

Field Marketing and B2B Sales in the Software Industry: Internship Experience at LEOTECH

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Submitted in Partial Fulfilment of the Requirements for the Degree
Bachelor of Business Administration.



31 August 2025

Internship Report Approval Form

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INTERNSHIP/PROJECT INFORMATION

Internship/Project: Internship

Internship Report Topic: Field Marketing and B2B Sales in the Software Industry: Internship Experience at LEOTECH

Term (Tick one) : ☐ Spring 2025 ☒ Summer 2025 ☐ Fall 2025

SUPERVISOR APPROVAL (Please place a Tick)

☒ Approved ☐ Not Approved ☐ Partial Re-write ☐ Full Re-write

Remarks (If Not Approved/Pretrial/Full Rewrite): Not Applicable

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Letter of Transmittal

31 August 2025

Mr. Faisal Mohammad Shahriar
Internship Supervisor (Academic) & Assistant Professor, School of Business
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Subject: Submission of Internship Report.

Dear Sir,

Due to respect, I state that I have prepared my internship report on the topic of '**Field Marketing and B2B Sales in the Software Industry: Internship Experience at LEOTECH**'. I hereby submit this internship report which I prepared based on my 12 weeks experience in the firm as an intern.

I have tried my best to follow your instructions and make the report as perfect as possible with a meaningful outcome within the targeted time. I have also tried my best to follow appropriate methods for the topic which I have found the most relevant and practical for my internship report. I would be glad to provide any clarifications, if required. I therefore submit it and hope that you would excuse the minor errors.

Sincerely Yours

Wamama Wadud Rafa
ID: 213011142
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Name: WAMAMA WADUD RAFA

Signature:

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Date: 31 August 2025

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Part A

Chapter One: Internship Preparation

1.1 Motivation and expected learning from the internship:

My strong interest in marketing and the way technology is advancing in business inspired me to apply for the position of intern at Leotech Software Company. I wanted to gain a true understanding of how software companies market their products, communicate with customers, and find jobs in a competitive market. Field visits are used to develop relationships with clients and earn their trust, so I was particularly curious to find out more about digital marketing tactics and market research methods. Through this internship, I hoped to gain more practical experience with social media platforms, client communication, and campaign analytics. Developing professional habits was something else I hoped would happen. These habits included flexibility and teamwork, as well as time for management. I saw this internship as a chance to bridge the gap between classroom education and real-world work experience. Additionally, this helped me get ready for a future career in tech marketing.

1.2 Internship search process:

When I was in my last academic semester, I started searching from that moment. I prepared my CV earlier and always updated from time to time; for that reason, it didn't take much time to apply. I applied through different types of groups which posted specially for internship or fresh graduate students. Also, I tried to connect to my respected faculty members for a better internship organization. Later, I reopened my LinkedIn profile to search for an internship opportunity in Dhaka. In the month of March after my midterm, I started dropping CVs to different organizations. I got my first interview date from X an integrated marketing agency, then REDEX, then 1000fix & then from Dhaka Tribune. These were some of my renowned organization choices from CV dropping. I got many calls from different organizations but I waited for the place where I could fit myself. I looked for a place where I can spend less for my travel expenses & the place where I can meet my expectations. Like this I have waited after my final for like 1.5 months. At that time, I got frustrated. I didn't find a chance to get in somewhere. Then at the end of June I got a call from LEOTECH for an interview. In the meantime, I also gave an interview to Singularity

Limited. That was a lengthy process and I gave the interview in two different steps. So, I waited for that company because I really wanted to gain knowledge from that company and atmosphere but I got rejected after my second interview. The day before my joining in LEOTECH, I also got an interview call from Squire Toiletries and I got rejected. Then I decided not to waste time and got into LEOTECH.

1.3 Internship interview experience:

As I have little experience of doing a job so the interview process was smooth for me. I also gave interviews with some companies in my academic life for a part time job. I can say I was confident enough about the interview. I always searched enough about the organization before going to the interview. Sometimes I gathered a lot of information and sometimes I didn't get much time to gather enough information. But what I faced mostly in the interview were analytical or situation-based questions. I got nervous at that time, because these questions were totally impromptu as well as the answers. The first question of every organization was "Tell me about yourself"; the ice breaking session part. After facing some of my shortcomings in the interview, I need to organize more informatively to answer any kind of analytical questions. Also, I need to prepare myself always about marketing related examples and basic things to convince my evaluator that I'm very passionate about marketing and I'm enjoying this field. I felt I failed to deliver my passion about Marketing & its field; for this reason, I got rejected from some places. Also got so many calls from different organizations who were interested in me for my confidence about working in a field, little experience about tele marketing, what I know most about marketing from my experience & about their company. My internship experience in the current organization was good. It took 10-15 minutes. The CEO of LEOTECH took my interview. He was asking questions based on my CV. My interests, my knowledge, my experience, my future plan and then wrapped it after briefing some points about their company. I was confident enough to face every question. Lastly, by the grace of Almighty Allah they called me back-to-back two days and I got in and did my internship in LEOTECH.

1.4 An overview of the internship organization:



1.4.1 An overview of LEOTECH:

LEOTECH is one of the best software companies in Bangladesh. Our motto is to be innovative and provide creative IT services.

- **Mission:** LEOTECH's mission is to enhance business growth of our customers with creative design, development and to deliver market defining high quality solutions that create value and reliable competitive advantage to customers around the globe. Our main aim is to develop in a constant manner and become a leading performer in this competitive global marketplace. Fortunately, we have been able to gather a crew of professionals that can shape and mold their collective experiences, all of them possess outstanding talent that can help to accelerate your organization. (Leotech Software Company Bangladesh, n.d.)
- **Expertise:** LEOTECH's technical team are expert following sectors and also highly advanced in support as well as management sectors. Php, asp.net, Python, node.js, Mysql, ReactNative, Ios, Angular js, Android, Flutter, Java, Kotlin, Laravel, Message. Since our inception, we have worked tirelessly to provide cutting-edge technology solutions to our clients, and we are committed to maintaining this standard of excellence. We believe in creating innovative products and services that add value to our customers' lives and businesses. We are proud of the work we have done so far, but we know that there is always room for improvement. We are constantly seeking new ways to enhance our offerings and stay ahead of the curve in this ever- changing industry. At LeoTech, we prioritize transparency, integrity, and accountability in all our interactions with our clients, employees, and partners. We strive to foster a culture of collaboration, creativity, and inclusivity, where every individual is valued and respected.

1.4.2 Products and Services of LEOTECH:

We provide digital services based on your requirements. Take a look at our services and choose your desired one. (Leotech Software Company Bangladesh, n.d.)

- Education System: Education Management Software / Attendance / Exam / Accounts / Virtual Classroom / Student Portal
- ERP Software: Business ERP Solution / Garments Payroll / Shop / Product / Company Management
- Bulk SMS: Complete Bulk SMS Service Solution / Quickly Deliver / Large Number of SMS Support / Broad Audience
- eCommerce: eCommerce Solution / Multi-store / Multi-vendor Marketplace / Shopping Cart / Inventory / Online Payment
- Healthcare: Advance Hospital Management Software with Website / Pharmacy / Prescription / Doctor Appointment
- POS Software: POS Solution Software / Inventory / Retail / Sales Purchase / Account & Finance / Customer Management
- Web Development: Web Design And Development / Domain and Hosting / SEO / Content Writing / Digital Marketing
- Value Added Service: Mobile Value Added Service / Standard Voice Calls / Fax Transmissions / Easy to manage
- Call Center: Complete Call Center Solution / Virtual Assistance Solution / Digital Support Solution
- News Portal: News / International News / Sports News / Politics / Entertainment / Economics / lifestyle / Education / Information Technology
- Flexiload Software: Mobile Recharge / User-friendly / Real-time Reporting / Security / Multiple Payment Options / Customer Management
- Professional Training: Machine Learning / Digital Marketing / Graphic Design / Web Development / Game Development / Payroll Software Training

1.4.3 Key people of LEOTECH:

1. Suman Das (CEO & Founder)
2. Monoj Biswas (Senior Executive Operations)
3. Alamgir Hossain Abir (Senior Marketing Officer)

Chapter Two: About the Internship

2.1 Activities of the department/office:

Leotech Software Company's marketing department is crucial to the company's promotional campaigns of its digital products and generating awareness of the product nationwide. It is the work of the department to create, implement, and market a campaign, direct social media, create promotional content material, carry out market studies, and sustain a relationship with the clients. Another major component of the department work is conducting and attending field trips to the different government offices and learning institutions. These are field visits which Leotech carries out to showcase our software-based products including software systems in schools, HRM software and electronic systems of attendance. During these visits, the team informs prospective clients of the value of automation and digitalization and this is expected to increase the implementation of software in the entire Bangladesh. Such a proactive move does not only establish trust among clients but also designates Leotech as a nationwide tech leader.

2.2 Work environment:

Initially, when I arrived in this organization for the interview, I had some negative perceptions about the place regarding the atmosphere. I thought it would be boring for me and I couldn't focus in this small area. However, after working with my supervisor and other members of the organization, I feel overwhelmed by the organization's environment. I feel safe and their kindness really helps me cope with my new software operation. They do everything possible to enlighten me and provide me with new ideas concerning their work system. Last but not least, I got a very soft spoken & thoughtful CEO as my mentor. Every day, he conducts meetings with each employee separately including me and suggests ways of thinking to work in a self-motivated way and treat the company as if it is mine.

2.3 Duties and responsibilities as an intern:

As a marketing intern, I have been participating in the following critical activities:

- Digital Marketing Support- Managed the company's Facebook page, LinkedIn, and dealt with the website's upkeep. Planned and scheduled social media posts for the company using Meta Business Suite. Developed captions and images to advertise school management systems, e-commerce platforms, and ERP software.
- Market Research & Competitor Analysis- Investigated other software businesses in Bangladesh to examine their marketing and pricing strategies. Drafted summaries of identified gaps in the market along with some ideas on how to position our products there.
- Content Creation- Created marketing materials for brochures, client proposals, as well as blogs on the company's website. Co-authored scripts for promotional and explanatory animations about the company's software products.
- Client Communication- Attended business development meetings to learn about client queries and worked on problem solving. Designed follow up and introduction emails for clients with software products using predefined templates.
- Campaign Monitoring- Learned how to evaluate Facebook adverts using data like reach, engagement and click through for the advertising campaign. The company ran campaigns and I gathered the data for them to justify the performance reports.
- Field Trips to Government Offices and Educational Institutions- With the marketing and business development teams, I participated in field visits to advertise Leotech's digital solutions. In government offices, I offered tailored software solutions for managing records, tracking employee attendance, and overall digital workflow automation. In educational institutions, conducted walkthroughs of Leotech's School Management Software with feedback sessions from the administration and IT staff. From these visits, I gained firsthand experience in client presentation expertise, product demonstration as well as relationship management in the B2G and B2E industries.

2.4 Learnings and acquired skills from the internship:

Learnings and acquired skills from the internship-

Internship at Leotech Software Company Bangladesh has been a wonderful learning curve and a new experience that taught me many lessons in life as well as professionally. As I spent time in the marketing department, I have learned the following skills, acquired some theoretical knowledge, and even learned some practical information in several aspects:

- Real-world Digital Marketing- Acquired the knowledge of how to produce and plan the social media content with the help of professional tools such as Buffer and Meta Business Suite. Understand the concept of Facebook ad campaign creation and operation as well as measure its success having reached the targets in the form of reach, engagement, and click-through rate.
- Enhanced Presentation and Communication Skills- Learned to communicate better with my words orally and in writing by preparing and making professional emails and participating in meetings with the clients. Discovered how to communicate product features in a very open and effective way during field trips in government offices and schools.
- Analytical and research skills- Learned to calculate trends in the markets, strategies of competitors, and demands of the consumers. Employed critical thinking to find holes in the market and to propose strategic fixes to the positioning of products.
- Writing and Creativity- Sharpened my knowledge in developing creative marketing content that may include brochures, blog articles and client proposals. Gained experience on how to write script outlines regarding video content which is branded according to the company.
- Team Work- Co-ordinate with the marketing and business development teams and learn that working as a team and time management is very paramount in a corporate environment.
- Professionalism and work etiquette- Became exposed to the business world and the practices of staying on time, meeting deadlines and using formal communication practices. Was taught how to handle assignments under supervision as well as taking the initiative when required.
- Field and Client Exposure- Field visits prepared me on how to approach potential customers, how to respond to first-hand inquiries and how to present products in a clear, straightforward manner. Acquired confidence in dealing with diverse clients both in the education and the public.

2.5 How learnings from internship enhanced academic learnings:

My experience throughout the internship in Leotech Software Company has brought a lot of academic advancement to me as I managed to use the theoretical knowledge of marketing in practical situations. At the university level, I was able to learn about aspects such as digital marketing, consumer behavior and market research and business communication. The internship, however, gave me an opportunity to taste these subjects first-hand, including planning actual marketing campaigns, looking into competition, and attending client meetings. The other method I used and further enhanced my knowledge in B2B and B2G marketing was the field visit to government offices and education institutions where I had only learnt about such marketing in the textbooks. The practical experience of using such tools as Meta Business Suite, and

performing such activities as the preparation of client proposals and writing the contents, allowed me to reinforce my practical skills and knowledge. Also, I got the chance to use ERP software and tried to understand how it works in the different sectors. This internship filled the gap between the academic theory and industry practice that made my education more contextual and career related.

Chapter Three: Self Reflection

3.1 Highlights the likings and disliking's during internship:

I have joined on 25th June 2025 in LEOTECH. Before that when I entered there for the interview, I didn't feel that place was like an office. I expected that place to be a professional or corporate one but the place doesn't feel like an office. This is the first thing I dislike most about the organization. Then again, another thing is no one is that much interactive except their departments. Like: I'm very comfortable with my marketing department but not comfortable with the people of different departments as well as for them. On the other hand, there are many things I can be comfortable with in the organization. For example: The CEO is very cooperative with everyone, he treats every employee equally. Then my supervisor helps me enough to get new ideas of software & the operations of software. Moreover, the senior marketing officer of the organization helps me to get ideas about the client communication & field visiting. So, I'm liking the internship mostly about the learning & exploring parts through my seniors and experienced mentors.

3.2 How could the internship experience be improved:

Although the internship was a good and learning experience in Leotech Software Company, several factors can be done to make it better in terms of the future interns. To start, it would be useful to create a formal orientation or training at the onset to familiarize interns on the products of the company, target markets, and company internal tools. This would facilitate a more confident step to assume responsibility. Second, allocation of a definitive mentor or supervisor, who will provide periodic feedback and advice will facilitate the pace of learning and career enrichment. Also, to have a better understanding of the decision-making processes in a real-time possibility of placing interns in more strategic planning meetings or live client projects may be an interesting subject. Lastly, students may benefit by having optional learning opportunities on industry-standard marketing related software like Google Ads, learning the basics of SEO, or CRM products to enhance their capabilities and experience in the field and be more prepared to work in the real world.

3.3 Suggestions for the organization and future plans:

To keep expanding and remain competitive in the digital market, Leotech Software Company might want to think about increasing its brand presence by more specific digital campaigns and collaborations with educational institutions and governmental organizations. They can arrange free workshops or webinars on their software and familiarize people with their software and have relationships with prospects. It would also be a good idea to invest into continuous education of the marketing team with the recent trends in digital marketing, UI/UX, and data analysis. Besides, enhancing the support to clients and creation of multilingual software versions could help target more people in Bangladesh. Regarding my future plans, this internship has encouraged me to learn digital marketing and software product branding so I can create a career in the field. To be able to contribute to the development of the tech industry, I intend to continue training in such tools as Google Analytics, SEO, content marketing to be able to apply my professional experience to develop my craft and be a valuable asset to the industry. Also, I want to be a permanent employee in this company to learn more diverse work and then will be planning something else after gaining enough experience in this sector.

Chapter Four: Personal Development Plan

4.1 Plans for further learning and career:

My internship experience with Leotech Software Company has made me have passion in the area of digital marketing and use of technology in branding. In the effort to set a stronger foundation, I will ensure I continue with learning in topics that include SEO (Search Engine Optimization), Google ads, social media strategy, and data-driven marketing by taking online courses and certification. I also want to advance my content creation, analytics tools and client communication skills in becoming a better marketing professional. My long-term career goal is to work in the field of technology or software and become part of the team that promotes brand growth, expands into the market, and develops new strategies of digital communication. I want to be a confident, creative, and data-savvy marketing specialist able to create value to the clients and companies in the era of digital transformation. I also want to become that experienced person who will guide others and make a team to teach others.

4.2 Technical and interpersonal skills to develop to secure employment/career :

In order to have a successful career in the marketing and software industry, I understand that I need to develop both techie and people skills even further. Technically, I would like to improve my skills in using internet marketing tools such as CRM systems, Canva, SEO tools and Google Analytics. I would also like to understand more about the method of market research, such as data analysis, competitor analysis and customer understanding the approaches that apply greatly to strategic decisions. Also, I expect to become more confident in presenting solutions to clients in person after making more field visits and product demonstrations at government offices, schools, and other establishments. At the interpersonal level, I am being able to work on my communication skills, teamwork and problem-solving skills which are necessary in the fast-paced professional world. The acquisition of these skills will enable me to become a better and employable candidate in the contemporary job market.

Part B

Field Marketing and B2B Sales in the Software Industry: Internship Experience at LEOTECH

Executive Summary:

This report summarizes my findings and observations over an internship that was done at Leotech Software Company Bangladesh in marketing activities, B2B sales and field marketing activities. The paper discusses how the company markets its software products like School Management Systems, ERP, HRM, and attendance management software, to institutional customers like schools and colleges and government offices.

The main source of data used in compiling the report was built up through structured questionnaires, interviews, surveys and observations during field visits with our clients and other internal marketing. The research demonstrates the efficiency of field marketing and direct work with the clients in developing the awareness and the trust. Client survey findings show that 75% of the clients receive responsive customer support in the company but 20% complained about occasional slowness in response and this is an aspect that the firm can work on further. The research also shows that the software solutions provided by Leotech have a substantial benefit in enhancing operational efficiency on the part of institutional clients. The ability to communicate internally, teamwork and strategic planning in the marketing department were noted to be some of the areas that ensured that the marketing and sales goals are met.

All in all, this internship was an eye-opening experience that served to give a practical glimpse into how marketing concepts can be used, how software is sold to corporations and how to maintain relationships with clients in the software industry. The recommendation of the report is that Leotech has developed a stream of digital and field marketing strategies, responsive customer support is ensuring its increasing presence in the Bangladeshi software market and the areas that need further development.

Chapter One: Introduction

1.1 Research title:

Field Marketing and B2B Sales in the Software Industry: Internship Experience at LEOTECH.

1.2 Research objective:

The primary goal of the study is to present what I have experienced during my internship period in LEOTECH Software Company, under the topic field marketing and B2B (business to business) sales. This is to know how software companies market their products to institutions such as schools, colleges, and offices of the government by visiting the field and communicating directly with them. The goal of the study is also to investigate the way the marketing team is building awareness of the software solutions, developing trust among clients, and is contributing to raising the sales. Also, the most important thing is I got to know how this ERP software works in the business field. Using an analysis of my field work experience, the study will demonstrate how field marketing is undervalued in the tech sector and how field marketing contributes to scaling smaller tech firms in the competitive market of Bangladesh.

1.3 Background of the study:

Leotech Software Company Bangladesh is one of the most advanced ICT companies to offer end-to-end digital solutions in the form of innovative solutions that serve a wide variety of industries such as education, healthcare, e-commerce, ERP, and government. The company is based at Dhaka and has Branch offices like in Chattogram; the company boasts of 100 percent client satisfaction with its portfolio of services; the company has following portfolio of services; school management system, ERP, POS software, bulk SMS and flexiload services, web/mobile app development, call center and VAS (Value Added Service) solutions. With a highly experienced team of developers, Leotech has developed a good reputation through tailor-made projects which have evolved with time evident within a well-established portfolio that comprises schools' digital attendance systems, hospital management software and end-to-end ERP applications in the market. Having a mission of innovative approach to the next modern generation, the company is focused on innovation and high technology, creativity, and client-oriented design. This paper examines the marketing and field sales strategy of Leotech which assists its mission in selling its software throughout the institutional and governmental environment of Bangladesh. As an intern of Marketing in

Leotech, I had the opportunity to work closely with the ERP softwares and to interact with clients from different institutions to increase networking & building a good relationship.

1.4 Research questions:

1. What challenges are faced during field visits and B2B sales, and how are they managed by the marketing team?
2. What strategies are used by the marketing team to reach and engage with institutional clients like schools and government offices?

Statement of the problem:

1. The marketing team of Leotech Software Company is faced with a few challenges during field visit and B2B sales activities. This is because one of the primary challenges is trying to sell technical aspects of software to the client that has little knowledge on IT matters, such as working in government offices or in some education institutions in rural areas. Scheduling meetings with decision-makers is also another challenge since these people are busy and difficult to meet. In some cases, clients do not want to take new digital systems due to some budget issues or no trust in new technology. To address these issues, the marketing team comes up with simple and clear-cut presentations, live product demonstrations, and real-life success stories with the aim of establishing trust and interest. They also keep in touch by sending mails or calling and try to identify the exact needs of a client and then provide a solution. The team can achieve this by being flexible, patient, and well-prepared to overcome obstacles and establish effective relationships with clients.

2. In Leotech Software Company, there are various successful tactics employed by the marketing department to reach and approach institutional customers like schools, colleges, and government offices. Conducting field visits is one of the most important strategies where the team members visit the institutions personally to show them the software and how they can resolve their problems using it. Their digital marketing is also targeted and includes facebook, linkedin and email marketing, to create awareness and generate leads. The team also writes personalized presentation and brochures which show how their products can help certain customers such as school management tools to education institutions or attendance tracking software to government offices. The other approach is free demos or trial versions of the software that aids in building trust and interest. Direct communication, digital promotion along with the solutions based on the specifics of clients allow the marketing team to secure strong relationships and enhance the opportunities of a successful B2B sale.

Chapter Two: Methodology

2.1 Type of research:

This part gives the description of the procedures to collect the required information in the report. Most of the data was gained by communication and official documents with the HR division of Leotech Software Company. But since the company applies very strict confidentiality policies, there were some gaps and difficulties in getting detailed information about the internal matters. Consequently, the report is developed on the fair-balanced mixture of both the primary (personal observations, internship experience, and informal interviews as primary data) and the secondary data (brochures published by the company, content of the company websites, and other publicly issued documents as secondary data). This methodology made the report to be accurate and reliable and yet it did not break the data sharing terms and conditions of the organization.

The report is majorly founded on the primary data given by several methods that I have observed during my internship in Leotech Software Company. Personal interviews with school administrators, college IT coordinators and company sales executives helped me to acquire important ideas concerning the internal marketing procedures at the company. Also, I have gathered quantitative information in a structured form by using questionnaires and semi- structured interviews, which were conducted face-to-face and via telephone or online communication channels.

The field observations of the client meetings and marketing visits were also significant in gaining real-time feedback of interactions, reactions of the clients as well as the ways of presentation. The responses that were taken included prospective clients and current clients and included their experience with the ERP and software solutions provided by Leotech. The preparation and selection of these respondents insisted on being persons directly taken into consideration or the decision-making practice during sales or the purchase of ERP/software, which proved the information they have and will give to be relevant and accurate.

Furthermore, the observations that I made daily and my personal experience as an intern allowed me to become more familiar with internal communication strategies and employee engagement practices at the marketing team. To validate it, I would have also given a survey on a standardized questionnaire to

members in the marketing team to whom I was close. This was useful in having a measurable view of how internal marketing and teamwork is occurring.

2.2 Research design:

The study design of this study combines both the descriptive and quantitative methodology. The marketing and B2B sales activities of Leotech Software Company are descriptively explained as the name suggests through the real-life internship experience, field visits, and internal practice with the help of the research design used. This strategy assists in giving a detailed explanation of the way in which the marketing team communicates with clients and markets the software solution and establishes institutional relations. Simultaneously, a quantitative method has been adopted to gather measurable information in the form of structural questionnaires and surveys. They were done with the marketing team, school administrators and IT coordinators where I gathered certain details about the client preferences, marketing efficiency and decision-making process during the purchasing of ERP/software. Numbers, percentages, and direct feedback all contribute to the research in a valuable way since it is more valid, and data based. This study incorporates both descriptive and quantitative research to provide clearer guidelines of the field marketing strategy, sales performance, and the client engagement of Leotech in the software industry. (Leotech Software Company Bangladesh, n.d.)

2.3 Study design:

This report employs a case study type of study design targeting the marketing activities and the B2B sales strategies of Leotech Software Company. It takes mainly a quantitative approach that gives a detailed picture on the way in which the company markets its software to institutional consumers like schools and government offices. The study will be executed through field observations, structured interviews, and surveys so that the primary data can be gathered directly from the clients and the members of the marketing team, and other interested stakeholders. With the descriptive analysis, the paper identifies the marketing methods employed when visiting fields, methods of internal communication, and client engagement strategies adopted. Also, the results are justified with the quantitative data, which is obtained with the help of structured questionnaires. The practice can be used to understand how marketing/sales work in the field in the software industry, which is a direct experience in the internship. (*Leotech Software Company Bangladesh, n.d.*).

2.3.1 Sampling technique:

In this research, the purposive sampling method was applied to identify those individuals who directly take part in marketing, sale or making decisions involving software or ERP solutions. Its sample consists of school administrators, college IT coordinators, government office representatives, and Leotech software company marketing team members. They were selected as such participants due to their practical relevance and experience and they gave useful information regarding the field marketing work and behind the back sale strategies. The sample size was small but specific and it involved only people who were capable of giving useful and valid information to the study.

2.3.2 Data collection technique:

In finding appropriate and right information to pursue this study, a blend of primary data collection methods was applied. Structured questionnaires, interviews (face to face and phone) and direct field observations by visiting clients accompanied by the main methods. To the school administrators, the IT coordinators, and the company marketing executives, interviews were carried out to find out how they view their software marketing and B2B sales. A survey was also used to get the quantitative data with respect to the members of the marketing teams regarding the internal marketing practices and approaches to engagement with the clients. Moreover, frequent observations in the field and office work advanced to learn about actual communication process related to real-time communication, product confirmation and decision-making process. Such methods enabled the research work to obtain practical data that was entirely based on the field experience and hence directly attached to the internship programs at Leotech Software Company. (*Leotech Software Company Bangladesh, n.d.*).

2.3.3 Data analysis technique:

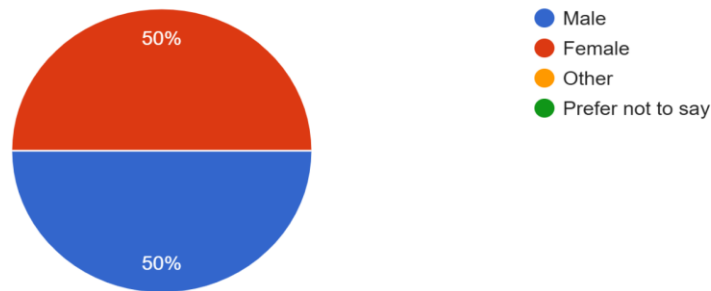
Descriptive analysis techniques were applied to the data that was collected and used in this study. The structured questionnaires and surveys came up with quantitative data which was analysed by determining the percentages, frequencies and coming up with commonly known patterns. This assisted to compare and evaluate the responses to derive valuable messages to the study. The findings were then used to know the ineffectiveness of the marketing approaches of Leotech Software Company, particularly in the field visits and business to business sales. Interview questions and answers as well as observational comments were also summarized to enhance findings as well as to give context. The analysis also assisted to communicate effective conclusions about practical skills and experience that involve marketing and dealing with clients in the internship program.

Chapter Three: Findings and Discussion

3.1 Findings and Analysis from Primary Data:

3.1.1 Demographic Findings:

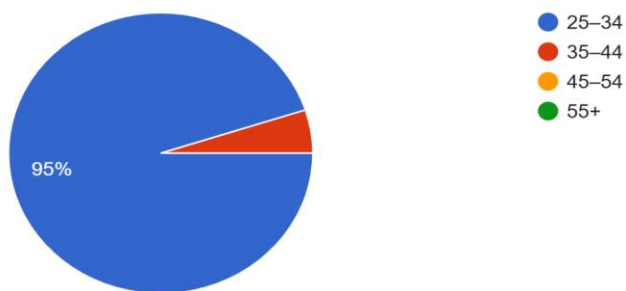
Gender
20 responses



Findings: 50% of the respondents are male & rest of the 50% are female.

Analysis: The results of the survey revealed that there were an equal number of men 50% and women 50% as respondents, providing equal representation of both genders so as to avoid biasness in the study.

Age Group
20 responses



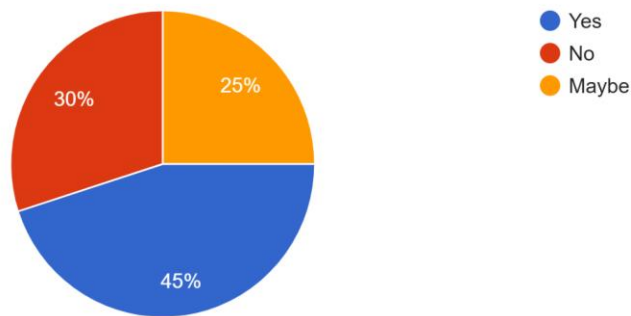
Findings: 95% of the age group falls within 25-34 years.

Analysis: The sample survey responses show that the greatest proportion (95 percent) occupies the age category (25-34) and thus the potential customer base of Leotech is more inclined to use digital tools and software-based services. 3.1.2 Usage of LEOTECH's school management software.

3.1.2 Usage of LEOTECH's software:

Have you heard of or used Leotech Software products before?

20 responses

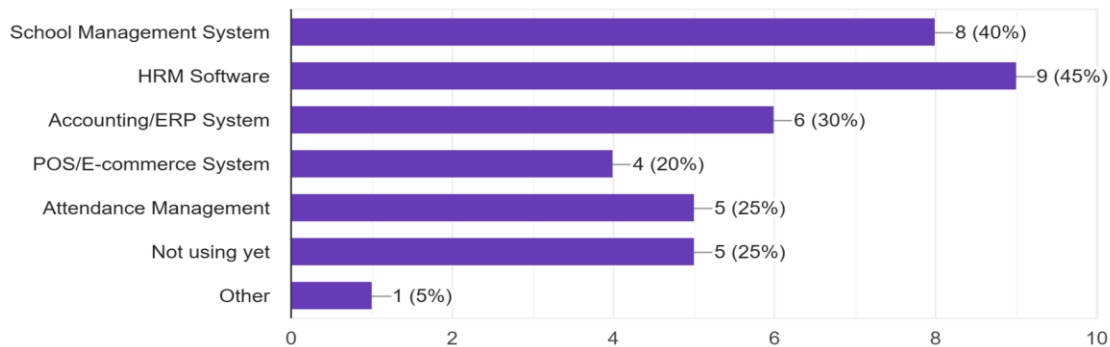


Findings: 45% of respondents heard about LEOTECH, 25% of them are not sure about hearing this software company.

Analysis: According to the results of the survey, 45% of the respondents have heard of Leotech Software Company whereas 25% cannot be certain of their knowledge about Leotech. This observation shows that, despite the gains that the company has received in the market, a large number of the target market is either not aware of the brand or is quite unfamiliar with it, indicating that greater promotional and branding activities are needed.

Which Leotech software solution are you currently using (or have used)?

20 responses

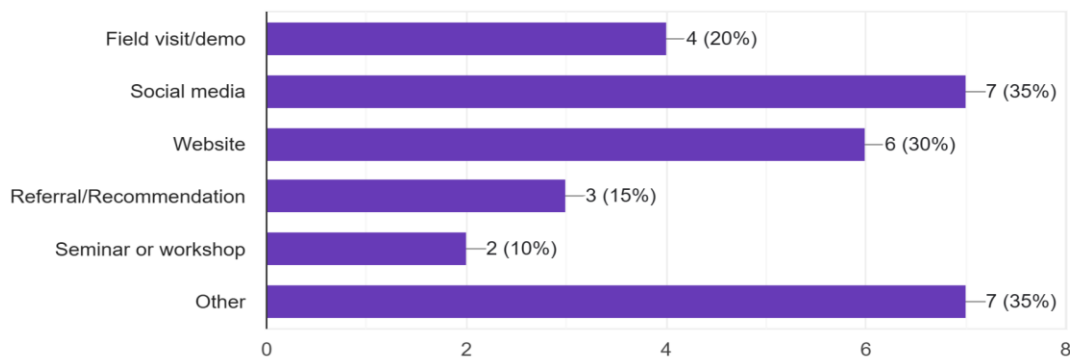


Findings: 40% of respondents are using school management software, 45% of them are using HRM software, 30% of them are using accounting systems, 25% of them are using attendance systems & others are not using yet.

Analysis: According to the survey results, most of the respondents are already involved in various kinds of software solutions. Regarding the software used, 45% of the respondents use the HRM software and 40% HRS management software, which indicates the high usage of the HRM software in the administration of the operations of employees and the HRS management software “Schoobee” in the education sector. There is moderate adoption of financial and workforce management, among which 30% use accounting systems and 25% use attendance systems. It is worth noting that a significant part of respondents does not use any software solutions yet, which indicates the possible market segment that Leotech can also prospect in the future.

How did you first learn about Leotech Software?

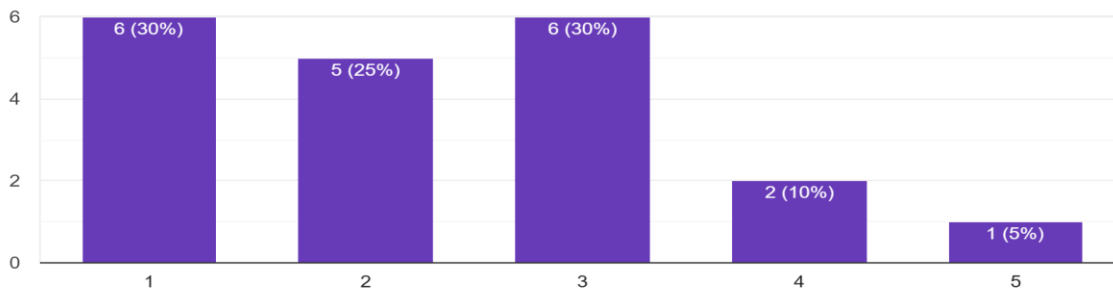
20 responses



Findings: 20% of the respondents are learning first about LEOTECH software from field visit/demo, 35% of them are from social media, 30% of them are from LEOTECH's website, 15% of them are from recommendation & others are from seminar things.

Analysis: The results of the survey also confirm that field visits and product showcasing are the forms that generate 20% of the initial awareness regarding the Leotech software which highlights the significance of face-to-face communication in gaining the trust of potential clients. The most prominent source of awareness is social media at 35%, signifying its effectiveness and efficiency as a marketing tool. At the same time, 30% of respondents reported that they got to know about Leotech via the official website, and it indicates the efficiency of an active online presence. Moreover, personal recommendations had a positive effect on 15% of the respondents, thus it is important to rely on this marketing strategy. The literature indicates a smaller share of awareness due to seminars and other events, so it can be concluded that partially these are considered less powerful than digital and field-based ones.

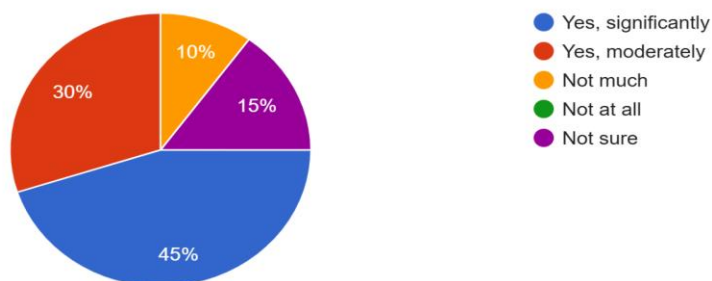
Rate your overall satisfaction with the Leotech software you have used
20 responses



Findings: 30% of the respondents are very satisfied, 25% are satisfied and the rest of 30% are neutral about its satisfaction level after using.

Analysis: Interpretation of survey results reveals that 30 percent and 25 percent of the respondents report to be very satisfied and satisfied with Leotech software products respectively, denoting a high user satisfaction rating. At the same time, 30 percent of respondents are neutral, which indicates that though the software still fits the requirements of most clients, there are still notable gaps in some areas that require improvement in order to raise overall satisfaction.

Do you think Leotech's software solutions help improve your organization's efficiency?
20 responses

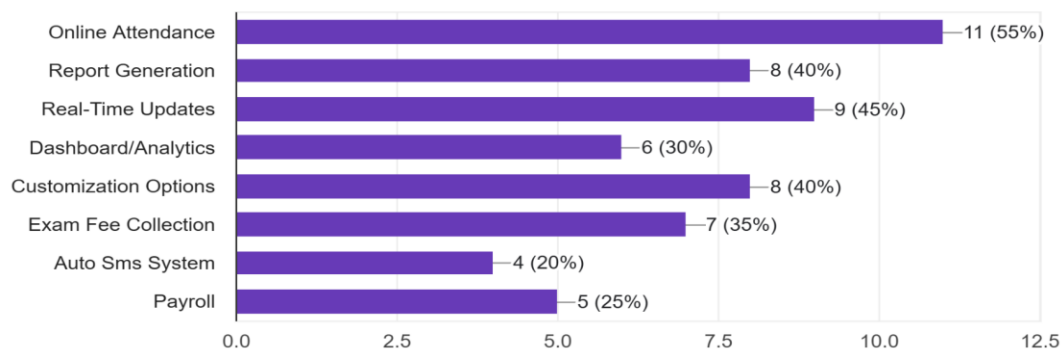


Findings: 45% of users are giving positive reviews about the software, they think that the software will help improve their organization's efficiency. 30% of them are moderately agreed about their organization's efficiency through their software. 15% are not sure about using this & other 10% are saying this software will not help much.

Analysis: The survey data suggests that about half of the respondents believe that the software provided by Leotech makes their organization substantially more efficient, which shows the significant level of positive feedback. In the meantime, 3 out of 10 users have a moderate opinion on the question of its effectiveness, expressing positive sentiments about its capabilities. 15% of users are sure that the software is not very productive and 10% are undecided. The general user reaction indicates that most understand the opportunities created by the software, but there is more which can be done to improve the confidence of the user and show how life is going to be more efficient.

What features do you find most useful? (You may select more than one)

20 responses



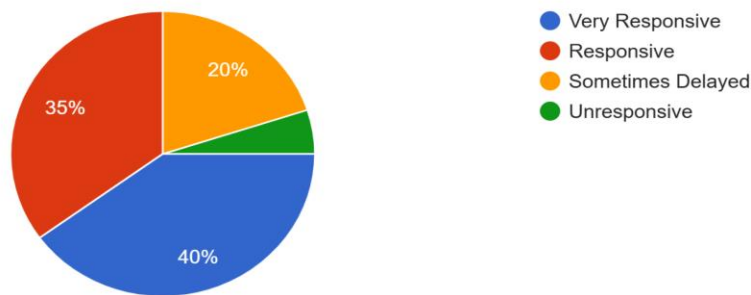
Findings: Online attendance is the most prominent one 55% of people are using it. 45% of them think a real time update is the most useful one. 40% of them are thinking about report generation options & customization options are useful. 30% of them are talking about dashboard/analytics. 35% of them are thinking about exam fee collection, other 25% & 20% people are thinking about payroll & auto SMS system being useful gradually.

Analysis: According to the survey results, the Online Attendance feature is the most popular one, as 55% of respondents use it. On the perceived usefulness, 45% of the respondents suggested real-time updates as the most useful characteristic of the system, report generation and customization options at 40%. Dashboard and analytics were found helpful by 30% users and exam fee collection was found by 30% users. The payroll management as well as the auto SMS systems were features that were respected by 25% & 20% of users respectively. On the whole, the evidence leads to the conclusion that core administrative

functionalities such as the ability to track attendance, keep clients updated in real time and generate reports are most well-accepted by the clients whereas secondary functionalities gain relatively little interest.

How responsive is the company's customer support?

20 responses

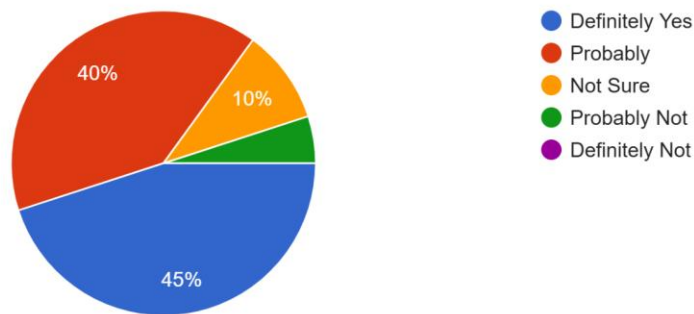


Findings: It's positive that 40% of the respondents are saying that the company's customer support is very responsive, 35% of them are saying it's responsive & rest of them which means 20% are saying it takes time sometimes.

Analysis: The results of the survey point to the fact that most respondents (75%) report that the customer support of Leotech Software Company is responsive with 40% stating that they found it very responsive and 35% reporting that they found it responsive. Nevertheless, 20% of survey participants have reported that occasionally, support can be slow, which indicates a potential area of improvement in the efficiency of responses so that overall client satisfaction is maintained.

Would you recommend Leotech Software to other institutions?

20 responses



Findings: 45% of the respondents are positive about recommending its software to other institutions, 40% of them are saying they can recommend it if they want to. Rest of the 10% respondents are not sure if they will recommend or not.

Analysis: The survey findings show that 45% of people are ready to suggest the Leotech software to other organizations because the degree of client satisfaction is very high. Another 40% qualify their willingness to recommend the software as conditional, leaving the possibility of increased advocacy in the event that their experience improves. The other 10% remain at a loss, and this might indicate a small number of clients who may have concerns or are hesitant, which should be taken care of. The numbers indicate a positive view of the Leotech software on a broader picture and referrals and client confidence can be improved.

Conclusion of findings:

The experience of the internship reveals that the marketing and B2B strategies of Leotech Software Company are, to a large extent, effective to spread software solutions and involve institutional customers. The contribution of field marketing and client-oriented shows is essential in founding trust and spreading the software usage. There is also some level of need to improve response efficiency of customer support since they are attending to clients generally satisfactorily. Generally, the integration of organized marketing campaigns, field visits, and feedback helps Leotech prosper in the Bangladesh software market. This has further underscored the need to have a practical exposure on how the various marketing ideas are applied in the technology sector.

Chapter Four: Recommendations

4.1 Recommendations:

Through my internship experience and observations at Leotech Software Company, the following guidelines can be offered to enhance performance of the company in marketing and B2B sales:

1. **Come up with more formal training of the interns and the new employees:** Having a short and structured orientation or onboarding with the new team members can help them to know more about what Leotech sells, to whom, and what marketing tools it uses.
2. **Increase in Village and half-Town Areas:** Educational and government institutions in the non-metropolis areas are not aware of digital solutions. Field visits and demonstrations particularly in these fields should also be increased in order to increase the customer base.
3. **Design Videotaped Tutorial Guidance and Customer Service Files:** Technical processes of some of the clients in the institutions are a problem. Streamlining the onboarding process by creating easy-to-understand video instructions, frequently asked questions, and user manuals in English and Bangla would be a good idea.
4. **Boost Online and Social Networking:** Leotech is to execute more specific digital marketing on platforms such as Facebook, LinkedIn or YouTube and attract new customers and demonstrate real life examples and customer testimonials.
5. **Obtain Feedback on a Regular Basis by the Clients:** A survey or a call back to the clients could be performed, after software implementation, so as to obtain their feedback and then make improvements to the quality of products and service delivery.
6. **Provide Limited-Time Free Demos or Demos:** The trial access of software might benefit the institution, as they can gain access to software and find it useful, leaving a lasting impression to convince the reluctant clients.

7. **Co-operate with Government and Education Boards:** The periodic partnerships or MoUs with government departments or education boards have the potential to insure a stronger trust and access to long term B2B contracts.

Chapter Five: Conclusion

5.1 Conclusion:

The internship at Leotech Software Company was an enriching experience of realistic knowledge of the way marketing and B2B selling is actually conducted in the software industry. The on-hand activities in digital marketing practices as well as the visits to the fields, related to the customers and researching the market helped me understand better as to how the software companies market their products and develop relationships with their customers. I also noted that internal communication, cooperation with the team and planning strategy are also significant parts of achieving success in marketing. Not only did this experience deepen my academic knowledge but also taught me the necessary skills that I will use in my later career. On the whole, the internship has provided me with the grounding and more confidence into taking a future career in marketing, more so in the rapidly developing technology business in Bangladesh.

References

<https://www.leotechbd.com/> (August 29, 2025)

<https://www.leotechbd.com/portfolio/> (August 29, 2025)

<https://www.leotechbd.com/services/> (August 29, 2025)

<https://www.leotechbd.com/about-us/> (August 29, 2025)

Appendix

Questionnaire:

Section A: Demographic Information

1. **Gender:**

☐ Male ☐ Female ☐ Other ☐ Prefer not to say

2. **Age Group:**

☐ Under 25 ☐ 25–34 ☐ 35–44 ☐ 45–54 ☐ 55+

3. **Your Organization Type:**

☐ School ☐ College ☐ Government Office ☐ Private Company ☐

NGO ☐ Other:

4. **Your Designation/Role:**

☐ Administrator ☐ IT Coordinator ☐ Manager ☐ Teacher/Staff ☐ Other:

5. **Have you heard of or used Leotech Software products before?**

☐ Yes ☐ No

Section B: Software Awareness and Usage

7. **Which Leotech software solution are you currently using (or have used)?**

- ☐ School Management System
- ☐ HRM Software
- ☐ Accounting/ERP System
- ☐ POS/E-commerce System
- ☐ Attendance Management
- ☐ Not using yet
- ☐ Other (please specify): _____

8. **How did you first learn about Leotech Software?**

- ☐ Field visit/demo
- ☐ Social-media
- ☐ Website

☐ Referral/Recommendation

☐ Seminar or workshop

☐ Others:

9. Rate your overall satisfaction with the Leotech software you have used.

☐ Very Satisfied ☐ Satisfied ☐ Neutral ☐ Dissatisfied ☐ Very Dissatisfied

10. How user-friendly is the software?

☐ Very Easy ☐ Easy ☐ Average ☐ Difficult ☐ Very Difficult

11. Do you think Leotech's software solutions help improve your organization's efficiency?

☐ Yes, significantly

☐ Yes, moderately

☐ Not much

☐ Not at all

☐ Not sure

12. What features do you find most useful? (You may select more than one)

☐ Online Attendance

☐ Report Generation

☐ Real-Time Updates

☐ Dashboard/Analytics

☐ Customization Options

☐ Other:

Section C: Marketing and Client Service

13. Have you been approached by Leotech's marketing/sales team through a field visit?

☐ Yes ☐ No

14. If yes, how would you rate the communication and product demonstration during the visit?

☐ Excellent ☐ Good ☐ Average ☐ Poor ☐ Very Poor

15. How responsive is the company's customer support?

☐ Very Responsive ☐ Responsive ☐ Sometimes Delayed ☐ Unresponsive

16. Would you recommend Leotech Software to other institutions?

☐ Definitely Yes ☐ Probably ☐ Not Sure ☐ Probably Not ☐ Definitely Not

17. Do you have any suggestions to improve Leotech's software or service?

Copy of company-provided internship acceptance letter (attached):

Ref: LEO/HR/ADM/2025/ID/LEO-20250601

Date: 24/06/2025

Letter of Appointment

Wamama Wadud Rafa

F/N: Md. Abdul Wadud

M/N: Rahima Akter Luna

Pre/Add: 83, Azimpur New Paltan, Dhaka

Per/Add: 277/4, Elephant Road, Dhaka

Cell No: 01676266491,

E-Mail: wamama65@gamil.com

NID:

Dear Wamama Wadud Rafa,

With reference to your application and subsequent interviews with us, the management is pleased to appoint you as **Trainee Executive Marketing from 25.06.2025** for our Company, under the following Terms & Conditions:

- 1. Remuneration:** During employment you will receive salary as per the following breakdown:

That your monthly salary shall be as under:

- | | |
|----------------------|---------------|
| a) Basic Pay | - N/A |
| b) House Rent | - N/A |
| c) Medical Allowance | - N/A |
| d) Conveyance | - As per need |

Total gross : Tk. 8,000/- (Eight Thousand taka Only)

NB: Salary revised after 12 months from the Joining Date as per your performance. Within 1year after joining no other benefits (festive Bonus, sales bonus etc.).

- 2. Benefits:** During the employment you will not be entitled to any other admissible benefit as per the company policy.
- 3. Tenure of Employment Contract:** This contract will remain valid till **3 Month** and A new permanent contract may be offered to you basis on provision period's performance and as management decision. Within this period not allow any kind leave with pay.
- 4. Nature of Work:** You will work at a high standard of initiative, efficiency and economy in the organization. The nature of work and responsibilities will be assigned and explained to you by your senior from time to time.
- 5. Working Days:** The regular working days will be from Saturday to Thursday, unless

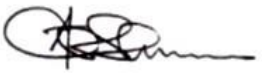


CS003

INTERNSHIP PROPOSAL FORM

Name:	Wamama Wadud Rafa
ID:	213011142
Department:	Department of Business Administration, ULAB School of Business
Supervisor's Name (Faculty):	Faisal Mohammad Shahriar
Organization Name:	LEOTECH (Innovation for next)
Internship Title:	Field Marketing and B2B Sales in the Software Industry: Internship Experience at LEOTECH

Student's signature & date
18th June, 2025


Supervisor's signature & date
18th June, 2025

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