

# Software Engineering Survey Report

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**Abstract**—Main theme of your assignment or academic projects.

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**Index Terms**—The word mostly used in your report.

## I. INTRODUCTION

In this report I am going to discuss about a company which name is Magnito Digital. I am going to elaborate the whole things about this company. I will explain the scenario of this company.

## II. WORKS FOR

This company is works for Digital Marketing. They also work for event management but their main goal is Digital Marketing. They works for branding products in digital way. they use social media for Marketing. They also use other way for Digital Marketing like Campaign.

## III. TYPES OF THIS COMPANY

I already told that This company is a Digital Marketing Company. Their main goal is Marketing. They advertising the product in digital way. Like, they use digital platform for marketing their product. They also use social media like Facebook, Twitter, Instagram etc. for their advertising. By using this technique they can easily reach a huge number of users.

## IV. MAIN OBJECTIVE OF THIS COMPANY

The main objective of this company is to build up a strong base of digital marketing because by doing digital marketing any one can reach the advertise of his/her products to a huge number of customers with a low cost.

## V. DEPARTMENTS AND CLIENTS AREA OF THIS COMPANY

Since, they are a Digital Marketing based Company, they have a some departments like Designing Department, Content Creator Department, Campaigning Department, Web management Department, Social Media management Department, App Management Department, Development Department, Event Management Department and last not the least Analysis Department. They have a remarkable Clients area. Here I give some remarkable name, Ministry ICT Division, Ministry of power energy mineral resources, Grameenphone, Hero, Huawei, Nerolac, Fresh, Hatil Furniture, Nestle, Delta

life Insurance Company, Pran, Bkash, Unilever, SetWet, City bank, Banglalink.

## VI. REQUIREMENTS FOR LEVEL UP

At first I need to know Graphic design or I need to know how to create content or how to manage event and many things for eligible this company and then I need to study more about my department. I have to do my regular task properly and smartly. Then when I become experienced in my field and also if I can do my work faster then any other then the company will give me an opportunity to give me a tag of senior.

## VII. ADVANTAGES AND DISADVANTAGES

The main Advantage of this company is someone can easily advertise his/her product by digital marketing at a low cost. By the methodology of this company they can very easily reach to the people or customers with a very short time. Though the company has a lot of Advantage but it has some disadvantage too. By digital marketing there are a number of legal considerations around collecting and using customer data for digital marketing purposes. Take care to comply with the rules regarding privacy and data protection.

## VIII. CONCLUSION AND FUTURE WORK

In future, I can do research again to a new company like Magnito Digital.

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