**LETTER OF TRANSMITTAL**

Date: 15.03.2016

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Associate Professor and Head

Department of Business Administration

Faculty of Business & Economics

Daffodil International University

**Subject:** Submission of Internship report on “An Evaluation of The Service Marketing Strategy of IBN Sina Hospital

Dear Sir,

I am pleased to submit hereby the Internship report of **“An Evaluation of The Service Marketing Strategy of IBN Sina Hospital”** for your kind evaluation. To prepare this report, I have given my best effort that would enhance the report. This report attempts to describe my observations, learning during the study this course.

I made sincere efforts to study related materials, documents, proposals, budgeting issues report and operational systems of IBN Sina and examine relevant records for preparation of the Internship paper as comprehensive and informative as possible within the time allowed for me. Due to various there may be some mistakes for which I beg your apology.

I would be glad if you accept the term paper and also requesting to consider limitations with a soft view that had made due to my limitations and oblige thereby.

With the best regards,

……………………..

Najmul Hasan

ID: 121-11-2500

Program: BBA

Department of Business Administration

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**STUDENT DECLARATION**

I am Najmul Hasan of Bachelor of Business Administration, 31stbatch, ID: 121-11-2500 hereby declares that this Internship report on IBN Sina Hospital ltd **“An Evaluation of The Service Marketing Strategy of IBN Sina Hospital”** has been prepared by myself and has not been previously submitted to any other University, Collage or Organization for any academic qualification, certification, diploma or degree.

I also declare that, this report has been prepared for only the academic purpose not for any other purposes. It might not be used with the interest of opposite party of the organization.

……………………..

Najmul Hasan

ID: 121-11-2500

Program: BBA

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**LETTER OF APPROVAL**

The report titled ***“*An Evaluation of The Service Marketing Strategy of IBN Sina Hospital*”*** submitted as partial requirement of BBA program. This report has been prepared by **Najmul Hasan, ID: 121-11-2500,** Major in Marketing, BBA program at Daffodil International University, under my supervision and guidance. This report is recommended for submission and presentation.

I wish him every success in life.

Best wishes,

Mohammed Masum Iqbal

Associate Professor and Head

Department of Business Administration

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**ACKNOWLEDGEMENT**

The theoretical knowledge that is gathered from the Educational institution is not sufficient to aware the subject matter rather the practical knowledge. In order to resolve the dichotomy between these two areas, I was assigned to prepare a report on **“An Evaluation of The Service Marketing Strategy of IBN Sina Hospital”**

I, am Najmul Hasan, first of all, would like to express my gratitude to almighty ALLAH for keeping me mentally and physically sound to prepare this report. I would also like to express my heartiest gratitude & thanks to those people, because without their dedication and contribution this project would not have been possible and would not get the successful compellation.

I would like to take the opportunity to express my gratitude to my Internship advisor, **Mohammed Masum Iqbal,** Internship Supervisor, Associate Professor & Head, Department of Business Administration, Daffodil International University for his valuable suggestion constant encouragement and keen interest at every stage of this study, without his supervision that would have been extremely difficult to accomplish.

Finally, I humbly appreciated the endurance & assistance of the entire individual at IBN sina who spent their time in making me able to complete my Internship Report.

**PREFACE**

Practical training is an important part of marketing courses. Theoretical studies are not more sufficient enough to get into the corporate world and understand the complexities of large-scale organization. Practical training exposes us to real practices of marketing in the organization. The main reason for choosing this topic is to know the implementation of core marketing activities in the real field and turning theoretical knowledge into practical experiences.

Finally, I have conducted my internship program at IBN Sina Hospital and tried to prepare a comprehensive and informative report on the basis of experience and activities that I have observed and performed during the short period of my training program. I have made all possible efforts to submit this report. Finally, I beg pardon for all my unexpected and unwilling mistakes, which may appeared to complete my whole internship study.

The outcomes of the study will surely be a great experience. This will help to know more about the patient behavior, service quality and the gap between the customer and the service provider. This study will help me in the near future career.

**EXECUTIVE SUMMARY**

First of all to make a report I have to set an objective on which service segment of the market I will conduct my research. I choose IBN Sina Hospital Limited a service and health care organization to evaluate the service marketing strategy followed by IBN SINA. Through this study we can have a clear view of the present situation of service industry and also we can have a good glance on other hospital as well as we can evaluate the position of the service provider organization.

To conduct this assignment successfully I studied several hospitals service facilities as well as service providing strategies. Know about their target patient and threats from the competitor of service providing hospital, which hospital contains highest potential entrance in the service providing organization of Bangladesh.

Finally, IBN Sina Hospital Ltd has successfully established itself as one of the fasted growing service providing hospital in Bangladesh with reputation for a touch of class and dignity within the reach of all class of people. However, hospital is facing some problems. We are given some recommendations for the hospital and made consolation of hospital to given some advice for the hospital

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