

MARKETING STRATEGIES AND PR ACTIVITIES TO PROMOTE FEMALE ONLY TOURS AND ENHANCE ENGAGEMENT OF AUDIENCE

Wander Woman



Prepared by
Wasima Ullah
ID: 201011064

Supervised by
Abdul Baten
Assistant Professor

Submitted in Partial Fulfillment of the Requirements for the Degree
Bachelor of Business Administration



December, 2023

Internship/Project Report Approval Form

Student Name Wasima Ullah ID No. 201011064

Major: Marketing Year: 2023

Mobile Phone: 01732006895 Email: wasima.ullah.bba@ulab.edu.bd

INTERNSHIP/PROJECT INFORMATION

Internship

Organization: Wander Woman

Internship /Project Report Topic: Marketing Strategies and PR activities to promote female only tours and enhance engagement of audience

Term (Tick one): ☐ Spring 2023 ☐ Summer 2023 ☒ Fall 2023

SUPERVISOR APPROVAL

(Tick One)

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

Remarks (For Not Approved): _____

Signature: _____

Date: _____

Name: Abdul Baten

E-mail: abdul.baten@ulab.edu.bd

Phone: 017759510388

PLAGIARISM DECLARATION

1. I know that plagiarism means taking and using the ideas, writings, works or inventions of another as if they were one's own. I know that plagiarism not only includes verbatim copying, but also the extensive use of another person's ideas without proper acknowledgement (which includes the proper use of quotation marks). I know that plagiarism covers this sort of use of material found in textual sources and from the Internet.
2. I acknowledge and understand that plagiarism is wrong.
3. I understand that my research must be accurately referenced.
4. This assignment is my own work, or my group's own unique group assignment. I acknowledge that copying someone else's assignment, or part of it, is wrong, and that submitting identical work to others constitutes a form of plagiarism.
5. I have not allowed, nor will I in the future allow, anyone to copy my work with the intention of passing it off as their own work.

Name WASIMA ULLAH

ULAB ID # 201011064

Signature _____

Date _____

Table of Contents

Part A.....	4
Chapter One: Internship Preparation.....	4
My Motivation to join Wander Woman and how I came to know about it.....	4
Things I planned to learn from this internship:.....	5
My internship search process and how I applied:.....	6
My interview experience at Wander Woman:.....	6
About Wander Woman:.....	6
Chapter Two: About the Internship.....	7
My role as PR and Communications Intern at Wander Woman:.....	7
Office environment and workspace:.....	9
New skills that I acquired from Wander Woman and the contributions I made:.....	9
Chapter Three: Self Reflection.....	11
What I liked and disliked during my internship:.....	11
Things that I personally liked in my perspective were:.....	12
How I could do better and Wander Woman can use me better:.....	13
My insights into things I want to continue working for my next position and how Wander Woman can improve its internship program:.....	13
Chapter Four: Personal Development Plan.....	15
Brief personal development plan by highlighting your next course of action and career plan:...	15
Technical Skills and Interpersonal skills I want to develop at present for securing career/employment:.....	15
PART B.....	17
Executive summary/ Abstract:.....	17
Chapter One: Introduction.....	18
Marketing Strategies and PR activities to promote female only tours and enhance engagement of audience.....	18
Research problem/ Problem statement:.....	19
Chapter Two: Methodology.....	20
Type of research:.....	20
Research design:.....	20
Appropriate methods of sampling:.....	20
Chapter Three: Findings.....	21
Chapter Four: Recommendations.....	25
Chapter Five: Conclusion.....	27
References.....	28
Appendix.....	29
Internship Offer Letter.....	34
Survey Questionnaire:.....	35

Part A

Chapter One: Internship Preparation

My Motivation to join Wander Woman and how I came to know about it

Wander Woman started back in 2017 and I was till doing my O'levels at that time. I was always curious to know how women like me are traveling all alone and how are they getting access to all these facilities. Being from a South Asian household and also living in a country like Bangladesh, it was even hard for me to get permission to go to a friend's place due to safety issues. And here I saw groups of women are travelling not just around Bangladesh but in other corners of the world as well. This was a huge deal for the girls in our society and I was empowered that one day I might be able to travel with them.

As a child it was never my intention to work for a travel agency as my background of traveling was not so enriched due to family restrictions and time limitations. But seeing the culture and the message Wander Woman has been giving to all the Bangladeshi girls it felt like a achievement to me to be a part of this. So when I heard Wander Woman was looking for a PR and Communications intern, I was very intrigued. As my major is marketing, and even my minor courses which are from the media studies department align with it, I thought that this role was a good fit for me. It had the opportunity for me to learn and build up my networking through it.

One other reason was that I was always in the co curricular activities in ULAB and in most of them I had to write press releases and be a part of the branding team, which is why I was more interested to join in this role.

As a student, I only thought of Wander Woman as a Facebook community but it had a lot more than that. The first time, I got to know about the hiring process was from one of my own seniors of ULAB who had been a role model for me. Not did she just encourage me to join, she even guided me along the way. I saw that Wander Woman understood the daily problems working women in our country had, which included getting leaves on menstrual day and even due to depression. Not a lot of companies in Bangladesh realise the kind of mental pressure many girl has to go through to convince their parents or others to allow them to work. Wander Woman designed their policies in that way which could benefit both the employees and the organization.

Things I planned to learn from this internship:

Being in ULAB allowed me to be part of events such as HULT Prize OnCampus Program and ULAB Biz Wizards 2023. In both of these program I had positions which were related to branding and communication. However; doing it for university events and doing it real life

had many differences. Here I will be dealing with real stakeholders which is a big role for starters. So what I aimed to improve and learn from here was:

- **Understanding target audience:** One of the main concerns of a Public Relations executive is to understand their target audience, as it determines a lot about how future and current campaigns will be like. Since designing campaigns and setting right expectations will be a crucial part of my job, this will also help me to work as a brand manager in the future.
- **Community Building:** Wander Woman is solely a community where they encourage women to be empowered through traveling. The Facebook community is kept as a safe place for the members to share their thoughts and experiences. I was intrigued about how to keep this community intact and create more opportunities for them to stay connected with us. I have to understand the role of social media platforms too since I need to understand which can keep the audience engaged.
- **Crisis Management:** This is one of those skills which is required in every job. A crisis may occur anytime but what matters is to keep composure and act on it. This has a lot to do with analytical skills and interpersonal skills as well.
- **Be a professional communicator:** Setting right expectation and giving a clear picture to the target audience and our stakeholders is very important. A small mistake can destroy many relationships in a business. I think if my communication skills get better then I my skills would get more credibility.
- **Partnerships and collaborations:** When the communication is right on track, it become easier to crack partnerships that make the company more credible and appealing to the target audience. Thai develops a person's negotiation skills as well
- **Adaptability to trends:** History has proven that without responding to change one can't grow and neither does a company. Keeping an eye on trends and implementing them for a company is effective in engaging the audience.
- **Promoting events and activities:** Launching events require a lot of planning and strategizing about how to engage audience. Working for events has always been interesting even as a students as it builds up my network and I get to experience a lot at once. This will also let me understand about how these affect brand awareness and customer acquisition.
- **Data-Driven decision making:** Using data to make PR decisions is very important. According to analytics, making strategies based on data is more effective than just planning anything randomly even if it is an interesting campaign.

My internship search process and how I applied:

At the very beginning, I kept tabs on every career page of an organization. I was also added in Facebook groups for internship opportunities in Bangladesh, when suddenly one of my seniors recommended me to apply in Wander Woman. I was very excited since I have been aware of the culture and environment of this place from a long time. So I sent my resume as soon as I heard, within a few days I got a call for an interview at their office in Dhanmondi.

My main reason to join this organization was its concept. Not a lot of companies in Bangladesh work with only female employees and dedicatedly cater to females in Bangladesh. It was in 2017, when Wander Woman first started to work with this initiative and has been taking women to all corners of Bangladesh and even around the world. They have been to places where the idea of women traveling alone is not quite common, an example would be Jordan and Uzbekistan. This company is a Diana award winner and has been acknowledged by many foreign institutions as a social enterprise. Not just that, Wander Woman sincerely works for the development of its employees. They train their new employees for trip leadership where they teach them skills like crisis management, critical thinking and emotional thinking skills.

One other reason to join Wander Woman, was the scope to travel with independence. All my life I was always pampered and never allowed to go anywhere alone. I was not even allowed to go out with friends, but with Wander Woman my parents started to give me some freedom. They allowed me to go on my first trip to Chittagong with them where I went as shadow leader. I learnt the basics of coordinating a trip and this is how my trip leadership journey started as well.

My interview experience at Wander Woman:

After I got a call for the interview, I was pretty nervous since this was the first time I was going to go for a corporate interview. The interview was taken by the CEO and Founder, Sabira Mehrin Saba, and the Business Development Executive at that time, Soudatun Nahar Abony. They asked me questions regarding my experience in the content writing and public relations field. I was very motivated when the CEO herself demonstrated her vision with Wander Woman and how she believed that I can be able to pull that off with more partnerships and collaborations with other brands and companies.

After the interview, I was asked to submit a task which was to write a press release on their signature event, WanderStars, a travel case competition for female students only. Just after a week, I got a call from the HR department and was informed that I was hired and can join from next month. Few days later, I saw that the press release I wrote also got published which was a big motivator for me.

About Wander Woman:

Sabira Mehrin Saba, a travel enthusiast, realized from an early stage that it was always hard for girls to achieve their dreams due to the boundaries they are limited to. It was during a competition on a global platform where she had to go to Seattle with her team, however her parents would not let due to safety concerns. Later on, their team won the competition but she wasn't present physically to receive it. It was then that her parents realized that it was important to let their daughters go for every opportunity as well.

After that, Ms. Saba was unstoppable, she went on to winning more competitions and then in 2017, she opened up a Facebook group, with only 200 members, named Wander Woman.

This group was supposed to be a travel inspiration and guide source for all the females in Bangladesh. But later on, Ms. Saba turned this small group of people into a company which has more than 70,000+ travelers in Bangladesh and even overseas at this point.

Wander Woman is known as a female travel and a networking platform for women to find unique travel experiences and make connections. This company has won the Diana award in 2020 and from then has been unfolding many acknowledgements such as becoming one of the top ten companies at Bangabandhu Innovation Grant in 2023, launched a nationwide tour guide training program known as Trip Leads and the first travel case competition for female students known as Wander Stars.

Wander Woman has achieved a multitude of groundbreaking firsts across various endeavors.. They were the first company to organize an activity based event with 100 women, they were the first company to take women to off beaten places like Uzbekistan, Jordan and South Korea. They even host monthly networking event for women, known as Brunch club or Wander Connect. Not just that, they arranged a self defense session for the women in Bangladesh. As of now they serve global and local trips to female travelers especially working women or entrepreneurs' and also serve to family and friends through consultation services. They are also trying to serve the students by launching budget friendly trips and events like Trip Leads.

Chapter Two: About the Internship

My role as PR and Communications Intern at Wander Woman:

Like I mentioned above, Wander Woman tries to understand the everyday problems girls face, so they have their office timing according to that. Everyday even for interns, the office hour is from 11 am to 7 pm. And if a person has classes they can take work from home as well. My first KPI from the CEO was to renew all the past partnerships with news portal of Bangladesh and up the PR game in Wander Woman. So as asked I kept on communicating with every news portal in Bangladesh including, The Daily Star, The Business Standard and plenty more.

Gradually by contacting them, even if some did not agree for partnership they got to know me and were okay for me to send press releases to them for any occasion. Since I was in the marketing department, my line manager was the content manager who had been working for the company for almost 1.5 years. Almost 1 month into the internship, my CEO wanted me to be a trip leader as well and sent me to a two-day long trip to Chittagong.

After that, my CEO wanted me to be more involved in the marketing activities which included handling the social media of Wander Woman. I was given access to the Facebook page and even the instagram page where I was supposed to upload content as static posts and stories about trips.

Soon after this, my work got more diversified as I was handling events for Wander Woman as well. The first one I arranged was The Brunch Club and ensured profit in it through my line manager's support. Just like that, supervising The Brunch Club became a regular part of our job. We arranged monthly Brunch Clubs after this and the most successful one was at Evviva Italian Restaurant in Gulshan. For Brunch Clubs, my main task was to contact with restaurants and curate a desired menu by negotiating the costing with them. We also had to select a theme for each Brunch Club and maintained a Whatsapp group for all the Brunch Club members to ensure clear communication with them. During this period I was also looking after the content on the website of Wander Woman. Similarly, I did email marketing for specific events as well. This included designing the content and also sending it to the selected target audience.

As Wander Woman is a growing company, its need for partners by its side is very crucial. However, when I joined their business development executive left to pursue different career goals. Since I was a marketing student, my CEO thought that it would be best to give me that responsibility. I started being the point of contact for all the partners and later on my CEO decided to give a similar task which brand marketing. Here my responsibility was to propose a marketing campaign to different brands like bags and shoes which align with travel and do PR based work with them. In simple terms, I would do marketing for their products using Wander Woman's page in exchange of payment of every content. My first successful paid partnership was with Gootipa who gave us 5 bags to promote and later on paid us for those content.

After this success, I got involved in another project of Wander Woman which was Trip Leads. I became the partnership manager and was handling its social media as well. For Trip Leads I managed media partnership from all the parts of Bangladesh which were Chittagong, Sylhet, Rajshahi and Khulna. I engaged with youth organizations and even media outlets for better exposure of our initiative. I also hired campus ambassadors from universities of each district and coordinated with them for proper registration of the event. According to our surprise, we were able to guide more than 600 people in all the 5 districts where our target was only 200. This was a huge success parameter for us. I even got paid additionally for my contribution to that project.

After Trip Leads I was involved in another event of Wander Woman, which was its 6 year anniversary and I was in charge of all the in-kind partners and promotion on social media. The biggest contribution I had was to bring sponsorship for Wander Woman's signature event, Escapade which took place at Mati-ta, Chittagong with over 100 women. For this purpose I contacted with Prime Bank's Women Banking department who agreed to be the gold sponsor of this event.

Right now, I take care of all the media relations and partners of Wander Woman. I am also looking after events where we have planned to launch more than 30 events for next year.

Office environment and workspace:

Wander Woman used to operate from the infamous coworking space in Dhanmondi, Moar. Although it meant working with other unknown people, it was really nice working with the soothing ambience of the place. The place was calm and it also had separate meeting rooms for different purposes. We usually used to take the bigger one for our team meeting known as Spike round, every week. I used to take the smaller ones for meeting with clients and also when I had to work without any interruption.

Working with all my colleagues in the same table was also helpful for me to build a good bond with them. All the team members had mutual respect for each other's work and the HR was also respectful to us whenever we needed. They say that when women work together they are bound to fight but I never experienced something like that. This was because even if a person got hurt, they used to communicate their problems directly and the other person apologised without even being defensive. We all believed in accepting our mistakes even if it wasn't intentional. I had classes while I was doing my internship, and Wander Woman was fully in support of that. They let me go to classes and on days when I was stuck in traffic my CEO was very considerate and did advise me to take work from home as they knew I would be drained from the whole day's work.

As mentioned above the Spike Round, which was a weekly team meeting, helped us a lot to realised where we are lacking and how to reach our next target. This was not just for planning and strategising but to also express our roadblocks to our superiors so that they can help us with it.

New skills that I acquired from Wander Woman and the contributions I made:

Being in Wander Woman, has made me more confident than ever. The fact that my role was so diversified, I got to learn something new everyday. Some prominent things would be:

Negotiation skills: Before Wander Woman, I would never bargain with stakeholders and would do things according to their wishes. But right now I know how to bring a partnership by benefitting both the parties. I can bargain and push stakeholders to bring out the best for Wander Woman.

Convincing skills: When I first joined Wander Woman I did not understand the ways to make a partner agree to our terms or to do partnership with us. However, with time and practice I think it got much better. The first time I was in a partnership was with Jatri, a digital platform for daily commute. In that particular meeting with the business development person of Wander Woman, I got to know how to communicate with partners and use creative thinking which can help build up ideas for more fruitful partnership. When the business development person left, I gradually started to maintain relationship with most of the partners. Then one day, my CEO asked me to get sponsorship for their signature event Escapade and I had only a month to chase for the big event as it was going to happen in Chittagong where we will take more than 100 women. It was hard but with continuous calls and meeting I was able to get gold sponsorship from the women banking of Prime Bank

which is known as Neera. Not just that, I was also able to get a little amount from the Ice Cream partner, Savoy, as well. This happened just a few days before the event and it helped to spike up the success of the event.

Improved designing skills and use of multiple apps: Since I had to work with content as well, I had to start working with Canva. Using it on a regular basis helped to learn the basics of editing. I learned about brand guideline and how it is crucial to follow such rules while designing. Since I was beginner it was hard to get the perfect red colour of Wander Woman at first. However; with time my designs got better and I understand the aesthetics which helped to make a content more engaging and effective for sales. Something that I really enjoyed was creating effective stories on Instagram of Wander Woman. I kept tabs on travel companies overseas, which helped me a lot to understand what kind of content is required to engage the audience. I took inspiration from a lot of platforms.

Persuasive selling skills: Although sales was not part of my job, I did enjoy it while talking to customers. It felt like an achievement to me when I was convincing them to buy from us. As a squad member of Wander Woman, it was kind of a regular thing for the employees to post about trips on the Facebook group too. This helped the customers to know us and we were all acting as a sales channel for them.

Event Management skills: Although I was involved in many events of my university, in Wander Woman I got to apply all of them and learn more as well. For instance, finding the right vendor, ensuring participation and exposure of the event. I used to focus on only part of any event in my university but in Wander Woman I looked at the events from all perspectives.

Public Speaking skills: As the PR person, I had to have more visibility for the customers as well. So I was asked to conduct regular Facebook lives and in most functions I was there to interact with stakeholders and clients. I also went to radio shows for Wander Woman. My first show was with Radio Shadhin 92.4 FM which was broadcasted on Facebook live as well.

Relating my educational background with my internship roles and responsibilities:

The most relevant topics that I related in this company were:

Understanding the target audience: If we look closely, the main customers of Wander Woman are females especially working women and entrepreneurs. Most of these people who purchase the service from us are age from 30 to 50. These are the women with the purchasing power. However our consumers are age from 7 to 60 as mothers, daughters and even daughter in laws purchase this service for their loved ones. So when we were designing our content, we made sure that it attracts the ones with the buying power more as they have the power to make the purchase decision.

For this reason, we focused on story telling like testimonials and trip pictures of our customers to attract more customers. This helps to build trust and understand the quality of

our service. In most of my marketing major courses, understanding the target audience was a crucial part and its included in almost all the courses.

Persuasive communication: In my consumer behaviour course, I learned about persuasive communication which became more clear when I started to communicate with customers and partners. I had to study what the customers and partners needed in order to get them cooperate with us. This was fun as whenever I used to crack a deal I felt more confident about myself.

Creating ways for the tangibility of services: Another course which had a lot of relevance to my job here was Service Marketing. As providing trips to customers was solely a service I applied a lot of learning from there. One such would be increasing the interaction between customers and us. This helped build a connection and allowed them to trust us more. As we know service is intangible, it is necessary to keep some elements which can make it more tangible.

Using multiple technologies: Communication and Technology and Strategic PR courses from my minor courses were also helpful. In the digital age it is easy to take pictures and information from anywhere and not a lot of people care about copyright issues. But since I already knew about the ethical uses of Technology, I was aware that I have to be very careful while selecting pictures of clients for promotion. Not just that, even music for videos should also be copyright free or else it can turn down an entire page. Other than that, I was exposed to a lot of new technologies in these courses which I implemented in Wander Woman as well. For example using CapCut and other apps for making videos.

Chapter Three: Self Reflection

What I liked and disliked during my internship:

Lets start with what I liked, Wander Woman was not just a brand or a company it was a label of empowerment and freedom for all the females who had a dream but did not know how to work on it. A lot of times I have seen women joining our Brunch Clubs are connecting and even finding solutions to their problems. This helped me realise that women like to express themselves but there was never a proper platform for them to do so. In one such Brunch Club I saw that a customer was talking to our guest, who was the head of women banking at a specific bank. Through her conversation she learned how she could be eligible to take a loan from the bank which could help her revamp her late husband's business.

Things that I personally liked in my perspective were:

Involvement in multiple projects: I liked how I was getting exposure with other brands and being able to build a network with them which is crucial for my career. Not only did my CEO let me handle partnership but with time I saw I was also able to chase sponsorships which was never one of my plans as I thought I won't be able to do it. At Wander Woman, I have many firsts. I did my first Facebook live from here, been to different destinations without my

parents and even attended radio shows. I was very grateful that even with all the pressure with my classes my CEO and HR were supportive of it and even allowed me to take a leave or work from home on my exam days.

Wander Woman has made me more confident and there was not a single day when my CEO doubted my capabilities. Although I made some mistakes along the way, she always guided me about how to rectify them and not to repeat them in the future. My line manager was also very supportive and used to cover up for me when I couldn't be physically present at the office. I am grateful for the mentorship that they both have provided to me.

Collaborative Team: At this place I got to understand the importance of team collaboration and how it was necessary for certain projects. Being a team player meant not to finish your task only but to also guide the others when they face any issues. Working along with allowed me to be more creative and pitch new ideas for promotion of trips.

Business Development Activities: I found my new passion for the business development department. Before Wander Woman, I was not quite aware of this type of work but when I started to do it, I became fond of it. This was one of the challenging tasks as it involved convincing partners and keeping a clear communication with them.

Going to tours as trip leader: Every squad member had to go to trips with Wander Woman. This was good way for me to enhance my leadership and communication skills. On trips, we get to know our customers better and we also get to handle uncontrolled situations which improve crisis management skills as well.

Formal Communication: I used to think that sending emails to clients have to be as elaborative as possible; however, I saw that in the corporate life people prefer getting as short messages as possible since it is hard to skim all details at once from a big paragraph. Since I had to send emails on a daily basis to clients, I now understand how formal emails have been created and how to put in information so that it gets noticed.

What I disliked in Wander Woman:

Too many projects at a time: Although I loved my work in Wander Woman, the fact that I was doing 4 to 5 different projects at once did affect my efficiency. I did learn from here but I think I could have given a 110% of myself if I was able to focus on fewer things at once.

No incentive for working over hours: Another thing is due to this workload I was also working on holidays which was another tiring thing since I felt like I was not getting any rest. Everyday I used to stay after the office hour was over just so that I could finish all my tasks. However I did get very demotivated when I was not appreciated enough for this.

Proper structure in operations: Since Wander Woman is a growing company, it had limited resources, due to this one person was actually doing more than their designated role. This created confusion among teams and as a result some work got delayed in the midst of it.

Overall I think my experience here was filled with tons of learning and development. I got exposed to so many new forms of work and it has helped me to enrich my skills and fueled my passion to keep on working in this field.

How I could do better and Wander Woman can use me better:

As mentioned, that having too much load decreases the efficiency of one task, I think rather than decreasing my work load, Wander Woman could give a greater deadline for some tasks as doing all at once may result in missing out any crucial information. Having a greater deadline can allow me to focus at one thing at a time.

One other thing that I faced was some training. Ever since I joined Wander Woman, most of the things I did was by my own experience and by myself with practice. I think if Wander Woman could provide at least a month long training that would have helped me to be prepared for certain tasks.

Something that I did realise here is that I love arranging events and did quite a few for Wander Woman which were very successful. So I believe Wander Woman can let me be a part of the event management team where we will take new projects and execute it monthly. I could be part of the sponsorship team or partnership management to enhance the outcome of any event.

I think I can generate a lot of ideas for Wander Woman's future campaign, however; since Wander Woman is still a growing company it does not have enough resources to help me in that regard. At this moment we are going one step at a time and I believe that with more patience we can find more opportunities and scopes for the company.

My insights into things I want to continue working for my next position and how Wander Woman can improve its internship program:

After working for 3 months in Wander Woman, I have identified several things that I would like to focus on in my next position:

Developing meaningful partnerships: The most intriguing thing that I did in Wander Woman was dealing with partners. Being the kind of person I am, I am more into creative things and I think business development position will help me to do that as it allows to think of ways to do effective collaboration with other companies. This helps me to broaden my network and even build a good relationship with other companies.

Designing campaigns to enhance sales: I could start designing campaigns using the many partners we already have and can bring in more campaigns for future collaborations. I think this can up my communication and project management skills as well. Moreover I did learn a lot about marketing campaigns in my university which I feel can be utilised to bring in at least 2 campaigns per month.

Developing leadership skills: Every event and even a trip of Wander Woman teaches me something new. My critical thinking and crisis management skills have been enhancing due to these as every trip or event is different and since we take people to all corners of Bangladesh, we get to see new problems every other day. My role in Wander Woman was almost like being the deputy head of marketing, so in the future I plan to be in the head position as I believe I can utilise the things I learned over here.

Adapting to new technologies: Wander Woman has improved my adaptability skills as well. Just two months in here I was using apps like Canva, Mailjet and many more which are a very good addition to my resume. My designing skills which were pretty basic at first are getting better and I often design out of passion as well. I think due to this my options to apply to various positions opens up.

Communication Skills: Every company requires its employee to have great communication skills. Being in Wander Woman has helped me a lot to understand what clear communication actually means. I think this will help me ace in other jobs as well.

Being an intern here made me realise some things that can enhance the internship program of Wander Woman:

Mentorship Program: I had to do a lot of the PR work by learning it from online and also asking people from the same field. I think Wander Woman should focus on giving mentorship to the new interns before telling them to do the job directly as I was lucky to get help from others but others may not be. This can be an additional perk for interns joining as they can add this in their CV.

Workshops for skill development: Wander Woman could arrange workshops on relevant topics like Data analysis, Microsoft Excel, Idea Pitching to enhance the skill set of the interns. This will also look more lucrative to the interns and will encourage them to join as well.

Assigning different projects: To understand which role is suitable for each intern, they should be assigned to different projects one after the other and see the outcome of those. This will help to find the right role for them.

Regular feedback system: A feedback on how the intern are performance are necessary for the interns as well. This can help them know where they are lacking. This feedback should be a constructive one rather than being a complain or else it may just lower the confidence of the interns.

Chapter Four: Personal Development Plan

Brief personal development plan by highlighting your next course of action and career plan:

I have definitely learned a lot from here but there are certain factors which I hope to improve more, some of those would be:

- **Digital Marketing Skills:** Being a marketing major I believe I should possess knowledge on these topics since these are the future of promotion and marketing. A lot of organizations are already heavily investing in it. I plan on doing some online courses on this topic after I am done with this internship.
- **Work on Data management:** Making data-driven decisions is very crucial these days. Data analysis has proven to be 94% effective and most companies even buy these data to enhance their services. I believe that having possessed this skill I can open up more opportunities for myself. Hence, I aim to look for some courses for data analytics and even do some research on my own.
- **Strategic Public Relations Courses:** With time a lot more technology and techniques have emerged which have significant effect on every field of work. I plan to take courses on public relations too since I have already gained some knowledge on it and would like to continue working in this field.
- **Connect with professionals from different backgrounds:** I think having connections is very important these days and Wander Woman has made me realize that deeply. Everytime I used to go for any partnership I used to notice that whenever I knew the person from another source it was easy to get the partnership done. However when there was no known face in another organization, I had to go multiple meetings and pitch several times before getting approval from them. So I plan to build up my LinkedIn account more professionally and add people from relevant industries to broaden my network. I also hope to join seminars and other events where I can get to know more people.
- **Apply for Masters program:** After having my major in marketing complete I would like to focus on completing my masters too. I think having a degree in Communication would be more credible for my career. I plan to do my MBA from a renowned university in Bangladesh or abroad.

Technical Skills and Interpersonal skills I want to develop at present for securing career/employment:

Technical Skills:

Social Media Management: Content should not always be sales driven. I think a company should focus on both non-sales, sales and informative posts to keep their page engaging.

Having the same sales post every often ruins the aesthetics of a page. At Wander Woman, posting at peak hours was also an issue. No one actually did research which time is more effective. Also learning Facebook algorithm, ad performance, shop feature is also quiet necessary.

Graphic Designing: Designing is crucial in every job. Even if you don;t want to design you should at least know what type of content you desire for a particular topic. This is why having knowledge on graphic designing is important for me as I'm a marketing major.

Marketing Automation: Familiarising with marketing apps such as Hubspot, Mailchimp and Zoho to make operations more efficient. These apps along with Chatgpt are must have tools for the future of marketing.

Interpersonal Skills:

Crisis Communication: Learning strategies and techniques to handle specific situations is very important. Having a back up plan is also crucial as we can never predict what can go wrong in an operation.

Managing media relations: Having connections with journalists and PR people are truly beneficial. They can help your brand get more exposure and also introduce you to new people as well.

Expressing ideas clearly: It is important to note that the other people are also understanding what I'm trying to imply. Most ideas get rejected as they do not have much clarity and planning. I aim to structure out my thoughts more clearly in the future and show with proper documentation and research how my idea can be beneficial for the organization.

PART B

Executive summary/ Abstract:

Marketing Strategies and PR activities to promote female only tours and enhance engagement of audience: A study to understand how impactful certain activities have on a customer and consumers mind and explore unique marketing strategies to attract more female travelers. Like other regular travel agencies, who promote tours to every place it will be really different when our target customers are only females. There are safety concerns, trust issues and service quality concerns as well.

This research will try to understand consumer preferences, their responses to certain marketing and PR activities by surveying the target audience of Wander Woman using qualitative questionnaires. Here in Wander Woman, we need to find out more attractive posts and content that can encourage females to join our tours.

In this research, I opted for convenience sampling as not all customers were okay to share their opinion. I asked for customer through online and even asked some physically as well. The limitations of this research include the time constraint and the permission of clients to cooperate with the survey. I asked almost 20 participants depending on their availability. The small research group might not give us the exact data but will give us an idea about the preference of customers.

In this research, we are finding solutions for Wander Woman, which is a growing female centric travel company. The market leader for Wander Woman at this point would be Female Travelers of Bangladesh since they share the same kind of services and target segment

At the end of this paper, recommendations will be provided and the findings will be discussed in a summary to discuss the outcome and the possible changes Wander Woman can make to become the market leader.

Chapter One: Introduction

Marketing Strategies and PR activities to promote female only tours and enhance engagement of audience

Introduction:

The research title is ‘Marketing Strategies and PR activities to promote female only tours and enhance engagement of audience’. Research has seen that normal operators charge 200 percent more of their actual cost for solo tours. Not many people realize that when we are traveling in groups it usually decreases the cost a lot. Our motive is to find out ways where we can convey a message that the trips organized for females are safe, affordable and fun at the same time.

The aim is to make the deal look as lucrative as possible. People have questions that if it is only about women traveling then we can just book some from a regular operator but they do not realise that experiences differ from place to place. Normal operators may just randomly choose participants for you or you can just take your friends. But in female travel platforms, you get to be with like minded people who make your trip more memorable.

Moreover, if we look at the scenario in Bangladesh parents and family are not comfortable with the idea of leaving their daughters alone for any trip due to the many safety concerns in our society. Most women travel with their family and friends but there are some percent of women who do not get to do any due to lack of friends and family not being close to them. This is where Wander Woman comes to the rescue. Let us have a look at how we can convince these women to choose the services of Wander Woman.

This research takes into account PR activities and marketing strategies that can be applied in Bangladesh only, as the mindset in this country differs from a lot of places and the most need of this service is in the South Asian countries.

We would still see some references of foreign companies to get an idea but these will be modified to suit the Bengali culture.

Research Objective/Purpose:

The main aim is to create compelling and effective campaigns for building brand awareness and determine the role of crisis communication, influencer partnerships and media relations in shaping the public perception about Wander Woman. This paper will also find out ways to increase sales for Wander Woman services through the many tactics that have been asked using the survey. We will find out the type of offers and discounts that are preferred by them and will also look at the platforms that are mostly used by our target audience.

The research aims to provide valuable insights about customer preferences and examine the effectiveness of storytelling to customers. At the end we hope to find structured rules and guidelines for Wander Woman to design their future campaigns and which channels they can

use to carry them out. We will also look at the measurement metrics which can be used to calculate the success of these campaigns.

Research context/Background of the study:

Women in Bangladesh do not get many opportunities to travel as they do not have enough financial backup and most of the times the permission from their families. Due to this, a female centric travel company like Wander Woman, just does not have to create content for its consumers which are the female travelers but also for the family members of female travelers so that they can allow their daughters, wives or mothers to join the trips.

When Wander Woman first started its operations, most of its customers came through the Facebook group they created as their they could see the people behind the scenes who curate the trips for them. Trust issues were handled with testimonials and success stories of past trips. This is how they built a big company. However since more and more companies are coming into the industry, the target segment has been distributed and due to that sales are being compromised. Through this study we will see how we can stop customers from shifting by the many marketing strategies that will be discussed in the following pages.

Research problem/ Problem statement:

Research Question:

Which marketing strategies and PR activities are more effective to enhance sales and engagement?

Problem Statement:

In the growing travel industry, it has become very important to maintain the service quality and also aggressively work on the marketing campaigns to create more brand exposure and attractive deals for the customers. Wander Woman, which has more than 70,000+ travelers at this point, is facing issues due to similar female travel platforms which take women to similar destinations like them. It has become increasingly crucial for them to stand out amongst these companies by investing their resources on marketing campaigns and activities.

As the organizations face the rapidly growing market of female travelers, they need to identify the strategies that resonate with the preferences, desires and cultural background of the new segment. We believe that since there was never any research done on it, there is a certain gap between the organizations and customer's mindset. This research will try to provide a clear roadmap for the growth of sales and hence increased engagement of the audience.

Chapter Two: Methodology

Type of research:

Since this is about understanding customer preferences, it will be mostly qualitative research. I have used both rating scale and multiple choice questions to understand the dynamic choices of the customers. By analyzing the current marketing techniques and the new additions to services the study aims to provide in-depth understanding of how to strategize the plans for better sales. I designed a google form for this particular study which was distributed online to the participants.

Research design:

The research has been based on qualitative questions to understand the responses of customers to different scenarios and themes. The questions are designed to test how each type of content or offer affects a customer's purchasing decision, their motivation to join female only tours, engagement drivers of customers and what kind of offers they want in the future. I made sure that the people responding are travelers of Wander Woman as we have seen that most travelers of Wander Woman have similar kind of thinking and preferences. Having one opinion from them is similar to 10 more.

For ethical concerns, I have kept the identity of the participants enclosed. This research was done in a three month period which is a short period of time for a comprehensive research like this. By using the above techniques, I hope to provide an evidence based report which can help find relationship between PR activities and marketing strategies regarding female only tours.

Appropriate methods of sampling:

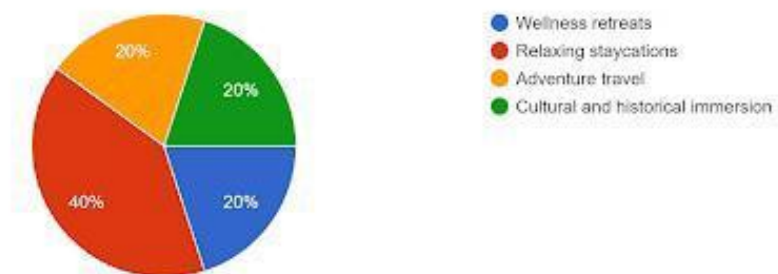
Primary data: As mentioned above the questions were directly asked to the target audience which suggest that it was primary research methodology. The participants aged from 25-40, who were frequent travelers of Wander Woman. I chose to do my own research rather than relying on the existing data since a lot of techniques and strategies have changed and people's preferences change with time. So to keep my research up to date I carried my own survey with questions about both PR and marketing activities.

Sampling: Due to consent issues it was not easy for me to select the participants using any specific probability. Instead I opted for a non probability purposive sampling method to ask the following questions. The only thing common among the respondents is that they were all travelers of Wander Woman and had been connected to all our socials.

Limitations: Since there was little time to conduct this survey and had a constraint on budget as well, the research could not be done on a large scale. The respondents were selected based on those who volunteered. If we had more time and access to a larger audience, this research could have been more promising and had responses from a diverse group of people.

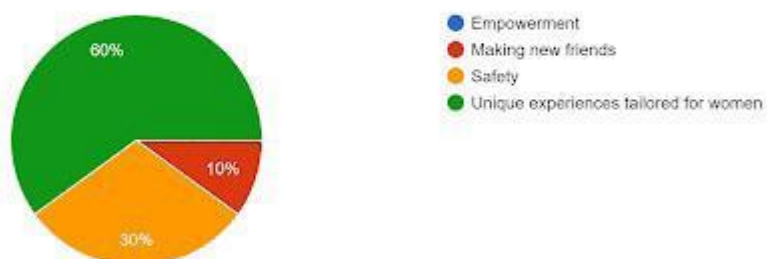
Chapter Three: Findings

What type of activities or themes would you like to see in female-only tours?



I asked a series of question in my survey, I will focus on the ones which can give us an idea on the whole topic. Here I asked the target audience, about the kind of trips and vacations they want. As seen here, most women prefer to have a relaxing vacation since their entire week comprises of work from both office and home. A weekend with a few girls is just what they need to refresh their minds.

What would be your primary motivation for choosing a female-only tour?



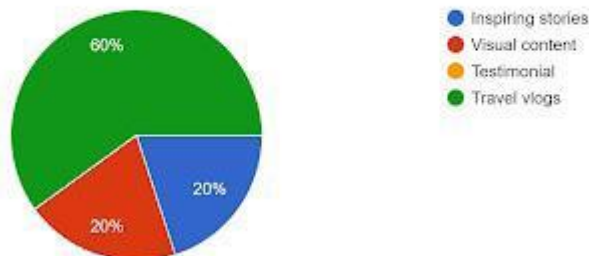
This question tries to find the main reason why women want to travel with female. Although it may seem like a generic question but our marketing strategies and PR activities can be designed using this one reason. As we can see here that 60% women like to have unique travel experiences and want to have break from the monotonous ones with family and friends. Another 30% have responded about safety which also makes sense due to the current situation in our country.

Which of the following perks motivate you to take assistance from travel platform?



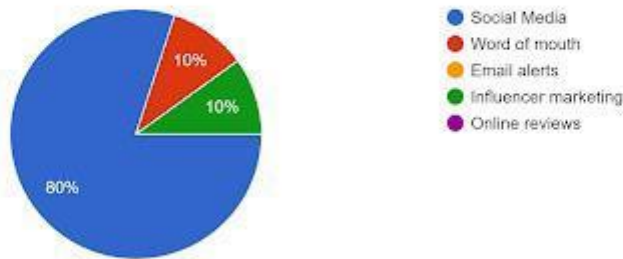
In the previous question we saw the sentimental or emotional factors why women choose female only platforms, but there are also product related problems which may cause customers to take services from travel agencies. This questions sought to figure that out. We can see most people like to get free services included in trip packages from travel companies and some choose it for visa assistance.

What type of marketing content resonates with you the most?



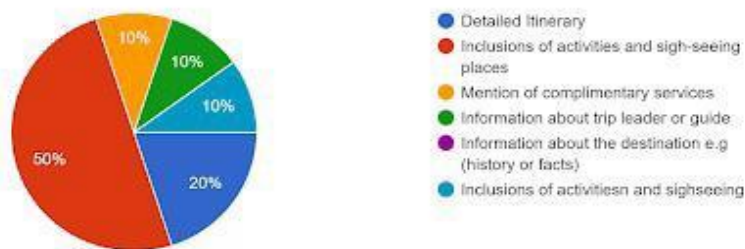
Let us have a look at the marketing prospects which can be implemented. As seen here 60% of the travelers prefer watching vlogs for travel inspiration and guide. One reason for this could be they can see the problems people face on tours very closely using the vlogs. Visualization is also important, whether its a trip or a story, the content must have the gist of what it is trying to portray to our travelers.

How do you usually discover new travel experiences?



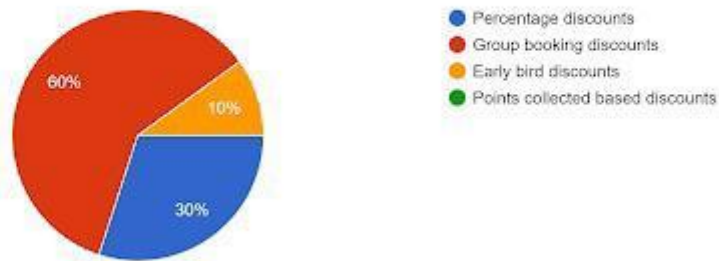
Let us see the platforms we must utilize to make our content get the highest reach. As seen here, most of our target audience, prefer to use the social media. I think for Wander Woman, they should utilize their instagram account and also the Youtube account to start promoting their trips. This will help them to spread more awareness.

What type of information is crucial for you to see in marketing materials before deciding to participate in a female-only tour?



Let us see how to design our content for the social media. Most people, almost 50% have said that they would like to see the inclusions and sightseeing activities mentioned in the content. This makes a content more attractive and justifies the price as well. Another 20% have said they would like to see the detailed itinerary, although this kind of content is messy and has too much information but it may help in terms of some customers who prefer to have a lot of detail.

What type of discount or offer would be most appealing to you when booking a female-only tour?



Offers and discounts play a huge role in generating sales. When I asked travelers about the kind of discounts they would like to get they answered group discounts, since most travelers brings at least two to three friends while traveling and they know very well that the price decreases when more people buy the same product. In this regard, Wander Woman should take advantage of this and provide more offers for people making group bookings. This will bring in more revenue for them.

Chapter Four: Recommendations

After the elaborative survey we have seen that Wander Woman needs to make their content more descriptive for the audience to understand what they are and how they are different from others.

For PR activities, they need to focus on empowerment and story telling. Most women have responded that they choose to go on female trips for empowerment and adventure. If Wander Woman can convey their message of empowering women in Bangladesh they can go a long way. Although Wander Woman has already done a lot in that regard and customer perception about them is already about empowerment, they could do a lot more like hosting workshops for women's safety and arranging talk shows where people can hear empowered women.

Some other recommendations that I would include based on my research:

- Maintaining the service quality: Wander Woman is known for its premium service, its clientele is also defined by that manner. To keep their organization running and ensure more growth they should maintain the service for every trip by taking feedbacks and fixing things that went wrong earlier. They should also partner with better vendors to get the best services for their customers.
- Including more additional information in the content: As most people have responded, Wander Woman's promotional content should include details such as the itinerary, inclusions and exclusions. This helps them to understand what they can expect from there.
- Include complimentary services: Customers love to get free services and it improves the customer experience too. By including complimentary services like visa fee and food, they can lock more clients.
- Start vlogging: As Wander Woman sends a trip leader to every trip, they can tell them to do a vlog for them which can be uploaded for guidance and also showing people how their trips are.
- Use their other social media accounts as sales channel: Wander Woman can easily bring in more customers and reach a broader audience by using platforms like Youtube, Threads and LinkedIn.
- Include more lucrative discounts: Group discounts are a must have for Wander Woman trips. They can also do "Buy one get BDT XXX off on future trips" for their upcoming trips. This will ensure sales for not just one but two trips.
- Introduce loyalty programs: Wander Woman has many repeat customers and I think they can do something to make them stay loyal. They introduce a point system for every purchase and offer them complimentary dinners and spa services at times. This can help enhance the customer lifetime value.
- Training employees regularly: Training programs for interns and even employees should be initiated to keep them up to date with all the latest trends and factors in the travel industry.

- Host giveaways and contest for engagement: For maximum customer engagement, it is necessary to host giveaways. For every comment on a single post, the algorithm of a page gets better and helps to circulate the content a lot.
- Use influencer marketing: Like introducing travel vlogs, Wander Woman needs to tap in influencer marketing as well, as they can reach to their audience through the influencers and this will act as an online review which will increase their credibility in front of customers.
- Introduce meaningful partnerships: Collaborations and partnerships are some of the prominent ways to increase reach. Wander Woman can partner up with the restaurants, hotels, resorts and even parlour with the same target audience to enhance the customer experience.

Chapter Five: Conclusion

If we look at statistics and evidence, then I think Wander Woman and other Bangladesh based companies need to focus on user friendly content and follow the current trends to stand out amongst the odds. The message should be clear but the creative should make it look witty and exciting enough for the audience to engage. In the restaurant industry of Bangladesh, Madchef has done an incredible job to follow that. They host regular contests, use memes and trends to keep their page full of engagement.

As the travel industry for women begins to broaden and continues to witness a surge of empowerment, it has become vital to create more valuable experiences for them. And for that, we need to understand what the women of today's age want. How they want to plan their trips and how we can help them to curate those trips. With the right blend of quality service, empowerment and adventure we can be able to curate memorable experiences for the women in Bangladesh.

The storyline that should be a key factor over here is empowering women through traveling. As a South Asian country not a lot of women in here get to see the world on her own or even with her family due to safety and financial issues. Through an empowering narrative and story, women will be encouraged to travel and experience the thrills of traveling.

As Maya Angelou once said, 'Each time a woman stands up for herself without knowing, without claiming it, she stands up for all the women.' Making every girl live her dreams through this travel platform can help break the norms of our society and open more opportunities for them. Hence, as the travel industry continues to evolve, this study inspires the travel agencies to create meaningful experiences and celebrates every trip as a symbol of empowerment.

References

- *Changemaker Sabira Mehrin of Wander Woman* - - *observerbd.com*. (n.d.). The Daily Observer. Retrieved December 17, 2023, from <https://www.observerbd.com/news.php?id=264888>
- *Wander Woman: A women-led enterprise making travel safe, accessible for women*. (2023, May 30). The Business Standard. <https://www.tbsnews.net/features/panorama/wander-woman-women-led-enterprise-making-travel-safe-accessible-women-640442>
- Monamee, M. I. (2019, October 7). *Wander Woman: Creating opportunities for female travellers*. The Daily Star. <https://www.thedailystar.net/star-youth/news/wander-woman-creating-opportunities-for-female-travellers-1810624>

Appendix

CS022 Project Proposal Form

Name:	Wasima Ullah
ID:	201011064
Semester (Spring/Summer/Fall)	Fall 2023
Department:	USB
Supervisor's Name (Faculty):	Abdul Batem
Project Title:	Marketing Strategies and PR activities to promote tours for women and engagement of of audience

Wasima Ullah
22/10/23

Student's signature & date

Supervisor's signature & date

LETTER OF TRANSMITTAL



Wasima Ullah, Cell: 01732006895, Email: wasima.ullah.bba@ulab.edu.bd

Abdul Baten

Assistant Professor
School of Business
University of Liberal Arts Bangladesh (ULAB)
688, Beribadh Road
Mohammadpur, Dhaka 1207.

Dear Sir,

Subject: Submission of project Proposal.

Please find attached herewith the proposal for a project in partial fulfillment of the requirement for a Bachelor's of Business Administration (BBA) on Marketing Strategies and PR activities to promote tours for women and engagement of audience.

If you have any questions, please call me at 01732006895, you can reach me most easily at the following times: Sunday to Thursday 11am to 7pm

Sincerely yours,

Wasima Ullah

ID: 201011064
BBA Program
School of Business
University of Liberal Arts Bangladesh



CS022

Supervisor: Abdul baten

University of Liberal Arts Bangladesh (ULAB)

A Project Proposal

Submitted in Partial Fulfillment

Of the Requirements for the Degree

Bachelors of Business Administration

By

Wasima Ullah

ID: 201011064

Fall 2023

21-10-2023



CS022 Description of the Project Study:

Description of the study: This study will focus on how we can create effective content which will motivate our female audience, which are mostly working females and entrepreneurs to travel with us. I hope to see the engagement of the target audience with each post to understand which is creating more impact.

Nature of the study: This is mostly a qualitative research as I will be studying the behavior of the

audience The Objectives of the study: The objective of the study will be as follows:

1. Find out creative ways to promote the travel industry
2. Find ways to engage the audience

Expected Contribution and Gain: This study will be a great tool for me to imply to our target audience that we are a safe platform and we aim to create memorable travel experience for them.

Justification of the Study: As a female centric company, we always face the question that why should a customer choose us especially when the safety is a major issue in our country. Through this we hope to ensure that the females travelers start to trust us.

Sources and Methods of Collecting Primary Data:

I will collect responses through some surveys to know what are the issues what women face while traveling. This is how I can understand how to resolve those issues.

Sources and Methods of Collecting Secondary Data:

Customer Satisfaction is also a major. So after every travel experience I will questions some customer to understand what more can be offered to motivate them to travel more with us.

Sampling Technique and Sample Size:

This study will be based on convenience sampling as I can only ask questions to customers who will comply with me.

Analysis and Interpretation of Data:

I aim to collect some through personal calls and recording them and some using google forms. Then I put all of those in one google sheet to analyse it.

Reporting: A final report will be written at the end of the study with the findings. The academic supervisor and institutional supervisor will be regularly updated on the progress.

Timeline:

Serial

1 2 3 4 5 6 7 8

	0		
--	---	--	--

Activity
Weeks

9	1	11	12
---	---	----	----



CS022 (01) Page 1 of 1

CS022

1	Consultation with Supervisors ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓	✓	✓	✓	✓
2	Literature review ✓ ✓ ✓				
3	Secondary Data Collection ✓ ✓ ✓ ✓	✓	✓		
4	Primary Data Collection ✓ ✓				
5	Data Analysis ✓	✓			
6	Draft Report Writing		✓		
7	Final Report Writing			✓	
8	Report Submission				✓

Wasima Ullah
ID: 201011064

Internship Offer Letter

3 September, 2023

Dear Wasima Ullah

Hope this email finds you in good health. This is to inform you that we are confirming your employment at Wander Woman as PR and Communication Intern. Below are the terms and conditions of your employment:

Salary: BDT 8,000 only.

Benefits: 1. Free access to all Wander Woman events

2. Free entry to Trip leadership bootcamp

3. Flexible work hours

Work hours: Minimum 4 days in office, 2 days of work from home. Needs to be available during events and post events. Day off on Friday

Joining date: February 1, 2023.

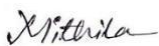
Internship Period: 3 months

Termination: You will have to give one months of notice period before resigning.

Supervisor: Head of Business/CEO.

If you agree with above terms and conditions, please reply to this email by today and we will send you an official contract by tomorrow

Regards,



Mithila Chowdhury
HR Executive
Wander Woman

Survey Questionnaire:

What would be your primary motivation for choosing a female-only tour? *

☐ Empowerment

☐ Making new friends

☐ Safety

☐ Unique experiences tailored for women

While going for a trip how likely are you going to seek a travel agency to plan your trip? *

Very unlikely

1 ☐

2 ☐

3 ☐

4 ☐

5 ☐

Very likely

What type of activities or themes would you like to see in female-only tours? *

☐ Wellness retreats

☐ Relaxing staycations

☐ Adventure travel

☐ Cultural and historical immersion

How much impact does discounts and vouchers have on your purchase decision regarding trips? *

Very unlikely

1 ☐

2 ☐

3 ☐

4 ☐

5 ☐

Very likely

What type of discount or offer would be most appealing to you when booking a female-only tour? *

B **I** **U** **[↔](#)** **[✕](#)**

☐ Percentage discounts

☐ Group booking discounts

☐ Early bird discounts

☐ Points collected based discounts

Which of the following perks motivate you to take assistance from travel platform? *

☐ Visa Assistance

☐ Safety measures

☐ Travel insurance

☐ Vouchers for free services at other places (e.g. restaur...

How do you usually discover new travel experiences? *

B **I** **U** **[↔](#)** **[✕](#)**

☐ Social Media

☐ Word of mouth

☐ Email alerts

☐ Influencer marketing

☐ Online reviews

What type of marketing content resonates with you the most? *

☐ Inspiring stories

☐ Visual content

☐ Testimonial

☐ Travel vlogs

Do you have any recommendations regarding your preferences for female-only traveler experiences? *

B **I** **U** **[↔](#)** **[✕](#)**

Long answer text

What type of information is crucial for you to see in marketing materials before deciding to participate in a female-only tour?

B *I* U  

- ☐ Detailed Itinerary
- ☐ Inclusions of activities and sight-seeing places
- ☐ Mention of complimentary services
- ☐ Information about trip leader or guide
- ☐ Information about the destination e.g (history or facts)