TCL can provide GRE or GMAT courses. As TCl works with German universities and many students want to go German because there are 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.

5. TCL should gain their assets, revenue and decrease their liability so that their gross profit and net profit are high.

6. The firm should always be aware, ready to respond quickly against competitors' actions as well as different economic conditions, bring new and innovative investment for customer services, utilize advanced technical and technological means to be quickest and errorless, arrange various training and workshop for the employees regularly etc. in order to keep their current position among the TCL Global of the country as well as the consulting industry of Bangladesh and be placed in a better position in the upcoming future.

7.2 Conclusions:

During my work experience in TCL Global LTD 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 want to be a part of the global economy. In the 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 the university environment. According to UNESCO in 2000 over 7,9000 Bangladeshi students enrolled for higher education abroad and the number tripled in 2013. Here in our country where vacancies for jobs are less than the graduate people, employees with foreign degrees are getting more wages and are in demand in the teaching sector, manufacturing, medical, law and private job sectors which make the student go abroad to study. The meritorious students with financial bindings opt to join public universities. They face political chaos 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 statistical data from UNESCO shows that 60,390 Bangladeshi students pursued study abroad in 2017. TCL Global has made a long survey on this data before establishing their Dhaka branch. As I already mentioned, the main encouragement came from the 1st facebook group of TCLS which is Australian Student Visa & Other Visa Information for Bangladeshi Students. TCL 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 UNESCO, Australia, Canada, UK , Germany , and Malaysia are among top ten destinations desired by Bangladeshi Students so by targeting these specific students TCL 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 TCL 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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