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**TOPIC**

Intership Report

**SUBMITTED TO**

Hajvery University

**INTERSHIP FIRM**

Advertiro - Digital Marketing Agency

**DIGITAL MARKETING THAT MATTERS.**

Digital marketing services are everywhere but do you know what works for your business? That’s why we’re here. From paid ads to content marketing and social media, our content wizards and digital strategists deliver solutions that make a difference.

**DIGITAL MARKETING SERVICES WE OFFER**

Whether you are a small business or a large enterprise, we offer a plethora of digital marketing solutions to suite your every requirement. Take a look at what we do best:

**Worked Performed By Advertiro - Digital Marketing Agency**

Advertiro - Digital Marketing Agency is a Pakistani Based **RPO** And **Advertiro** company

**More about Advertiro - Digital Marketing Agency**

1. **Recruitment Process Outsourcing(RPO)**

**1 RECUITMENT PROCESS OUTSOURCING (RPO)**

We are a quality driven and customer centered supplier of CV Sourcing and enrollment measure uphold administrations. We approach driving UK work sheets. All the more significantly we realize how to utilize them as Boolean pursuit system is engrained in our DNA!

Fueled by an informed and very much prepared labor force, at Advertiro our principles are uncommonly high. Reason being, quality is the foundation of our business. It is our central goal to source and supply simply the best possibility for our customers. Through the quality we convey, our customers fill more positions, all the more rapidly. In that capacity, our customers accomplish an upper hand.

Moreover, Advertiro empowers the smoothing out of enrollment measures, permitting our customers to have a more slender and more effective enlistment measure that is both high in quality and low in expense. Through our moderate enrollment uphold administrations, our customers profit by a decrease in overheads and lower working expenses. Such reserve funds mean an increment in benefits, as we enhance your main concern.

**3 WHY OUTSOURCE YOUR RECUITMENT PROCESS**

Are your consultants doing their own CV searching? Would you rather have your consultants on the phone winning business or spending hours mining job boards? Would you like to get more value from your consultants by removing admin chores like data entry/ uploading files or database management work? Do you have CVs that need formatting on a daily basis? Do you have job adverts to post online? Do you have a Research project? Looking to map specific organizations to identify key talent or find out who works where? Looking for new business leads? Are your consultants currently doing the leg work in generating leads?

If your answer is “YES” then the solution is Advertiro

Advertiro can deliver significant benefits for your business. These include but not limited to:

* Reduced Costs and Lower Overheads
* Increased Business Profitability
* Low Risk Business Growth
* Business
* Improved Business Efficiency
* Enhanced Business Performance
* Increased Productivity

If you are keen for your business to benefit from the above, then the solution is Advertiro.

**4 WHY OUTSOURCE YOUR BUSINESS PROCESS**

The benefits of outsourcing business process, include the advantages of reduced costs and increased efficiency, as well as the ability to predict business results and support strategic planning.

At Advertiro, we are focused on providing effective and responsive solutions.

Advertiro can deliver significant benefits for your business. These include but not limited to:

* Reduced Costs
* Flexibility and Scalability
* Specialized Industry knowledge
* Dedicated “Call Mangers”
* Expert Management and Support Staff
* Cost Management Tools
* Quality Monitoring and Control
* Access to Latest Technology
* Service 24/7

If you are keen for your business to benefit from the above, then the solution is Advertiro.

**THE NATURE OF JOB PERFORMED BY ME**

1. My Designation was Senior Team Leader
2. There are so many job holds In UK my job was to provide them the Right Staff the person who will be right for the job
3. Lead Generation was the Major Task Performed by myself if any company wants to work with any xyz company we provide them the platform working as a third party
4. All kind of digital marketing which includes

Search engine optimization pop up Banners Ads etc.

**3 IMPORTANT THINGS LEARNED**

Learning is the part of any job or internship no matter how professional you are still you need to go through the hierarchy of any Company

The things I learned are as follows

**1. Teamwork**

The first thing we need to mention is definitely team work. Your internship experience is unlike your college project where one person did all the work and the grades were shared among the rest.

Here, it is more professional and each one in a team needs to work together to finish the task.

In an internship, you learn to work as a team without focusing entirely on yourself. You also develop patience in situations when you disagree with another member(s) of the team.

**2. Problem Solving Skills**

What real-life problems have you solved till now other than to decide what to wear the next day and how to dodge the upcoming assignment deadline? An internship introduces you to real-life work problems and hence develops your problem-solving skills.

**3. Work Ethics**

You won’t really learn about work ethics until you are in a tangible work environment. In college education, we are used to making excuses for late submissions, short attendance and what not! But it is only when we are introduced to the actual environment that we learn work ethics.

**4. Adaptability Skills**

Not everyone is adaptable from the beginning. In fact, you can refuse to be so even during your internship experiences but the loss is yours. Being adaptive to your surroundings easily is one of the most useful soft skills not only desirable to employers but also important to your self-growth. So, make the most of your internship experiences and learn some adaptability skills while you are there.

**5. Communication Skills**

Talking of soft skills, can they be ever put into words? It’s one of the top listed skills that recruiters look for in a resume and something that can get you from bottom to top. Communicating well is a gem of a skill which you can learn during your internship experiences.

**6. Responsibility**

Often missed out in the list of soft skills, being responsible is an integral skill required in the job arena. Your internship experience makes you more responsible and accountable for what decisions you make and how you execute what’s been allocated to you.

**7. Time Management**

Last on our list, but still as important as the others, is time management. Earlier, you could just miss a class because you had some personal commitments. During an internship which is almost the beginning of your work life, you can’t mark your absence on a regular basis.

Hence, it helps you learn to manage your time better by maintaining a balance between your work and personal life, without harming any of them.

**4 WHY AND HOW DID YOU SELECT THIS COMPANY**

The points are as follows

* Company general reputation.
* Reputation of key leaders.
* Admiration of products/services.
* Admiration of other company initiatives (marketing campaign, community involvement, training programs)
* Company culture and values.
* Company growth/success.

**5 WHICH COURSES WERE FOUND REVELANT TO YOUR WORK IN THE COMPANY**

1. Accounts
2. Marketing
3. Trade
4. Functional English
5. Finance
6. Economics macro/micro both
7. Financial Management
8. New Venture Creation
9. E-Commerce
10. Investment Portfolio

**1 ACCOUNTS**

Accounts was the major subject of mine which applied to my job work sometimes we have to do entries in balance sheet of our sales revenue profits and etc.

**2 Marketing**

As we all know marketing is an organizational function and a set of process for creating communicating and delivering the value to the customers and for managing business in such a way that it benefit the organization and its stakeholders

My work in the firm was to market our services we provide digital marketing was major and most duly work performed by our company.

**TRADE**

Trade is basically exchange of commodities from one area to another in exchange of things which is your necessity and giving away the item we have in surplus

The trade completely applied to my work in the company as I watched all the trade marketing in the company

**4 FUNCTIONAL ENGLISH**

Functional English was the major subject that helped me in my job cause because my English was Below par at that time and now I don’t hesitate talking to any person because now my English is was better than others

**5 FINANCE**

Finance is a term for matters regarding the management, creation, and study of money and investments. Specifically, it deals with the questions of how and why an individual, company or government acquires the money needed – called capital in the company context – and how they spend or invest that money.

My Finance work in the company was to look after all the finance work happening in the company and don’t put company reputation at stake

**6 ECONOMICS MICRO AND MACRO BOTH**

Economics is the social science that studies how people interact with value; in particular, the production, distribution, and consumption of goods and services. Economics focuses on the behavior and interactions of economic agents and how economies work.

My work was almost the same in the company

**7 FINANCE MANAGEMENT**

may be defined as the area or function in an organization which is concerned with profitability, expenses, cash and credit, so that the "organization may have the means to carry out its objective as satisfactorily as possible the latter often defined as maximizing the value of the firm for stockholders Financial Managers (FM) are specialized professionals directly reporting to senior management often the financial director (FD); the function is seen as Staff and not Line

I have managed the finance of the company

**8 NEW VENTURE CREATION**

A Business enterprise or speculation in which something is risked in the hope of profit; a commercial or other speculation: Their newest venture allows you to order their products online. The money, ship, cargo, merchandise, or the like, on which risk is taken in a business enterprise or speculation.

Our business provide me the opportunity to look into all new business look for the best one so that they can expand their business.

**9 E-Commerce**

 Is the activity of electronically buying or selling of products on online services or over the Internet? Electronic commerce draws on technologies such as mobile commerce, electronic funds transfer, supply chain management, Internet marketing, online transaction processing, electronic data interchange (EDI), inventory management systems, and automated data collection systems. E-commerce is in turn driven by the technological advances of the semiconductor industry, and is the largest sector of the electronics industry.

Modern electronic commerce typically uses the World Wide Web for at least one part of the transaction's life cycle although it may also use other technologies such as e-mail. Typical e-commerce transactions include the purchase of online books (such as Amazon) and music purchases (music download in the form of digital distribution such as iTunes Store), and to a less extent, customized/personalized online liquor store inventory services. There are three areas of e-commerce: online retailing, electronic markets, and online auctions. E-commerce is supported by electronic business.

E-commerce businesses may also employ some or all of the followings:

* Online shopping for retail sales direct to consumers via Web sites and mobile apps, and conversational commerce via live chat, catboats, and voice assistants Providing or participating in online marketplaces, which process third-party business-to-consumer (B2C) or consumer-to-consumer (C2C) sales
* Business-to-business (B2B) buying and selling;
* Gathering and using demographic data through web contacts and social media
* Business-to-business (B2B) electronic data interchange
* Marketing to prospective and established customers by e-mail or fax (for example, with newsletters)
* Engaging in prevails for launching new products and services
* Online financial exchanges for currency exchanges or trading purposes.

**10 INVESTMENT PORTFOLIO**

are investments in the form of a group (portfolio) of assets, including transactions in equity, securities, such as common stock, and debt securities, such as banknotes, bonds, and debentures.

Portfolio investments are passive investments, as they do not entail active management or control of the issuing company. The foreign investors have a relatively short-term interest in the ownership of these passive investments such as bonds and stocks. Rather, the purpose of the investment is solely financial gain, in contrast to foreign direct investment (FDI), which allows an investor to exercise a certain degree of managerial control over a company. For international transactions, equity investments where the owner holds less than 10% of a company's shares are classified as portfolio investments.[]](https://en.wikipedia.org/wiki/Portfolio_investment#cite_note-2) These transactions are also referred to as "portfolio flows" and are recorded in the financial account of a country's balance of payments.

They are categorized in two major parts: foreign institutional investment and investments by non-residents. According to the Institute of International Finances, portfolio flows arise through the transfer of ownership of securities from one country to another.

Portfolio investment covers a range of securities, such as stocks and bonds, as well as other types of investment vehicles. A diversified portfolio helps spread the risk of possible loss because of below-expectations performance of one or a few of them.

**6 HOW DID YOU APPLY YOUR KNOWLEDGE FROM YOUR CLASSES GIVE SPECIFIC EXAMPLES**

#### **1. Recognize the payoff in doing what you usually do.**

We do things how we’ve always done them because there’s some type of pay off—something we think we gain—or something painful we think we avoid.

In some cases, this may be obvious, but sometimes we need to really dig beneath the surface to understand why we’re keeping ourselves stuck.

When I give in to impatience, it’s usually because this gives me a [sense of control](http://tinybuddha.com/blog/let-go-of-control-how-to-learn-the-art-of-surrender/). It’s not so much that I don’t like to wait; it’s more that I dislike not knowing how long I’ll have to wait. That feels powerless to me, so I try to control the situation.

When we understand the payoff we’re seeking, and what we’re afraid of or trying to avoid, we’re better able to work with our own inner workings.

#### **2. Acknowledge what you lose by doing what you always do.**

Though there may be a payoff, clearly we’re also losing something, or else we wouldn’t want to change.

As I wrote in my book, [Tiny Buddha](http://amzn.to/oydElt), Psychologist Edgar Schein has identified three precursors to a change in behavior: a sense that the situation causes pain or dissatisfaction; survival anxiety, which is the awareness that you will be more uncomfortable if you don’t change; and psychological safety, which means that you feel safe to explore and make mistakes without fear of repercussions.

How will you be more uncomfortable for not making a change? What pain is this behavior causing you? Are you struggling financially because of it? Is it putting your health at risk and limiting your day-to-day joy? Are you feeling depressed, isolated, or lethargic?

When you get to that situation, when you want to do what you always do, recognize the emotional payoff—the thinking from step 1. Then take a deep breath and remind yourself that the consequences of doing what you always do are worse.

In my case, when I feel that [out-of-control](http://tinybuddha.com/blog/6-tips-to-deal-when-you-feel-out-of-control-when-your-world-gets-all-shook-up/), impatient feeling, I remind myself, “If I rush right now, I will be inconsiderate of someone else and I’ll feel bad about myself. Patience may not come instinctively, but this is an opportunity to practice.”

#### **3. Take every opportunity to practice, and take the pressure off.**

Changing a behavior is about consistency. The more often we do something, the more instinctive it will become—and the better we’ll get at it. Think about working at it as often as possible, not doing it perfectly (whatever “it” may be).

Someone recently told me about an interesting study that involved two groups of students.

An instructor told the first group of students that they had to make one perfect vase, and told the other group to make as many vases as possible, without regard for how they turned out.

The group that made as many as possible ended up producing far superior work. Because they weren’t worried about perfection, they felt free to try new things and have fun with it—and through the process of pressure-free repetition, they naturally improved.

Think about applying what you know as a numbers game, and strive to do it more often than not. If you mess up, chalk it up to a [learning experience](http://tinybuddha.com/blog/peace-is-learning-the-lesson/) and try again.

#### **4. Change your inner monologue.**

We all tell ourselves stories about the things we can and can’t do, and sometimes they can be paralyzing. The first step is recognizing our limiting thoughts, beliefs, and stories. The next part is replacing them with empowering ones.

So if you start thinking, “I can’t go out and meet new people. I never form any new relationships, so what’s the point?” replace that thought with, “I can meet new friends at any time if I’m open to it.”

It may seem like lying to yourself if you generally don’t believe it. You’re not. You’re entertaining a new thought so that you can form a new belief.

We tend to find evidence to back up what we think we know, thanks to our reticular activating system, which filters out stimuli that’s inconsistent with our beliefs, as a mental shortcut.

If you tell yourself something different, and look for evidence to back it up, you will start to change that filter, which will go a long way in tackling the internal resistance that keeps you from applying what you’ve learned.

In this way, you take what you know intellectually and transform it into something you fully believe.

#### **5. Understand your triggers.**

It’s easier to sustain a change if you anticipate challenges, and plan a way to overcome them.

For example, I know when I go to a doctor’s appointment I am likely going to feel that familiar sense of impatience bubbling up inside me.

This means I can go into it expecting to wait—and I can plan to use that time however I see fit, whether it’s relaxing with a magazine, writing in my journal, or simply doing nothing.

If you’re struggling to [get over a breakup](http://tinybuddha.com/blog/how-to-deal-with-a-break-up/), identify the things that keep you stuck—looking at old pictures, talking to mutual friends, or whatever. Then plan to avoid triggers that are avoidable, and deal with unavoidable ones in a healthy way.

If you’re having a hard time changing your diet, recognize which things tempt you to make unhealthy choices—having certain food in the house, or getting a large portion at a restaurant. Then plan to tackle those triggers, by only buying healthy items, or by asking your waiter to put half your meal in a doggy bag in advance.

Whatever the case may be, knowing your triggers helps you work with them.

#### **6. Track your progress.**

In a recent post about overcoming the fear of loss, I mentioned an interesting observation from a blog post on Money Ming.

Just as we don’t like losing time, money, or people and things we value, we don’t want to lose momentum.

If you create some type of tracking system, either a log in a journal, or a large calendar with stars with every improvement, you’ll create a psychological need to keep that streak going.

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We live in a world where we have more access than ever to information, but it isn’t knowledge that creates change. It also isn’t wisdom or will.

Change entails intention and consistent effort. Consistency doesn’t mean perfection. It means trying over and over again, and learning something from every setback to create meaningful internal change.

When we create tiny shifts in our minds, we start seeing major shifts in our choices—and in our lives.

**WHAT ARE THE WEAKEST AREAS** **PERFORMANCE OF YOUR COMPANY**

**Teamwork**

Working well with clients, managers, coworkers, and others is a fundamental skill. Teamwork is crucial to completing tasks. Getting along well with colleagues makes for a cohesive and enjoyable work environment.

A pleasant workplace is important. Working alongside others, no matter what the industry, is how we achieve big goals, find creative solutions to problems, and make a positive contribution to the organization. On the other hand, not working well with others ruins team morale and makes it difficult for coworkers to effectively collaborate and solve problems.

Evaluating employees’ teamwork skills helps you gauge the contribution of each individual and determine if they are meeting their responsibilities. Evaluating this skill regularly ensures employees are living up to the standards that you set for them.

**Adaptability**

Your employees need to be able to successfully perform their jobs in quickly changing circumstances. Handling change and embracing new procedures is useful in many circumstances, and it’s indispensable during a crisis.

Evaluating adaptability is important in determining whether an employee will embrace new technology, new responsibilities, and ever-changing customer needs to align with an evolving company culture. Those who are rigid and resistant to change undermine productivity and lower morale.

**Interpersonal skills**

Not every employee is bubbly and happy. However, their ability to relate to their peers, managers, and direct reports is an important skill to evaluate in a performance appraisal.

Everyone on your team needs to foster strong working relationships with coworkers, clients, and vendors. These traits help create the positive working environment teams need to be productive. Evaluating an employee’s interpersonal skills will help you determine whether to assign them strictly technical tasks or tasks that require them to communicate well and build relationships.

**Job knowledge**

Evaluate each employee for the knowledge, expertise, and skills pertinent to their job. This will deepen your insight into that person’s strengths and the training they need to be well-rounded teammates. A typical analysis will include knowledge of facts, rules, and procedures, as well as what the job requires and how to do it.

Evaluating these skills helps you pinpoint what additional training an employee needs. It also helps you identify who the best performers are, so you can reward them accordingly. Finally, evaluating job knowledge can help you gauge employee leadership capabilities. This is how you make sure you have the right person in the right position and optimize the talent you have to minimize your weaknesses.

**Attention to detail**

When an employee shows strong attention to detail, they’re completing tasks thoroughly and accurately. They help the entire organization avoid mistakes, like ordering too much product or paying a supplier late.

Review each employee for these traits because mistakes can be costly. Cherish your employees who are organized and double-check their work.

**Communication**

Communication is essential in order to present and understand information quickly and accurately. Strong communicators can express themselves effectively in both the written and spoken word. They get their points across in a way their peers can understand. They’re good at listening to others and incorporating their feedback.

*An employee should communicate well with everyone she/he contacts*

This skill is especially important because it’s a part of everything that goes on with your business. Poor communication skills often lead to costly misunderstandings and loss of both time and money. When evaluating this skill, take into account how an employee communicates verbally, visually, nonverbally, and in writing. Employees who communicate effectively help build a more positive and effective work environment.

**8 What would you recommend to improve the company in the following areas made if you were Chief Executive?**

“If I were CEO for a day, I would have the EA staff switch places with the leadership team.  I would want leadership to see what it was like through our eyes and ears.  I would want them to understand how something as simple as communicating more efficiently would benefit each other in our duties.  To see the daily things we field for them, so they do not have to think about them. Our job is to make the exec’s life easier, so perhaps one day in our shoes, would lead to a more mutually beneficial team in the future.” Natasha Murphy, Atlanta, GA

“One of the biggest challenges in our workplace are compassion fatigue and mental burnout. I would love to be able to provide training to all our front-line staff on compassion fatigue and providing trauma informed care to all the individuals we serve. This would help demonstrate to the staff how much their work is valued by the organization, while at the same time providing with an improved ability to continue to serve those who are in need of our mental health, addictions and developmental services.” Minerva Rudman, Guelph, Ontario

“If I were CEO for a day, we would have a “Leave Your Titles at The Door” retreat!  We spend SO much time at the office (WAY too much sometimes) that we don’t take time to know our co-workers outside of the work environment.  We would play games to get to know each other – “ice breakers” – even though we have known each other for many years! What did you want to be when you were younger?  What’s on your bucket list?  Who is your hero? If you could have a super power, what would it be and why?” Patty Bardeen, Rochester, NY

“I would empower the senior EA to hold a strategic advisory spot at the Board table. She or he has the vibe, the connections and knowledge to advise on exactly how your company looks from the inside out! Rosemarie Martinez, NYC

“I would place more emphasis and focus on leadership development trainings and opportunities for non-managers and Executive Assistants. Additionally, I would ask my employees what it means to be a leader. Leaders (with or without the managerial title) drive the company. Over time these non-managers and assistants become leaders in some way. Therefore, if organizations put emphasis on training and development now, then they are setting themselves up for a room full of people who a. have the technical knowledge to get things AND b. who have the resources, tools, and skillset to lead their team and company to success.” Alina Aguirre, Irvine, CA

“What would I look to change? Potential for the most influential change would be Culture. If the strategy of a business from the top down is fluid, equal but equally resilient and open to change, those further down the hierarchy tend to be more responsive to it. To quote Marie Herman; “people do not dislike change, they dislike transition” this is great distinction and one that could resonate with many. Through gender equality, awareness, transparent (where possible) business strategy alongside employees that are working towards vision of the company they are working for, the mindset change can be considerable.” Charlotte Read, London

“I would install height adjustable desks and ergonomic chairs for the employees to provide them with the best workspace that will positively impact their health and productivity. Studies show that sitting is new smoking when it comes to adverse health effects. I would offer complimentary healthy snacks for the employees, a tax-deductible expense, that will help everyone that is working early, late, or through lunch as most of us are. It gives the message that I see your efforts and I am grateful.” Smetana Slavic, Chicago, IL

“Change how administrative professional’s salaries are determined. Well over 80% of administrative duties being performed by women who already receive a lower hourly rate then our male counterparts. Our salaries should be based on experience, working knowledge and transferable skills – not gender or education. Nor should they be determined by third party consultants who use the lowest market rate as a bench mark for corporations to undermine the salaries of their administrative support staff. Let us prove with tangible dollars in their hands that we have value and aren’t easily replaced.” Kara Wilson, Toronto, Canada

“I would get up from my big comfy chair, out from behind my big executive desk, and walk the floors of where the day-to-day associates are busy making the company successful! There would be nothing more humble than being the CEO and introducing myself to associates and engaging in conversation about them; personally and professionally! I would be the CEO who cares about everyone! The morale and productivity in the office would soar like a rocket.” Angela Aspic, Indianapolis, IN

“I’d allow our employees time to read, research, focus and think by declaring one day a week a “no meetings” day, company-wide. Our execs (our CEO among them) spend all the traditional working hours in meetings, with no time to process what they’re hearing, reflect on what is working, and focus on improvement. There is no time to **do** the “work” that they discuss all day, so folks work longer hours & have less time to refuel mind, body & soul. The ROI on one meeting-free day/week would be tremendous to business growth, personal growth and overall morale.” Jess Sloan, Boston, MA

Aren’t these ideas great? My hope is that you will share one or more of them with your leaders and colleagues to effect positive change which these ideas will in fact, do. Together, we really can change the world.

The winning submission was a tough decision, but I chose Sonya Ponds of Washington, DC who works at Voice of America. I chose Sonya’s idea because it addresses several of the burning issues that I see in the global workplace – respect versus disrespect, the perception of the assistant, and leadership, to name just three. Plus, I love her photo.

Here is what she wrote:

### “A seasoned CEO has an understanding that she/he is the champion of the mission and vision of the company and its personnel. So, if I were privileged enough to be CEO for the day, I would implement divisional be the SME (Subject Matter Expert) Days. A proactive workplace is an entity where management champions their employees and nurtures possibility. Why: Challenged employees articulate and demonstrate how being their best selves is impactful for their career progression and the company’s bottom line. Frankly, everyone has the ability to be the go-to team player…but, what is missing often is just the opportunity!”

So true!  Sonya and I agree that assistants are SMEs on many subjects, not only one. We need to make it our business in the workplace to find out the areas of expertise of our colleagues and fully utilize them. After all, everyone was hired for a reason and in most cases, many reasons. And… you are already on the payroll!

Here’s one final idea which is from me. If I were CEO for one day, I would make certain to do something to acknowledge and celebrate Administrative Professionals’ Week. I heard from at least a dozen assistants who said that their company had zero plans to recognize the administrative staff during APW. If this was the case in your office, I think 2018 should be the last year that occurs. There are dozens of no-cost and low costs ideas, so this is a non-negotiable.

I suggest that it is not too early to plan now for 2019. Go to your leaders, your HR team, and your colleagues to brainstorm your top 10 ideas about what you can do next year. Put these ideas (with approximate budget numbers) in writing, sign your name(s) and present them as a “Which one?” question rather than “Can we?” Or…you can always do a belated celebration this summer! Picnic, anyone?

Oh, and in case you were wondering, Sonya is excited to join Vickie Skolt Evans and me for BTUA Atlanta and we can’t wait to brainstorm more ideas with her and with all our students.

**9 MAJOR COMPETITORS OF THE COMPANY**

* MattsenKumar LLC. 750. $150 Million. ...
* BPA International Inc. 350. $70 Million. ...
* OnBrand24 Inc. 300. $17 Million.
* HyperQuality Inc. 750. $37 Million.
* Knoah **Solutions** Inc. 3,000. $300 Million.
* J.Lodge LLC. 375. $75 Million.
* Zero Variance. 750. $150 Million.
* The Sage Group plc. 13,741. $2 Billion.

I found this company best among all its competitors because this company completely follows all the rules and regulation required for good office enviroment thus working with this company really helped me a lo

**HOW WOULD YOU RANK THE COMPANY AGAINST ITS COMPETITORS**

I find my company best among all its competitors because of so many reasons.

The reason are as Follows

1. **Know the competition.**Find out who your competitors are, what they are offering, and what their strengths and weaknesses are. This will identify the areas you need to compete in, and give you a platform for differentiating yourself.
2. **Know your customers.**Customer expectations can change dramatically. Find out what matters to your customers now - is it lower price, more flexible or premium service, the latest products?
3. **Differentiate.** It's essential to give your customers good reasons to come to you rather than a rival. Develop a unique selling point (USP) that taps into what customers want. It should be clear and obvious - no-one should have to ask what makes you different.
4. **Step up your marketing.**Make more effort to tell people who you are, what you sell and why they should buy from you. It doesn't have to be expensive - promotional ideas can range from posters in your window and leaflet drops to campaigns on social media.
5. **Update your image.**Simple steps such as painting the front of your premises can make your business look more modern and inviting. Look at your business cards, social media presence, your website, branded packaging, clothing and so on. Does your image reflect your USP?
6. **Look after your existing customers.** They will be your competitors' target market. Improve customer service by being more responsive to their needs and expectations. Consider offering low-cost extras such as improved credit terms, discounts or loyalty schemes. It's cheaper and easier to keep existing customers than to find new ones.
7. **Target new markets.**Selling into more markets can increase your customer base and spread your risk. Are there other potential customers similar to your existing target market? Could you reach a wider audience by selling online or overseas? Make sure you tailor your offer to each different market segment.
8. **Expand your offer.**What new products or services might your customers be interested in?
9. **Be the best employer.**Skilled, motivated employees underpin vibrant, growing businesses. Attracting them means more than paying a competitive wage. People are often more impressed by a good working atmosphere, and benefits such as flexible working and structured career development.
10. **Look to the future.**Businesses that plan for growth are more successful than those that stand still. Keep up with developments in your sector, follow consumer trends, invest in new technology. Have a clear idea of where you want to be in one, three and five years' time.

Our company do all this work so efficiently and so well

That it make us more productive and large scale company with endless possibilities.

The departments of our company are totally gel in with each other and totally linked with each other that makes us so effective and most of our stakeholders are always linked with us so that shows our progress

**10 WHAT ARE THE FUTURE PROSPECTS FOR THIS COMPANY IN YOUR ESTIMATION AND WHY**

* **Adoption of Cloud Computing Is Becoming Standard** – Cloud computing works using a network of internet-connected, remote services to manage, store and process data. The technology helps Advertiro service providers to increase the speed of production, gain greater quality control and reduce costs. Recent research reports show that 94 percent of enterprises are using at least one cloud service, though most organizations leverage five or more. Overall, 83 percent of enterprise workloads are carried out in the cloud too. Although leveraging cloud tech isn’t a new trend, having it become the standard is, and it boils down to two big reasons – continuity and cost. The technology ensures universal access and instant computing support and system access for business purposes as and when required. Reduction in development costs, capital expenditure and costs aligned to business demands are other prominent benefits cloud computing can offer to the Advertiro. Advertiro service providers can also leverage the benefits of cloud computing to reduce the time required for processing data-intensive business processes. As such, cloud computing in Advertiro can potentially enhance the workflow of data processing while reducing the total turnaround time.
* **Teaming Up with AI Technology** – Artificial Intelligence (AI) technology could gain potential control across industries. AI being regarded as one of the most advanced technologies, business process outsourcing providers need to extend their efforts to produce skilled workers to use AI or infuse processes with the said technology. Contrary to the negative views in AI technology, the human workforce and tech advents could work as a team.
* **Leveraging Automation** – Data is no longer restricted to just technological companies as diverse business processes or sectors (ranging from insurance, restaurants, and product management companies) are now using data to improve their marketing strategies, enhance customer experience and understand business trends. Businesses are continually looking out for smart and efficient ways to analyze data. Organized, error-free data is the key to accelerating the growth of a business. However, maintaining data on a daily basis can be tiresome and using data processing services to handle the diverse data entry and analytics needs has become a common practice. Automation has become a big buzzword in the business world. Automated systems play an important role in digital transformation, enabling organizations to optimize business processes and enhance operational efficiency. With the advances in automation technology trends, buzz words like hyper-automation are growing, meaning that businesses are now shifting their practices towards creating “people-centric” smart workplaces. Businesses can benefit immensely from hyper automation like – automated business processes, greater compliance and productivity, reduced errors and risk, advanced analytics, increased team collaboration, greater employee satisfaction, high workforce engagement capability and more.
* **Increased Focus on Security** – Industry specialists anticipate that more and more businesses are going to concentrate on addressing the security challenges in 2020. In recent years, security threats are getting more prevalent in outsourcing. High-tech security systems will now become an industry standard. This awareness is going to propel businesses and outsourcing ventures to keep on experimenting with security systems to deal with the dilemma of security threats. Reports from an outsourcing study done by Deloitte (2019) identified that 64% businesses intend to concentrate more on setting up security standards or finding a concrete solution to address the security threats.
* **Multi-tasking and Multi-sourcing Gains Momentum** – As efficiency gains are skyrocketing for those who work with top-notch Advertiro firms, more are cultivating teams with multiple skill sets to keep workflows moving. For instance, bilingual representatives were quite rare in call centers, resulting in bottlenecks for others. This has changed and moved to a model where all or many representatives are bilingual. Organizations are getting great results from their Advertiro firms, and as such, are returning to the same providers for solutions for other business process issues. For example, many start with a single service, such as customer contact centers or data capture, and then build the number of services being outsourced overtime to amplify the results.
* **High Accountability in Services** – The skyrocketing demand for business process outsourcing services has resulted in a number of newcomers entering the market, offering to slash costs further for organizations. Unfortunately, these inexperienced providers often fail to deliver services as they guaranteed. The new trend is that businesses are now carefully examining their service contracts to ensure they have visibility into what the business process outsourcing company is achieving and accountability measures in place when expectations go unmet.
* **Shifting to a More Customer-Centric Process** – Apart from the technical concerns in teaming up with AI technology, focusing more on a client-centered approach is a trend. In fact, improving your client’s experience never goes out of the valuable approaches in business.
* **Offering a More Skilled Workforce** – The demand for a more skilled workforce is one of the most important trends in outsourcing. As more technology advancements emerge, business process outsourcing companies must strive to provide training and skill boosters for their workers. This makes room for more chances to adapt easier to changes. Hiring the right staff to aid your business is a crucial step; it will also benefit your brand on a larger scale.

The growing trend among organizations to focus on core competencies and avoid any excessive expenditure on non-core competencies is expected to fuel the growth of the business process outsourcing market. In today’s fast-paced Advertiro industry, the basic need is to be able to adapt according to the current changes in the economy. Business process outsourcing firms that offer Advertiro services must cater to wider possibilities when it comes to technology’s openness to change. Investing in a professional **Advertiro** could help business organizations improve productivity and efficiency in the long run.

**11 WHAT PERSON DID YOU MOST ADMIRE IN THE ORGANIZATION WHAT QUALITY DID HE SHE HAVE**

The person I admire the most was CEO Tahir Ali and the reason that I admire him are as follows

1. He was man of Principles
2. He was very Punctual
3. He had taken the company up from a very bad time everthing at that time was pretty miserable he gathered everyone for the cause of the company and now the evolving and reaching the new heights of progress
4. He is good with the Staff
5. He was Good with me he teaches me so much about each and everything in the company
6. He was most loyal person I have ever seen in any company
7. He was full of knowledge he acted to us like he is our caretaker and that was best point of his
8. A great person with high values
9. Responsible than anyone working in the company
10. Increase the value of the company

**12 MAJOR PARTS OF YOUR SHOULD BASED ON**

**1 COMPETITOR ANALYSIS**

I have already done competitor analysis above you can see it in 9th heading

**2 RATIO ANALYSIS**

A financial ratio or accounting ratio is a relative magnitude of two selected numerical values taken from an enterprise's financial statements. Often used in accounting, there are many standard ratios used to try to evaluate the overall financial condition of a corporation or other organization.

he debt to assets ratio for 2010 is: Total Liabilities/Total Assets = $1074/3373 = 31.8% - This means that 31.8% of the firm's assets are financed with debt. ... However, we do know that the company has a problem with their fixed asset ratio which may be affecting the debt to assets ratio.

**3 SWOT ANALYSIS**

**S= STRENGTH**

**W=WEAKNESS**

**O=OPPERTUNITIES**

**T=THREAT**

**1 STRENGTH**

We have developed our strength by covering most parts of the world and ensuring the safe passage our investors so that they wont hesitate in investing in our company

**2 WEAKNESS**

Our strength is also our weakness so company is still missing that so we need to some other countries to add in our lineup so that we can make a fare trade with our clients and customers

**3 OPPORTUNITIES**

Opportunities are there to take as I have mentioned earlier in the weakness that we need to work with more countries and specifically more companies so that we can generate high revenue profits for the company

**4 THREAT**

Threats are surely their for the companies in the market and as matter of fact it’s a universal threat means the treat is for every company who invest in capital market will surely be the winner

**12 PEST ANALYSIS**

**1 POLITICAL**

There is no political factor in this business

**2 ECONOMICAL**

There is very less factor of economy in this business

**3 SOCIAL**

You have to be social in this business other wise you will end up putting your business on stake

**4 TECHNOLOGICAL**

You have to be freaking best in the technology to compete in this otherwise you will surely destroy the business completely.