

Internship Report on
Brisbane PTE Study Centre



Submitted to:

Islamic University of Technology

*in partial fulfillment of the requirements for the degree of
BBA in Business and Technology Management (BTM)*

Submitted by:

I understand that my final report will become part of the permanent collection of the Islamic University of Technology BBA in Business and Technology Management Program. My signature below authorizes release of my final report to any reader upon request.

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This internship report is submitted to the Department of Business and Technology Management (BTM) at the Islamic University of Technology (IUT) for the course BTM 4800.

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LETTER OF TRANSMITTAL

Date: April 13, 2022,

S.M Rakibul Anwar

Assistant Professor

Business and Technology Management

Islamic University of Technology

Subject: Submission of Internship Report.

Respected Sir,

I submit the following Internship report titled “Brisbane PTE Study Centre” as an integral part of the internship program. Working directly under your direction constituted a great personal achievement for me.

The report itself presents my overall effort stating the recent situation of our company and how it’s creating a positive impact in lives of immigrants in Australia. I am extremely grateful to be a part of this journey and share some of my personal experience and inspection around the organization. The before and after scenario of possibilities that has been created an effect on my life is ever changing as an understatement. The personal development I have witnessed over the past three months made me prepared for any situation ahead so I am ready to work on any clarification in near future.

Please accept this report and offer me with any professional advice or feedback you may have. This study would be a huge success if you find it useful in any manner.

Yours truly

Afrin Khondokar

Student ID: 170061052

Business and Technology Management,
Islamic University of Technology.

DECLARATION

I, Afrin Khondokar, a student of the Department of Business and Technology Management of Islamic University of Technology hereby declare that I have prepared this report on Brisbane PTE Study Centre by myself with the guidance provided by my assigned supervisor Mr. S. M. Rakibul Anwar, Assistant Professor, BTM. I have not breached any copyright purposefully. The work is authentic to the best of my knowledge. I further declare that the report was not submitted to any other party or institution for any degree of certificate.

Student's Full Name & Signature:

Afrin Khondokar

Student ID: 170061052

Department of Business and Technology Management

Islamic University of Technology

Supervisor's Full Name & Signature:

S.M. Rakibul Anwar

Assistant Professor

Department of Business and Technology Management

Islamic University of Technology

ACKNOWLEDGEMENT

Alhamdulillah and praises to the Almighty, for providing me with the opportunity, strength, and wisdom to complete this internship report and write this paper. I am truly grateful. I would be unable to finish this difficult assignment in a timely manner without the proper guidance from the colleagues and manager of Brisbane PTE Study Centre. Their immense support and knowledge helped to manage every data and details included in the report.

I would like to take a moment to appreciate my academic supervisor, S.M Rakibul Anwar sir, Assistant Professor, Business and Technology Management, Islamic University of Technology for his immense support and essential guidance towards the success to completion of my internship. The positivity that you expressed and supported me from the very first of the process helped me to gain my confidence and to explore more about myself during the whole tenure. The suggestions and weekly interactions during your hectic schedule helped me to complete writing this paper with professional and academic overview.

Next, I would like to express my gratitude towards my company supervisor Nahid Kamal Tonmoy and my subordinates working along me during the time being. Their mental support and dedication have influenced me a lot to build my professional skills and attitude. The subtle meaning of multi-tasking during in any workplace has been my interest from the first and now I am proud how much I have personally developed myself through their motivation. Workplace not always mean the physical environment you are working in rather it's something more than that, though I never got to interact like everyone in workplace due to work from home but still no regrets.

Finally, I am grateful to my family, friends and classmates for tireless support and effort throughout the time. My parents have always been my first support system in any scenario, how everyday they kept believing in me, helping me out, sharing their view on how to handle difficult situations, built the path to overcome my anxiety. The hardworking classmates always inspired us to work even better in every place to represent ourselves as the best candidate.

EXECUTIVE SUMMARY

According to guidance to our 8th Semester BTM 4800 Internship course completion this report will hold the overall idea and presentation of my internship completed in Brisbane PTE Study Centre.

This report is a summarized overview of my 3 months internship journey of practical and professional experience that I could gather from working in Brisbane PTE Study Centre. The report holds the detailed information about the experience as an intern working in an international organization as a medium of working from home. This eventually provided the opportunity to observe, develop personal skills, work ethics, growth, sales, customer satisfaction and many more. I worked here as a PTE Instructor providing the future candidates to prepare for their upcoming PTE exam through online platforms. The work surrounded by creating class content, to taking live classes every day, creating a floor of comfortability among the loyal students, creating marketing content to working in the sales department, making huge sales through social media platforms.

Due to increase in popularity in the community still PTE Study Centre has been known as the best institute all over Australia providing the best training by the professionals with a guarantee to succeed. The whole journey to bringing smiles into the face of those people with building a future the organization is not only standing due to its popularity rather their professionalism and care for every individual member.

This report will help to understand how this experience has influenced my career plan to the right extent. It focuses on the general management methods used to operate the business and maintain its smooth and flawless operation.

Chapter 1

Introduction

1. Introduction

This informative study is required for course BTM 4800, my 8th semester internship course. The goal of this paper is to analyze my three months of job experience in a corporate work from home environment. I am expected to perform a three-month internship for 9 credit points as a final semester student in the Business and Technology Department. In preparation for graduation in this subject, I completed a three-month internship in various departments related to my academic study to investigate my field of interest. This program benefited us in integrating academic content into a real-world work environment, understand the workload and hence enhancing student performance and reliability.

PTE – The Pearson Test of English Academic is a computer-based academic English language examination designed for non-native English speakers interested in studying abroad. It assesses students' abilities in Reading, Listening, Speaking, and Writing.

PTE Study Centre is Australia's pioneer of professional PTE training. Since 2014, we have been the first in Australia to deliver professional PTE training. They have maintained their position as the leading PTE training institute by generating the biggest number (32,000+) of successful PTE applicants achieving their target PTE scores for Australian studies and immigration.

It is a company that operates in the Other Schools and Instruction industry in Point Cook, Victoria, Australia. They have employs of a total of 9 people across all of its locations, generating a total revenue of \$102,981 (USD). (Figures for employees and sales are based on simulations)

1.1 Background of the Report

Brisbane PTE Study Centre was founded in 2016 as a subsidiary of PTE Study Centre Australia, a pioneer in the PTE training market. It delivers training to the PTE Test Takers as customers. I will attempt to discuss my internship experience at Brisbane PTE Study Centre in this internship report. I recently completed a three-month internship with their managerial and sales division, where I worked in the online managerial department. I'll attempt to describe everything I've learnt during my internship and how it will benefit me in the future.

1.2 Origin of the Internship Report

The internship program at the Islamic University of Technology is a requirement for students majoring in Business and Technology Management to earn their undergraduate degree. This program's principal objective is to familiarize the first batch of BTM department graduates with the job market and corporate world. The purpose of the BTM department is to expose students to the practical and working world. Because the students are already familiar with the theoretical concepts of business, the internship program enables them to apply the theory to real-world situations and obtain practical experience. The true difficulty here is in applying theoretical information to concrete thoughts and experiences.

1.3 Main purpose of the Internship Report

In this section, I will outline the internship program's primary objective. I've listed the primary objectives below:

- Acquire experience working in a real-world corporate environment.
- Students should be made aware of the labor market.
- Establish a link between theory and practice.
- Organize the job description's detailed details.
- Completion of all requirements for the BBA program.

The report is the outcome of a three-month internship at the Brisbane PTE Study Centre in Brisbane, Australia, and was written in compliance with the Business and Technology Department's standards. It includes information on the business and its products, as well as details about the industry in which the business operates.

1.4 Objectives of the Internship Report

- Outline my intern duties and obligations.
- To provide an overview of the company's overall health and position in international markets.

- Compiling data on the PTE industry's overall operational operations.

1.5 Methodology Used

While preparing this internship report, I acquired information and insights from both primary and secondary sources.

1.6 Sources of Data

Primary Sources:

The study devotes a substantial amount of space to summarizing the data acquired through primary research. The majority of the primary components and insights given in this study were gained through discussions with firm personnel and workers.

Information Sources:

- Official corporate personnel.
- The notes I kept throughout the internship period.

Secondary Sources:

While primary research accounts for the majority of this study's content, a substantial portion of the material given in the report was acquired through secondary sources. My paper used secondary sources of information from a variety of sources.

Main Sources:

- Company website.
- Google search engine.
- Reliable sector research papers.

Chapter 2

Company Overview

2. Company Overview



Figure 1: Official Logo of PTE Study Centre

Branch: Sydney, Brisbane, Melbourne, Adelaide

Headquarter: Sydney

This section of the report's major goal is to showcase the company's history, a brief explanation of the services they provide, their functional areas, customer base, target market, branches, revenue, and performance in both domestic and foreign markets.

2.1 Historical Background

The Australian Department of Home Affairs (formerly known as the Department of Immigration and Border Protection) began accepting PTE Academic as a standard English Language Test for visa applications in November 2014. Our Founder Director recognized the need for an accredited and competent PTE training facility to provide visa applicants with the requisite skills, methods, and procedures for acing the PTE. Our director possesses remarkable IELTS 9, PTE 90, and GMAT 720+ scores. On December 6, 2014, he began transferring his mastery of the English language to PTE Academic applicants.

Their head office (Sydney) began leading the industry in 2018 by inventing amazing courses and programs with the purpose of ensuring the quickest possible PTE achievement. With that objective in mind, we were the first institute to pioneer the ELICOS (English Language Intensive Courses to Overseas Students) model of PTE training by creating intense PTE preparation courses, which have since become the most popular PTE course in Australia.

PTE Study Centre is one of a few, if not the only, institutes in Australia that grew throughout the covid-19 crisis period. We were early users of Flipped Classroom concepts, which we enabled in 2020 by establishing our own Live Class Portal and 24-hour Video Lectures Portal. This innovation in response to the crisis provided the most possible flexibility in PTE preparation for all PTE candidates in Australia. This had a near-disruptive effect on the business, rendering the previous concept of time-limited training models outdated while elevating the PTE Study Centre's training packages (i.e., Infinity Package) to the top of the list for PTE test takers today.

At the moment, PTE Study Centre is Australia's only professional institute that offers blended learning choices (hybrid: on-campus and online). Our premium online training model includes non-stop live PTE instruction. This enables a PTE candidate enrolled in this non-stop type of PTE training to join a LIVE PTE training session at any time between 11 AM and 8 PM (AST). This means that all training sessions are consecutive; one session concludes and another begins.

2.2 Mission of the Company

PTE Study Centre as a company has been growing enormously in this field since its inception. They have set the benchmark as a leader to follow throughout all the subsidiary organizations. Those are as follows:

- Since 2014, the highest number of 65 and 79 in PTE has been documented.
- Trainers that are extremely professional and extremely passionate: Qualified in TESOL/CELTA
- The most successful training methodologies: Ensured to work in the shortest amount of time feasible
- Unmatched breadth and depth of AI technologies and platforms: PTE Portal and AIWAS Plus are used to power this site.
- Industry innovator: intensive PTE training, mentorship program, and model of the flipped classroom

2.3 Branch Overview

PTE Study Centre has their branches available in 5 different locations all around Australia. It includes the large commercial cities Sydney PTE Study Centre, Melbourne PTE Study Centre, Brisbane PTE Study Centre, Adelaide PTE Study Centre & Gold Coast PTE Study Centre. These branches are led by highly motivated head trainers and support instructors who are committed to providing straightforward training techniques. They are an early adopter of fully AI-assisted PTE training and make extensive use of PTE Study Centre's flagship platform AIWAS+ to deliver highly sought-after PTE instruction.

2.4 Company's Operational Process

Brisbane PTE Study Centre working for the past 6 years under the division to provide professional training to the immigrants and international students. Since, the government of Australia made PTE (English Proficiency Test) as a requirement for Australian PR requires a minimum score of **65 points** (Equivalent of IELTS band 7). For visas 189 and 190, the minimum level is competent English. PTE scores are often preferred by candidates for Australia PR because they allow for limitless score distribution to universities/colleges. For migration purposes, the PTE score for Australia PR 2020 can be used.

Campus and Online courses are sorted separately with proper details of the services will be provided along the duration. The campus and online team are separated to deal with the customers efficiently. The courses include 5 days live classes with support from the practice portal AIWAS+ for specific amount of time. Brisbane PTE Study Centre publish monthly prediction file for free each month to help out every other people who might need the short syllabus to complete and practice for their upcoming PTE exam. They have full-fledged campus lab for practice for free for anyone attending on campus.

Promotion: Enroll in Express/ Unlimited and Infinity to get free ONLINE CLASS

	Best Seller		Value for Money	
	SuperSonic	Express	Unlimited	Infinity
Duration	3 weeks	2 months	12 months	12 months
NAATI				Tuesday/Thursday
Flexible Class Timings	Campus Class	Campus Class + Online Class	Held 2 days a week. Long Lab class from 10:30am to 2:30pm Campus Class + Online Class	Campus Class + Online Class
Class duration	2-hours	2-hours	5 hours Lab class	5 hours Lab class
Class days	Monday to Friday	Monday to Friday	Monday to Friday	Monday to Friday
AIWA Access	1 month	2 months	12 months	12 months
AIWA Speaking Access	1 month	2 months	2 months	3 months
AIWA Lab Mock Test	1 full/ 2 custom	2 full/ 4 custom	2 full/ 4 custom	3 full/ 6 custom
Prediction File	1 Prediction File	2 Prediction Files	12 Prediction Files	12 Prediction Files
Private Session (20 mins- online instructor)	X	X	5	5
NAATI FREE Punjabi/Hindi/Nepali	X	X	X	Saturday/Sunday
Price	\$350	\$500	\$700	\$1000

Are you a returning student? Your upgrade options:

	Express	Unlimited	Infinity
SuperSonic	\$200	\$350	\$650
Express	*	\$250	\$500
Unlimited	*	*	\$300
AIWA- 1 month	Unlimited Speaking+1 Full mock test		\$50
AIWA+ 21 days	Unlimited Speaking+3 Full mock test		\$40
AIWA+ 14 days	Unlimited Speaking+2 Full mock test		\$30
AIWA Lab Mock Test			\$10

Promotion: Enroll in Infinity Class and get free NAATI and IELTS course Free

	Popular			
	Supersonic	Express	Unlimited	Infinity
Duration	1 month	2 months	6 months	12 months
NAATI				Tuesday/Thursday
Flexible Class Timings	11am to 7pm/ variable Monday to Saturday	11am to 7pm/ variable Monday to Saturday	11am to 7pm/ variable Monday to Saturday	11am to 7pm/ variable Monday to Saturday
Class duration	Various times	Various times	Various times	Various times
Class days	7 days a week	7 days a week	7 days a week	7 days a week
AIWA Speaking Access	1 month	1 month	1 month	2 months
AIWA Lab Mock Test	1	1	2	2
Prediction File	1 Prediction file	2 Prediction Files	6 Prediction Files	12 Prediction Files
Non-Stop live/recorded PTE classes 7 days a week	All day	All day	All day	All day
Super Suggestion Private Classes	2	4	10	20
Price	\$300	\$350	\$450	\$700

(NAATI language- Nepali/Punjabi/ Hindi)/ (IELTS COMING SOON)

Are you a returning student? Your upgrade options:

	Express	Unlimited	Infinity
SuperSonic	\$100	\$150	\$400
Express	*	\$150	\$350
Unlimited	*	*	\$300
AIWA- 1 month	200 speaking per day +1 AIWA Lab Mock Test+1 Prediction file		\$50
AIWA- 2 months	200 speaking per day +2 AIWA Lab Mock Test+2 Prediction file		\$100
Speaking	200 speaking per day		15 days=\$30 / 30 days=\$40
AIWA Lab Mock Test			\$10

Figure 2: PTE Course Offered

There are promotional offers available for the courses over the years to make it more convenient for the international students to avail on the right times. They have that mouth-to-mouth marketing used at its best possible way as the customers always recommend the center to others in the family and friends as well.

They help out to personal 1-to-1 feedbacks to every person based on their mock test performance and previous PTE scorecards. These feedbacks and regular checkups have been very helpful for them to achieve their desired score.

2.5 Products and Services

The common product that has been the sole of PTE Study Center has been their practice website AIWAS Plus. It has more than 2500+ people signed up and using the platform for their PTE practice of 20 subjects on a regular basis. Around 1230+ people active on the platform and practicing in their free time, besides they can have the best feedback automatically generated. There is no need of a human instructor to give feedback.

2.5.1 AIWAS Plus

Website: <https://aiwas.io>

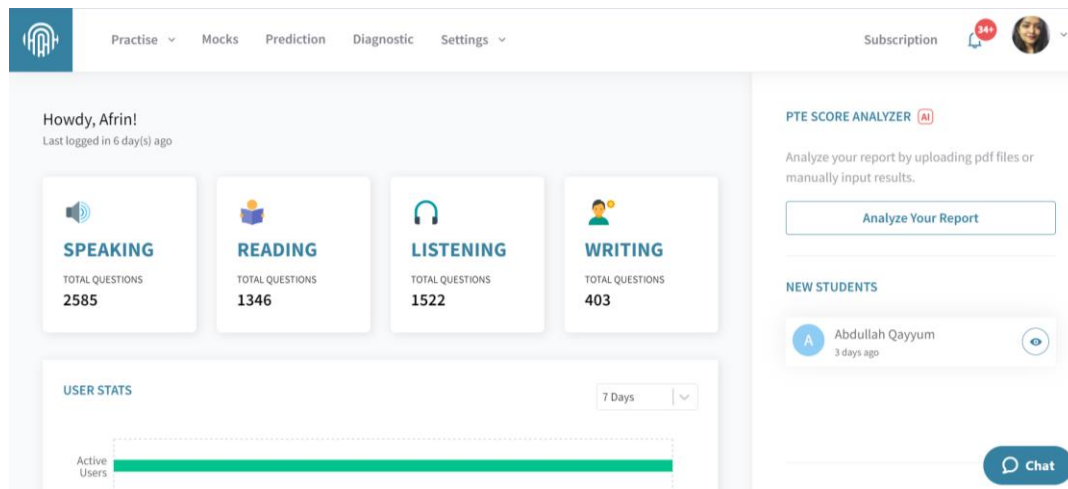


Figure 3: AIWAS Plus Home Page

AIWAS Plus by PTE Study Centre is an artificial intelligent system that facilitates fully automated PTE scoring. It is the very first AI Generated PTE Platform. In the absence of a human PTE trainer, their virtual trainer is designed to perform just like an expert human trainer would. This virtual trainer swiftly assesses your skills and weaknesses and develops a study plan centered on every desired PTE score. This technology's primary objective is to give every person a training environment that features instant AI-based scoring and extensive feedback. Additionally, all generated feedback is intuitively logged and tracked for continual improvement. It works in acts synergistically with our AI Study Guide to create the most effective study plan for you that automatically adjusts based on your activity on the platform.

Offers 20 topics latest questions to be practiced from all the 4 sections. They are now considered to be the leader of most amount of PTE questions ready in their platform.

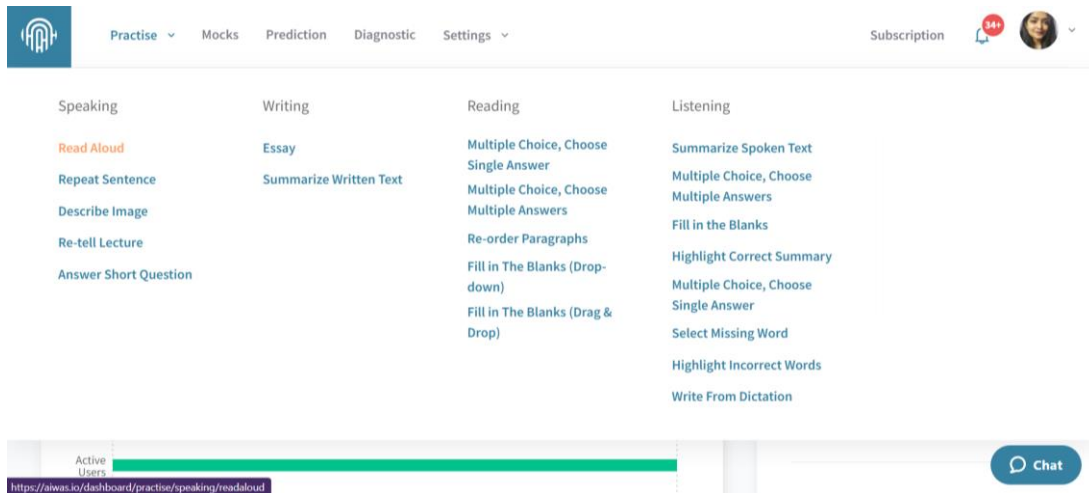


Figure 4: The Services available in AIWAS Plus

They can get detailed feedback after every practice and share that link for further assessment from the assigned instructor. According to our active participants they have voted this platform user friendly as well and very easy to use.

Recently one of my personal students Suraiya Riya from Bangladesh mentioned in her review: “AIWAS is the best website to practice for PTE and I got my desired score in 2 months. It gives you the most accurate score.”

2.5.1.1 Subscription

The service is provided based on subscription. There are 3 subscriptions available for all. They can either purchase them directly from the website through their debit/credit cards or they might knock on our active Facebook page for any discount and the manager over that time will activate the account for them. The first-time users have 3 days free subscription to use and practice to see whether its convenient for them or not. Then they can easily choose any of the available courses anytime they want.

	CURRENT PACKAGE: FREE	Buy Now	Buy Now	Buy Now
	FREE	STARTER	ULTIMATE	BASIC
	3 Days	A\$29.99 <small>A\$79.99</small>	A\$49.99 <small>A\$99.99</small>	A\$9.99 <small>A\$29.99</small>
		7 Days	30 Days	21 Days
Speaking	5	Unlimited	Unlimited	10
Writing	Unlimited	Unlimited	Unlimited	Unlimited
Reading	Unlimited	Unlimited	Unlimited	Unlimited
Listening	Unlimited	Unlimited	Unlimited	Unlimited
Full Mock	-	1	1	-
Custom Mock	-	1	2	-
AI Exam Prediction	-	✓	✓	✓

Figure 5: Subscription packages in AIWAS Plus

Starter Package: 7 days package include unlimited access to speaking, writing, reading and listening section with 1 full and custom mock test included with the service at a rate of \$29.99.

Ultimate Package: The most convenient and purchased package by the users. Its price friendly and most useful. 30 days package include unlimited access to speaking, writing, reading and listening section with 1 full and 2 custom mock tests included with the service at an affordable rate of \$49.99.

Basic Package: All the 3 sections speaking, reading and writing access unlimited but restrictions to 10 practices per day for speaking. No mock tests included but the price is best among all. The demand of this package has increased these days.

2.4.1.2 AI Generated Mock Test

The PTE scored mock test is an exact reproduction of Pearson's actual examination. These tests are intended to either predict the test's format or to provide you with a thorough understanding of it. When you take this mock exam in a system AIWAS, the application will attempt to calculate your approximate score if you had taken the real exam that day.

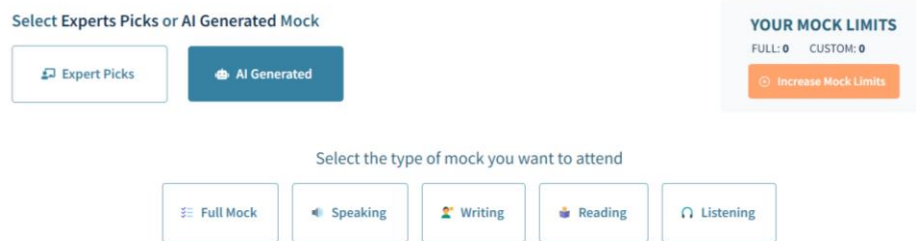


Figure 6: Mock Tests Offered

There are 2 types of AI generated mock tests available for all.

1. **Full Mock Test:** The replica of the real 2 hours PTE exam with the most common questions set to attempt. All 4 sections question set according to the real exam and they have to attempt to get the final score. There is special feature here where you can skip the refresh time in between the questions but in real exam the examiners won't get that privilege. After the session AI generated scorecard will be provided according with suggestions where to focus more on and how to improve.
2. **Custom Mock Test:** After a full mock test someone might have a particular section either speaking/writing/reading/listening section they need further improvement and they don't have time to spend on a full mock test before their exams, they can easily sit for a custom mock test. It saves time and confidence of every individual user. This special feature is not available on other competitive platforms.

2.5.2 Prediction File

The question sets with this tag (predict) on their PTE practice platform are extremely likely to appear on your forthcoming test. Our prediction banks are intelligently selected and filtered by an AI bot that looks for high-repetition questions highlighted by authentic test takers. Additionally, this bot is taught to check the legitimacy of the tagged query. While a similar tool can be obtained elsewhere, ours is the only one that is updated, sorted, and confirmed on a minute-by-minute basis. As a result, our AI prediction banks guarantee a high rate of repeat success and serve as an extremely effective exam preparation aid.

Every month a prediction file is published under the name of Brisbane – AIWAS+ Monthly (April) Prediction File. The data are collected of the newest edition questions of the most 12

important topics and they are analyzed throughout the month through intensive research to find out the most important questions to be predicted to appear in the latest exam next month. A document prepared and distributed through a link to everyone for free. This is an exclusive service provided by every PTE Study Centre every month in honor to every student ever taking any service from the center itself. They have a lifetime opportunity to avail this service.

The latest edition of April Prediction File link: <https://tinyurl.com/2p834d6y>

2.5.3 Brisbane Study Portal

Brisbane PTE Study Centre has its own study portal available specifically for their online students. As the pandemic started the students are more preferring to use the online support to take their training. Dedicated online PTE Instructors like me helped to accommodate all the data to conduct the classes. This is a one stop solution for every student. They have the live class section where they can attend the live session directly, they don't need a separate platform to support them. They can watch the upcoming classes with what topics will be covered by which instructor in which time. The live recorded classes are also available on the same platform for them who might have miss the classes. They have the material sections with quizzes made on google doc to support their practice. Every material studied in the classes are made easy to approach and not to be downloaded.

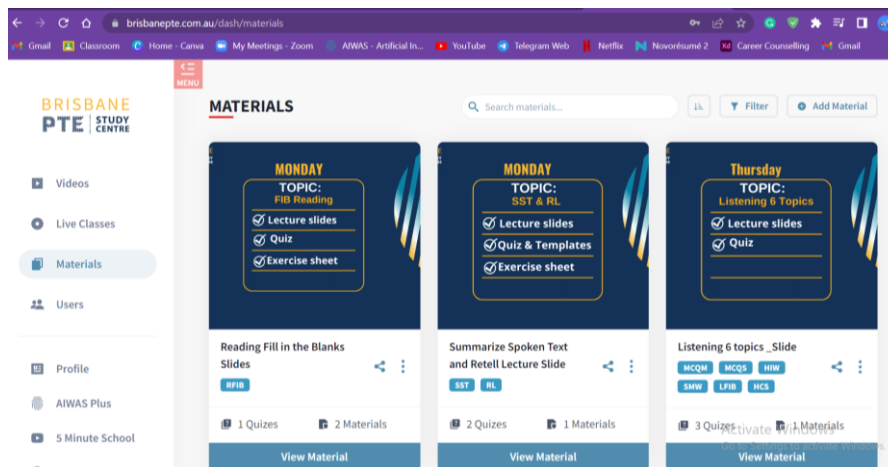


Figure 7: Brisbane PTE Study Portal Home Page

During the class timing the instructors might instruct them to practice from the platform few important questions and they can just press on the left AIWAS Plus button to redirect them to the link directly. As well as the dedicated YouTube channel to help them understand the small tips and tricks better.

This is a user-friendly website without any privacy breach. They can use them from both desktop and mobile phones anytime they want. Rather than using zoom as another platform PTE Study Centre has always approached the easier way for the users. They are taking professional approach since their start in this advocate industry.

2.5.4 PTE 5 Minute School

The official YouTube channel under Brisbane PTE Study Centre where anyone can find the best tricks to achieve their desired score. Each and all strategies are explained in the best way possible for everyone who needs the PTE guidance. It started its journey back in January 2022 and I have been involved directly in making of the content.

YouTube Channel Link: <https://www.youtube.com/c/5MinuteSchoolbyBrisbanepte>

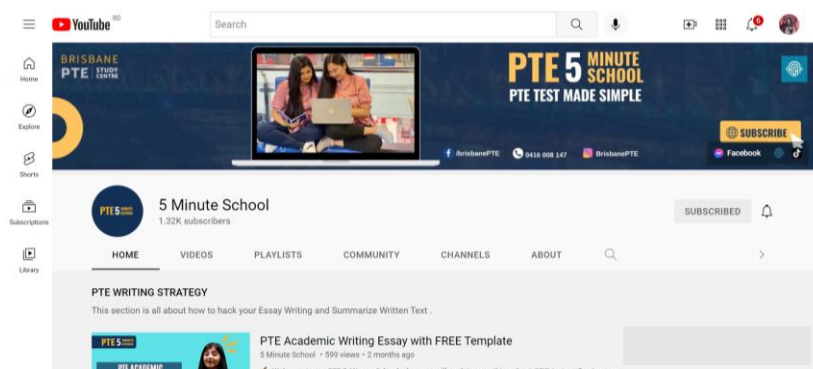


Figure 8: Official YouTube Home Page

2.5 Customer Base

All PTE Test takers are under the customer base of taking the service from Brisbane PTE Study Centre. Brisbane has a total population of 2.2 million, making it Australia's third largest city. Around 11,610 immigrants (international students) move on to this city every quarter and they

are all the possible customers who will be taking their PTE Test soon for their visa and PR processing in near future.

Numerous international students opt to study there due to the cultural richness, friendliness of the indigenous people, and high standard of education. For the January-February 2022 academic year, Australia will have 422,095 international students. These students will be the future customers availing their service for further visa processing in different region. Australia was placed third on the list of best study abroad destinations in 2018, with a market value of almost 5 billion AUD (3.47 billion USD) created by international students. In 2018, Australia enrolled 869,709 international students in educational programs, an increase of around 8.8% over the previous year (799,371).

Australia has by far the biggest proportion of overseas students per capita in the world. International students accounted for an average of 31.9 percent of the student population at Australian universities in 2023. Overseas education is thus a big export and has a significant impact on the country's demographics, with a high proportion of international students residing in Australia following graduation on various skill and job visas.

According to data given by the Australian Government's Department of Education and Training, China is the largest source of overseas students in Australia. India ranked second in enrollments, followed by Brazil, Nepal, and Malaysia.

Before arriving in Australia, all international students must get a valid student visa. When students apply for a student visa through the Australian Government's Department of Home Affairs, they must submit an electronic Confirmation of Enrolment (CoE) and a score on the necessary English language competency test. Additionally, each student visa applicant must demonstrate sufficient financial means to cover tuition, books, and daily living expenses while studying in Australia.

Recently, Immigration South Australia amended its General Skilled Migration, or GSM, guidelines. For a competent worker considering relocating to Australia, the Australia PR points are significant.

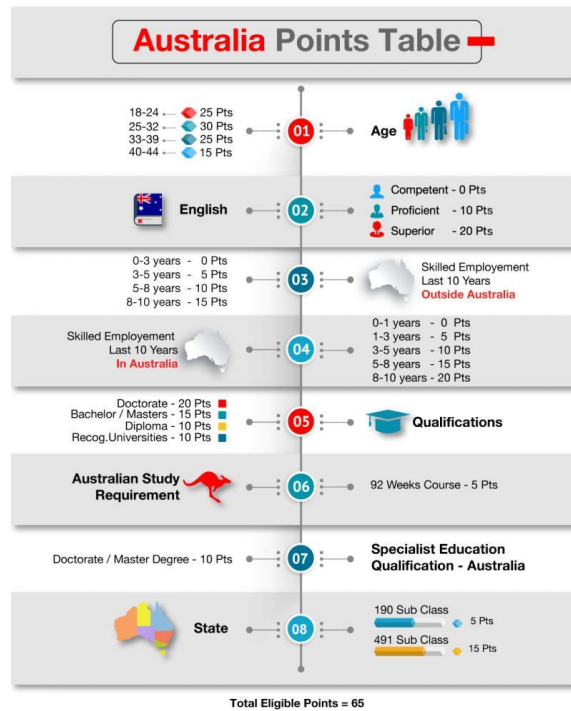


Figure 9: Eligibility Point for Australia’s PR Point Table

As a requirement to apply for PR in Australia the rules show how the score of English Proficiency Test is crucial to make that mark. According to the immigration department, 140,000 people gained residency in 2019-20, while 160,052 people received Australian permanent residency in 2020-21.

2.6 Collaboration with APEUni

Brisbane PTE Study Centre went global with their professional service. During the pandemic season the business downsized many folds, as Australia closed the border for any people outside the country the number of students availing the test has decreased. To keep up with the pace on the industry they made an important collaboration with the leading competitor APEUni.

APEUni PTE is a PTE practice and study application. Practice freely with thousands of questions. APEUni APP simulates the official Pearson PTE scoring system. It can effectively assess pronunciation and fluency for all types of spoken questions, as well as provide feedback on grammar and spelling mistakes in written things.



Figure 10: Collaboration between two entities

Last year when they took over the control of managing the online classes by themselves, they proposed a business collaboration with the industry expert. APEUni is a Chinese based platform run by the creators from China which have over 17,000 active users all around the world. They claim themselves as the most used PTE Practice Platform in the world. Around 12,000 active students are present in Telegram chat service official APEUni group to enquire about their issues.

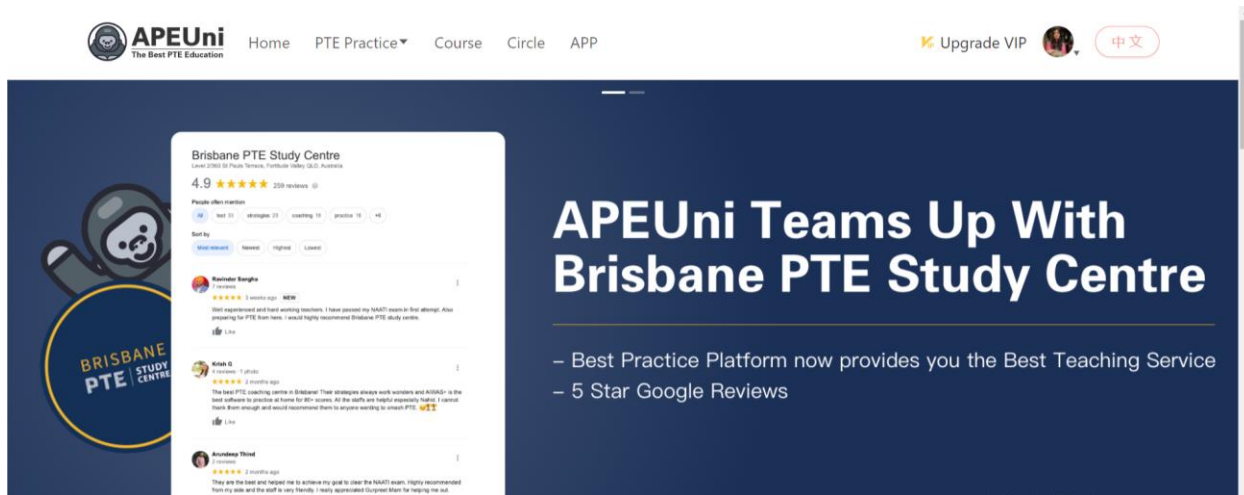


Figure 11: Dedicated Course Page for Online Training

There are 3 courses arranged for 3 different time length. Based on their desired score and timing they can select the courses and pay in AUD accordingly. The Bronze course consist of 30 days which costs \$99, Silver one consists of 90 days and money saving \$199 & lastly the 6 months course – Gold at \$349. Obviously, the bronze course has been the most popular one by far. Till

now Brisbane PTE Study Centre has given the training to 178 students around the globe in the past 7 months.

The screenshot displays the 'Unlimited PTE Live Classes' website. At the top, a teal banner reads 'Unlimited PTE Live Classes' and 'The course is co-conducted by APEUni & Brisbane PTE Study Centre'. Below this, three pricing tiers are presented:

- Bronze:** AUD 99.00 (Limited Offer, Original \$158). Features include unlimited online classes (available in morning/afternoon/evening), unlimited scored mock tests, 1 mock test with expert feedback, unlimited AI scoring, instant feedback from teachers in Telegram class group, and video recordings. Validity period: 30 Days.
- Silver:** AUD 199.00 (Limited Offer, Original \$369). Features include unlimited online classes (available in morning/afternoon/evening), unlimited scored mock tests, 3 mock tests with expert feedback, unlimited AI scoring, instant feedback from teachers in Telegram class group, video recordings, and 3 private classes (20min each class). Validity period: 90 Days.
- Gold:** AUD 349.00 (Limited Offer, Original \$599). Features include unlimited online classes (available in morning/afternoon/evening), unlimited scored mock tests, 3 mock tests with expert feedback, unlimited AI scoring, instant feedback from teachers in Telegram class group, video recordings, and 6 private classes (20min each class). Validity period: 180 Days.

Figure 12: Online Courses for APEUni

There has been 89% success rate of the students from APEUni achieving their desired score around the world from mostly India, Nepal, Vietnam, Malaysia, Bhutan, Bangladesh and many more. These states are well known and famous for international students moving aboard and for other immigration purposes.

2.7 Organogram

An organogram is a graphical representation of the structure of an organization. It is used to illustrate the hierarchical relationships between managers and their subordinates, as well as across departments. An organogram is an effective tool for visualizing reporting links and communicating personnel names, abilities, and contact information.

The organogram of PTE Study Centre shows the director at the top position of the company then followed by the 5 campus managers looking after the branches under direct supervision and their team to co-ordinate. There are exactly 38 employees working in different branches in rank wise positions.

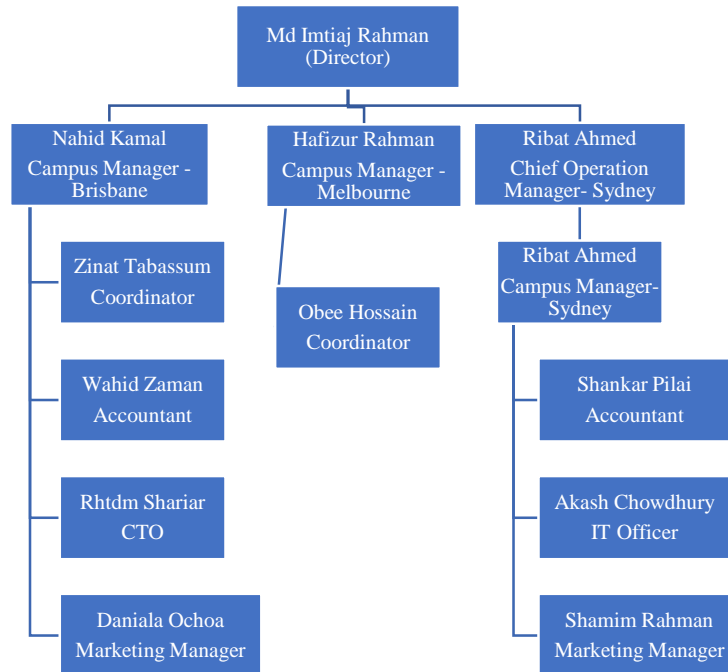


Figure 13: Organogram of PTE Study Centre

Total number of Instructors: 16

Total number Office Support: 10

Total Employees (5 branches): 38

2.8 Company Analysis

In my 3 months tenure working in Brisbane PTE Study Centre, I have experienced some extraordinary culture around and observed every step of work done around. Since, the start as an intern I could explore some very important part of the organization. How its functioning, digital marketing, social media marketing, marketing content, sales and training online. There are obvious challenges that we all faced throughout the time being but it only helped us to grow better. The more challenges we encounter, better reasons to accommodate next time. In work from home situation the most challenging part I believe I faced personally was the time management as Australia have a time zone difference of 4 hours and communication. But I can proudly say I have improved like ever before. The confidence that was boosted in myself was beyond imagination.

Based on the observations and some of the suggestions regarding the company I would make some business analysis using the tools like SWOT, PESTLE and Porter’s Five Factor to make it clear for the reader to understand the state.

2.8.1 SWOT Analysis

SWOT stands for Strength, Weakness, Opportunity & Threat. Now I will discuss about them all with my own idea and observations working in Brisbane PTE Study Centre for the past 3 months as an intern.

Strengths	Weaknesses
<ul style="list-style-type: none"> • Pioneer of PTE Training and already the leader in the industry within 6 years • Strong loyal customer base with over 1000+ success stories to share • Experienced professional and well-known trainers with amazing reputation • Collaborating with the leading PTE Student handled website – APEUni (they are known to be always one step ahead) • Product like AIWAS Plus as the first AI Platform for PTE practitioners as a successful base for growth • Follow up with the latest trends to attract the promotional contents 	<ul style="list-style-type: none"> • Short of stuff due to downsizing of business during the unexpected situation like pandemic • The marketing department falling behind trends to reach the maximum customers • Communication gap between the employees in different circumstances • Lack of proper planning to manage different platforms at the same time • Failure to keep up with the customer demands and sales
Opportunities	Threats
<ul style="list-style-type: none"> • Increase the marketing to attract more students towards online training of 	<ul style="list-style-type: none"> • Intensive competition in the PTE training industry with increase in

<p>12,000+ from APEUni websites and telegram site</p> <ul style="list-style-type: none"> Revealing more insights on how online training is as effective as face-to-face classes 	<p>demand</p> <ul style="list-style-type: none"> Competitors – APEUni, Alpha PTE, PTE Magic, PTE Tutorials, Real PTE, PTE Tools etc.
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Figure 14: SWOT Analysis of Brisbane PTE Study Centre

2.8.2 PESTLE Analysis

Further analysis on the Political, Economic, Social/Cultural, Technological, Legal and Environmental sides of the products and services from Brisbane PTE Study Centre. The analysis is stated below:

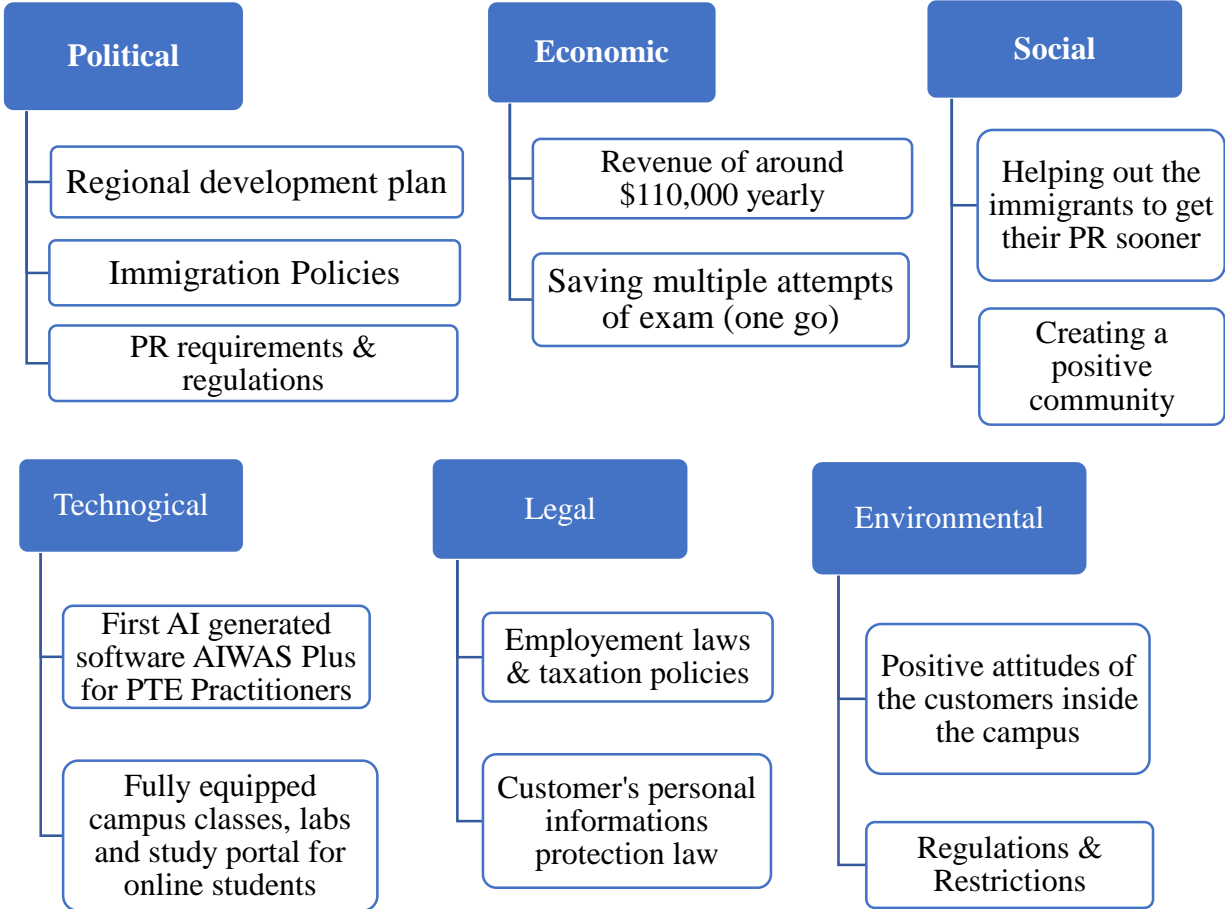


Figure 15: PESTLE Analysis of Brisbane PTE Study Centre

2.8.3 Porter's Five Forces Model

Another common business analysis model is Porter's 5 Forces Model including the Threat of New Entry, Threat of Substitution, Competitive Rivalry, Buyer Power, Supplier Power. The detailed information behind these factors working in the company that I worked in is stated below:

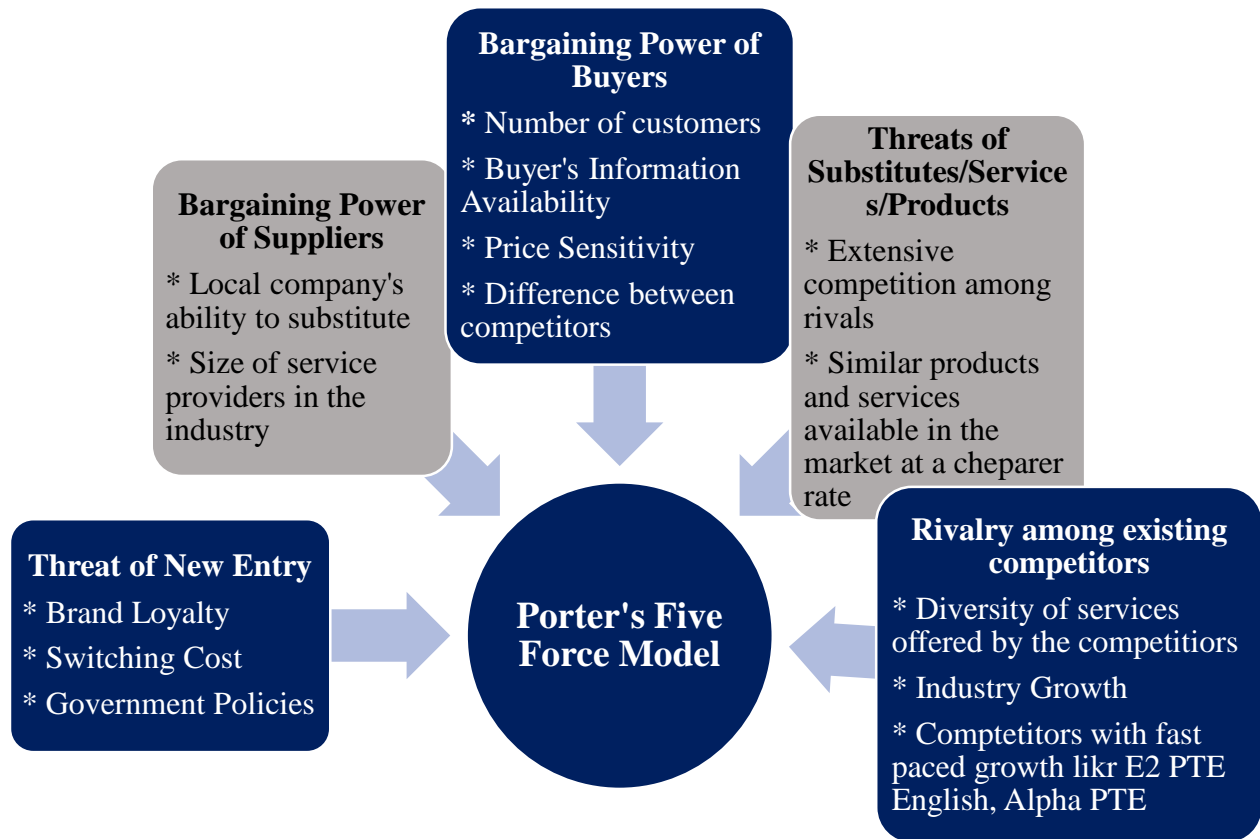


Figure 16: Porter's Five Force Model of Brisbane PTE Study Centre

The three business models show how to keep up with themselves in the market with unstable competitors and unexpected situations its tough but still in the PTE industry they still doing a commendable job. They made up to all the rules and regulations with the Government policies, adapting with the changes in the overall time of the exam from 3 hours to 2 hours and AI based accurate scoring has been a revolution in the history.

Chapter 3

Industry Analysis

3. Industry Analysis

3.1 Industry Growth

Pearson education PTE is required for migration and university admission in Australia. Looking at the trend of 2019 to 2022, the Education and Training business has seen a decrease. Arrival of international students, changes in government policy and financing, international student enrolments, and labour trends have all affected the PTE Study Centre's success. Demand for education is mostly driven by population expansion, particularly among those aged 24 to 48. There is now a negative growth in private colleges and rises shortage of labour and ease of visa condition led students to hold on to pursue PTE. However, the recent announcement of border opening and entry of international students back into the country holds a strong promise to grow by early 2023.

3.2 Industry Size

A market worth over £7 billion by 2030, the global learning industry is huge. Pearson PTE will remain the dominant player in the tertiary education industry. A burgeoning global middle class and longer careers are pushing lifelong and non-academic learning, notably upskilling. To address the evolving worldwide PTE education needs, PTE STUDY CENTRE must innovate and develop rapidly. The most intriguing aspect of the remarkable £5 billion learning industry is that just 3% of it is digital, providing us with a significant chance to build our firm. What students want changes. This year's COVID-19 has intensified the move towards digital first. The global workforce and education have been massively disrupted. Governments and companies require individuals to adapt and learn. Change and the fresh possibilities to bring the need of learning. Technology and new consumer behaviors are transforming how we learn. Consumers today prioritize quality, convenience, and value. They want to measure and verify their learning and its usefulness in their jobs and lives. They merely need to look at other sectors' customer patterns. They don't purchase CDs. They use Spotify. They don't purchase DVDs. They watch Netflix. They no longer go to a gym. They go to a peloton class.

3.3 Maturity of the Industry

According to the PTE Partner Portal launched last year in 2021 in Australia, there are registered 800 agents currently in Australia. The demand of higher education and migration, there are many PTE agents in India, some parts of Africa and in Nepal. There are lots of new markets where English language is becoming critical to support their moves to migrate or study abroad.

Based on Google reviews and Facebook reviews as well official published score cards, PTE Study Centre has over 15,000 students in Australia and 400 students are enrolling every month. There is no data to claim exactly which agent/ education provider is performing the best, but if PTE comes into a students' mind, PTE Study Centre will be in the top 5 in Australia.

Pearson Language Tests introduced the Pearson Test of English Academic (PTE Academic) in 2009 (Ref.), which is endorsed by the Graduate Management Admission Council (GMAC), the organization that administers the GMAT (Graduate Management Admission Test). The test score has been correlated to the Common European Framework of Reference for Languages levels (CEFR). PTE Academic is administered via Pearson Virtual User Environment (VUE) centers, which also administer the GMAT (Graduate Management Admission Test) globally.

Skilled Stream Planning levels		
Visa stream	2022-23	2021-22
Employer sponsored	30,000	22,000
Skilled Independent	16,652	6,500
State and Territory Nominated	20,000	11,200
Regional visas	25,000	11,200
Business and Innovation and Investment	9,500	13,500
Global Talent	8,488	15,000
Distinguished Talent	300	200
Total	109,900	79,600

Figure 17: Skilled Stream Planning of Brisbane in 2022-23

The IELTS is arguably easier to cram for due to the smaller number of questions, but the PTE features an excellent practice website. Dues to increase of demand of immigrants every year the demand to choose PTE Tests over other proficiency tests has been immense and increasing at a

big rate. The number of immigrants as increasing they are creating more opportunities and market to grow this business further.

3.4 External Economic Factors and their Effect on the Industry

PTE General (previously known as the London Test of English) or Pearson English International Certificate (as of December 2020) is an international English language test for English language learners (EFL). Pearson Language Tests designed the tests, which are administered by Edexcel. The exams are accredited by the Qualification and Curriculum Authority. In certain countries (for example, Poland and Greece), the oral interview is rated wholly in London, whilst in others (for example, France, Italy, and Argentina), it is graded entirely in London.

The Pearson English International Certificate is consistent with a theme-based exam that assesses a learner's ability to communicate in actual and realistic settings, rather than their ability to recall formal terminology and structures. As a result, the assessments employ scenario-based questions rather than tedious grammatical exercises. They assess students' abilities in four areas: reading, writing, listening, and speaking. Six levels are defined in accordance with the Common European Framework of Reference for Languages. The Council of Europe created the Framework to enable language learners, teachers, universities, and future employers to compare and link language qualifications on a level-by-level basis.

Migration to Australia has decreased significantly since the outbreak of the COVID-19 pandemic began, but is predicted to rebound in 2022 as a result of widespread travel prohibitions and border closures.

That is according to the Treasury's mid-year economic statement, which was released earlier this month and indicates that while net overseas migration is likely to be around minus 41,000 people in 2021-22, it is expected to increase to 180,000 people in 2022-23 (almost double the previous estimate). Australia's migration program is established annually and runs from 1 July to 30 June. The projection for 2024-25 stays at 235,000 persons. The decision's made by the Australian Government effects these businesses in the long run.

3.5 Technological Factors

It is a computer-based exam that focuses on academic English in a real-world setting. This holds the meaning that students will hear a variety of dialects and academic language that they would face at English-speaking higher education institutions. Pearson has developed an online marking system called ePEN and a web-based test centre service called Edexcel Online to provide students with immediate feedback on their exam performance.

Since the English Proficiency Test PTE has been computer based there are other websites and platform close to the system for practice and prepare for themselves beforehand. One of the real-life examples is AI Generated PTE Software AIWAS Plus which is technologically improved and closest to accurate scoring like Pearson Test Academic Scoring.



Figure 18: AIWAS Plus Official Logo

The technological factors of AIWAS Plus as AI Software in the marketplace:

- Not reverse engineered, but developed using theoretical knowledge and experimental data
- Artificial intelligence that has been ornately constructed by genuine industry-leading PTE professionals
- To duplicate the PTE speaking score methodology, an ornately constructed speech recognizer was created.
- Constructed to accurately forecast score
- Powered by Artificial Intelligence Study Guide
- The data pool includes Pearson PTE-provided informatics, actual DATA from over 6000 of their students' score reports, and experience data gleaned through thorough qualitative data analysis by our PTE experts.

Natural language processing (NLP) is an AI approach that aids machines in understanding human requirements in natural language by automatically driving high-level software models. By

embracing all of the problems in balancing out the established systems, this technique has some flaws in the technological sector of their latest product and require regular development in the system.

Pearson Automated Scoring Technology is used to evaluate the tests, ensuring a standardized grading. For Student Visas, Permanent Residency Visas, and Work Visas, the PTE Academic score is accepted. PTE is preferred over IELTS because of its rapid results. You will receive your score within 2-5 business days.

3.6 Competitive Environment and Changes

PTE Academic is recognized by over 6,000 colleges and universities worldwide, including Oxford University, Harvard Business School, and Yale. It is also recognized for visa reasons by the Australian, United Kingdom, and New Zealand governments.

3.6.1 Direct Competitors

Due to enormous amount demand of training to PTE test taker there has been revolutionary changes in this industry since it started its inception. Whether it be direct training by the instructors or software used by the companies there are some serious competitions in this field. Through industry analysis I could gather the first level competitor's details and sites currently on process helping out this community at a fast pace.

- **Alpha PTE**

ALFAPTE.com is a student practice portal for the PTE Academic exam, created by an Australian training school. The portal includes a 'state of the art' Artificial Intelligence Scoring system with very accurate results, as well as FREE practice.

According to their data they have exactly 133,454 active users using their platform and 1000s getting benefitted from their 95% AI Accurate Percentage scoring. They have their app available for the mobile users as well on Google Play Store.

- **APEUni**

APEUni Edu is an Android developer who has been active since 2019 and has one app in the Google Play store (PTE Exam Practice - APEUni). PTE Exam Practice - APEUni is part of the

"Education" category. It has a high ranking in various countries and is one of Google Play's most popular apps, with over 100,000 downloads.

- **PTE Magic**

PTE Magic has been a trusted alternative for many students who desire to pass the English Proficiency Test – Pearson Test of English – Academic for immigration and study purposes since its inception in 2016. Their locations include Sydney, Hobart, and Melbourne, as well as Hanoi and Ho Chi Minh City.

They claim that over 120,000 students have enrolled in PTE Magic to learn without regard for cost or geography constraints.

- **PTE Tutorials**

A one-stop shop for PTE Academic Exam preparation, complete with a real-time online exam environment that you can access from any computer and from any location. They have their mobile app downloaded more than 450,000 times through Google Play Store. Have a star rating of 4.6 maintained for the past 5 years review on their mobile app. PTE Tutorials has a success percentage of more than 80% when using the PTE Experts ideas and methods.

- **English Wise**

Mission statement: English Wise manages all parts of the preparation process and ensures that each student has an equal opportunity to get permanent residency in Australia.

The data shows they have helped more than 20,000 people on achieving their desired score on time. Open for business since 2013, they have more than 2,000 Google reviews, 600 Facebook reviews, and the HIGHEST success rate for PTE in Australia.

- **Real PTE**

The secondary data shows around 589.68K students have used their platform by far on 52+ countries. They claim to have more than 99% success rate with 100% commitment to help get their desired score. Practice with genuine PTE Academic exam questions that are updated weekly and have a 100% probability of appearing on the real exam.

- **The PTE**

With 29,985 subscribers on their platform, they are managed by Hugh, a Melbourne-based PTE expert and author of the PTE Practice Book. Their online PTE practice platform is formatted similarly to the real PTE test, with all content created and reviewed by native English speakers and TESOL specialists. They have an excruciating number of AI mock test served to their subscribers.

- **PTE Tools**

PTE Tools provides the industry's largest genuine exam question library. New questions and audios are added on a consistent and rapid basis. Additionally, our tool's features and layouts have been meticulously built by top-notch UX programmers to be exceptionally user-friendly and simple to use.

- **E2 PTE Academics**

E2Language is a global provider of online tutorials and test preparation. They provide high-quality PTE Academic practice services and materials. E2Language provides online tuition via group and one-on-one instruction, complemented by a variety of YouTube videos that impart insights and guidance. They are considered the highest number of subscribers in YouTube channel 230,000+ making the difference for PTE Students all around the globe.

3.7 Changes in Competitive Environment

The PTE test lasts two hours (120 minutes). The following is the correct breakdown:

- Speaking and Writing: 54–67 minutes
- Reading: 29–30 minutes
- Listening: 25-33 Minutes

The test can be administered from any location in the world. Simply take it at an authorized center that falls under the category of PTE exam centers. The test centers are located in more than 350 locations across 110 nations. PTE scores obtained once are valid for two years for educational purposes and three years for immigration purposes.

The PTE is created in sections to check the students' performance in multiple modules with different levels of knowledge and intellect. It is mostly taken by non-native English-speaking students to qualify for the immigration formalities to obtain their visa to study abroad. Furthermore, the exams are graded using an AI algorithm, ensuring that the PTE mock test results are fair and accurate.

PTE is an excellent choice because it is one of the most generally recognized English proficiency exams. Embassies use the exam to screen applicants. Preparation can be accomplished independently or with expert support through enrollment in an English coaching program that offers coaching for PTE and a number of paid preparation courses and seminars to assist you in succeeding on the PTE Academic.

Individuals moving on a family visa are not required to pass any English proficiency tests. However, anyone traveling on a work visa should have passed the test with the required score. The entire process of obtaining a PR Visa takes between six and twelve months. Australia has a shortage of skilled experts. You may be nominated by the Australian government if you possess abilities that will contribute to the country's economic progress. The more points you earn, the more likely you are to obtain PR rapidly.

Chapter 4

Description of Main Duties

4. Description of Main Duties

Kick starting the career in an international company boosted my confidence to many folds. During 3 months of internship, I got to experience different types of work field, involved with online team relatable jobs available in the team. Starting as PTE Instructor as I got interested in managerial and administrative work. As proved to be efficient enough a monthly project was handed in my supervision. The detailed information of all the work done during the tenure are given below with relevant examples.

4.1 Types of Recurring Tasks and Functions

4.1.1 PTE Instructor

The first and main job to start the schedule was get training to be a PTE Instructor in near future with all the rules and regulations to follow up. Every other education system has their own way to teaching and handling the students in need. Since I was assigned on the online team, I was taking training to take regular class in two weeks in hand. Discussed above about the collaboration with APEUni there has been a very active student base for online PTE training.

As the demand gets bigger every day, we had around 350 students to handle in the Online Platform. I learnt all the necessary training and started taking classes on the third week of November. Dealing students of age 25-40 is something I never did before with zero experience on teaching online. But the challenges are what makes us grow everyday and at the end I believe I have gained much love and recognition throughout the teaching experience. Usually, we maintained two weeks routine from Monday to Friday. Three session per day, had to follow the Australian timing. Morning session starting at 11am Brisbane Time to 12:30pm, moving to afternoon class at 2:00pm and coming along the last session of the day at 6:00pm Brisbane Timing. We have 3 dedicated PTE Trainer for the Online Training portal.

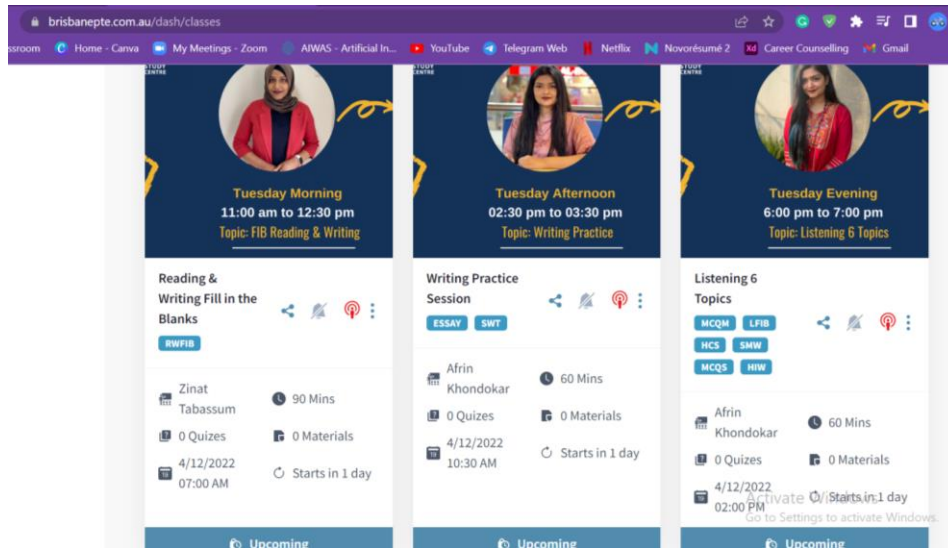


Figure 19: Scheduling Classes on Study Portal

4.1.2 Facebook Live Class

Brisbane PTE Study Centre has a customer base of more than 150,450 people active in Facebook page, to keep with the reach to people more and keep the sale going during the promotions they offer another free service for the students in need to avail. Free Facebook live classes everyday from Monday to Friday at 2pm Brisbane Time to engage the people around the corner. I am the intern assigned to conduct the live classes as a PTE Training Presenter in front of this huge audience with full camera on and in formal attire. The person with the highest number of comments with highest corrects answer are awarded different lucrative rewards at the end of the class and the awards depends on me as a responsibility to handle. The awards are usually 30 days free subscription to AIWAS Plus, Full Mock Tests, \$30 Coles Gift Voucher etc. This particular task helped me a lot to improve my speaking skills without mumbling and engaging the customers for marketing purpose. This outspoken skill has helped to prepare better in my upcoming interview sessions and all.

4.1.3 Class Content Creation

The contents are provided by the campus director through zip files but we have to arrange the contents and make our own slide to help conduct the classes. Due to my previous experience on using Microsoft Presentation to do presentation in different business courses helped me a lot to improve this skill, the work done here got me many good comments from my supervisor.

- The content updates and research from other websites are done by all the team members in a regular basis. We update the data based on the necessity and repetition of the content in PTE tests. Besides, the recorded videos are uploaded and quizzes are made in google documents under the official mail account of Brisbane PTE.
- The recorded live classes are then edited under the software to shorten and easier for everyone to watch and understand with proper guidance.
- Brisbane PTE started to expand their social media reach through the popular social media coverage of YouTube Chanel and TikTok with more than 5,580 subscribers by 3 months. I have been working directly to create the content there with professional microphone and camera set up.
- The latest video uploaded on YouTube on speaking tricks:

<https://www.youtube.com/watch?v=kRWJIsTDiEM&t=12s>

We were assigned to 4 PTE Topic tricks TikTok Video per instructor. Along with the shooting and writing the script of the video we even do the editing of every video to be published in professional level.

4.1.4 Marketing Content Development

Pandemic has destroyed the financial situation of every business more or less, due to the border closure for the past 2 years the amount of revenue generated has been reduced to less than half. To handle the backbone of the industry we got to explore another very interesting department here. As I am a technology management student with minor in marketing, I jumped into looking into the field of marketing content.

As they follow up with the trends and promotions regularly in their active social media platforms there are several contents to be made regularly. The contents to add up along with full premium access to company's official content making sites like Canva Pro, Adobe Premium etc. were provided. I struggled a lot in the beginning but trusted my visualization.

Now I can make any marketing content without second thoughts with tremendous speed. The brainstorming skills, proper marketing content needs the future overview on what message are sent through the contents.



Figure 20: Marketing Content for Promotions

The contents are created to understand the consumer behavior related to different trends in the society. To understand the customer demand to creating the content attractive for visual sense has been quite a challenge. Different marketing strategies working in one content plays a very crucial role in the promotional process overall.

According to the data these contents created in the past 5 months has played a huge to role to make the turn in the business. They are using google analytics to keep track of the data and it shows incredible increase in getting the attention and reach out to other potential customers. As a billion-dollar market place Brisbane PTE Study Centre is looking forward to normal days.

4.1.5 Project Management

Prediction Files are out every month with content of over 350 pages and the latest prediction file has been fully designed by me in November 2021. The regular pages to marketing content pages to improvement. I have been solely handling this project for the 3 months due to trust created on the marketing content for social media.

Every month with the help and task distributed to collect content from different websites around to different persons, we all upload them on our website AIWAS Plus as well with the authenticity. The 4 sections of PTE are divided into 5 of us in the online team and they are given probable deadlines to complete along me. After the week-long hard work, I single handedly handle the designing and compiling of the content with a proper marked and check-ups. Several proof-reading done to understand and correct the mistakes over and over again. Now after

several attempts all the Prediction File are submitted without any major mistakes and approved at once.



Figure 21: Prediction File Flipbook Cover

These are the developments I have encountered over the time being here, the visual growth of this skills has made me more confident to work on these fields in future prospects.

After the document submitted, we convert it into flipbooks and link created to share through Dropbox. All the students can have a free copy of this just through the links shared and download them for further practice. This file has helped the students to be on study plan and practice on a track. Around 50% of the common questions are appearing in the exams regularly.

Latest work on April Prediction File: <https://tinyurl.com/2p834d6y>

4.1.6 Sales & Student Service Manager

The schedule of work has been for 6 hours (8am to 2pm BDT), 5 days a week. Besides, our professional and experienced person on the field of student service to look after the Facebook page, I got the training and impressed I can work in the sales and student's service division. The schedule has been improvised and I do the rest of the above work from Monday to Wednesday, weekly breaks on Thursdays and Fridays. I was assigned to look after the Facebook Page on Saturdays and Sundays, full time from 7am to 3pm Bangladeshi time.

28/08/2021	Salman Builder	mohammedabdulqader012@gmail.com	\$50	1-month AIWAS+	Confidential Data	Afrin	5
29/08/2021	Gurjyotpalsingh Saini	gagansaini07@hotmail.co.uk	\$300	Online Unlimited (Upgrade)		Afrin	30
29/08/2021	Prudhvi Teja	prudhviteja126@gmail.com	\$20	2 Mock Tests		Afrin	2
29/08/2021	Ngac Chau Nguyen	chaunguyen1411@gmail.com	\$30	1-month AIWAS+		Afrin	3
29/08/2021	Preet	gillveerpal484@gmail.com	\$300	Online SuperSonic		Afrin	30

Figure 22: Sales Sheet

Like every other work sale and service is one of the most difficult fields to impress and maintain. Handling rude customers to selling different units of the services I made several small mistakes and learning from them. How to sell the courses and enquire them in a safe environment. I have some commendable records in sales from the past three months working here.

4.2 Work Environment and Culture

Several drawbacks working remotely but there are some obvious positive sides against the odds. The culture maintained in the company has been commendable, from treating the employees from campus to online teams equally. Arranging team meetings and annual dinners. Maintaining fortnight payment system with all the available bonuses during events. There are holidays aligned with the Australia's public days with break from any work.

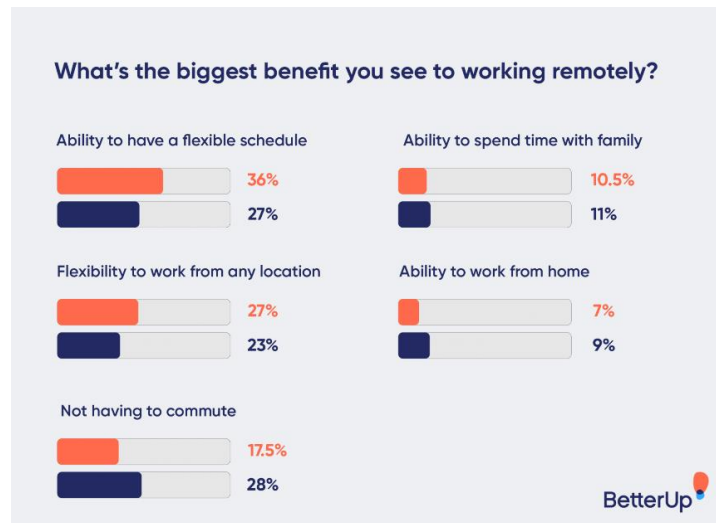


Figure 23: Research shows about biggest benefit of working remotely

Additional advantages of working from home includes the following options that I believe I gained from working in this work environment:

- The ability to work from any location
- Increased time spent with family
- Productivity gains
- A more balanced work-life balance
- Reduced stress Enhancement of mental and physical health
- Carbon footprint reduction

4.3 Working Tools

While working in these particular field, I got to experience about different platforms and work there like Meta Business Suite, Trello, Google Analytics, Microsoft Teams, Slack, Zoom, Stream Yard, Microsoft Excel handling several spreadsheets discretely.



Figure 24: Working Tools used

Chapter 5

Analysis

5. Analysis

Based on my internship experience on Brisbane PTE Study Centre I would conclude that the organization had a lot of great internal business processes, and each of them functions as a building block for the firm's success. Among all those incredible processes, the organization's product development process is top-notch, and I got the opportunity to work in this particular area throughout my internship time.

5.1 Company Level Analysis

The PTE industry has been new in the market with extra-ordinary success in the field. It was my immense pleasure to get acquainted with this company and how they are conducting positive business around with the reliable trust among the customers. With 550+ Google and Facebook honest reviews they have a good reputation in the global market whatsoever.

During my tenure I got encounter several possible internal processes maintained that I personally admired and found very efficient.

5.1.1 Details of the process

If an organization focuses on the underlying process of design, it may optimize customer value, help the business expand, and have a beneficial impact on society by employing reliable, effective tools. In other words, this is a crucial step in the development of the product's concept and implementation from a business standpoint. Because it is prone to change, it is also one that may be improved upon on a regular basis. When the company grows, product lines expand, and the market alters suddenly, product development procedures will need to be streamlined. A product's life cycle can be shortened by a number of variables, including changing marketing, changing consumer tastes, new competitors, poor product design, poor product pricing, and a lack of post-launch research.

5.1.2 Product Development System - AIWAS Plus (AI Generated Software)

How the unique features of AIWAS Plus itself highlighted to be the simplest and user-friendly software in the market. The exceptional adaptations as an essential product of the company it enhanced the professional level data collection system with relevant research tools used during the process.

5.1.3 Data (Content) Validation

PTE Study Centre created this innovative AI technology to assist students in identifying themes that they need to improve on based on their prior real or mock exams. This tool was created after a team of developers, including members of their PTE faculty, conducted substantial data analysis.

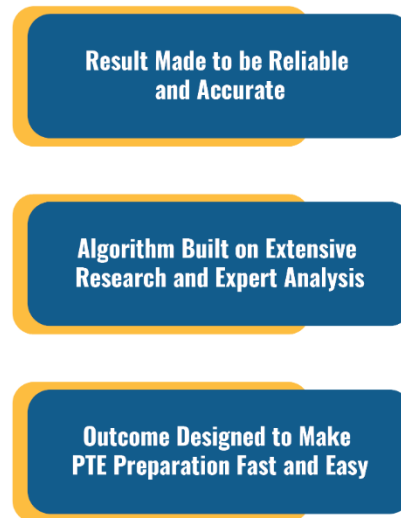


Figure 25: Data Validation Steps

Students can put their faith in the analytics offered by this application to assist them in developing an effective and efficient PTE preparation strategy. The questions added are into the system after 3 steps analysis of its relevancy and practice. Topics like Fill in the Blanks – Reading, Fill in the Blanks – Reading and Writing, Essay etc. have proper explanation added with the questions for better outcome and self-study. I found these steps very unique and actual helpful for the users to prepare.

5.1.4 User Experience and User Interface Design

This is a crucial step in the development of a new product since it marks the transition from concept to completion. Because the program's design allows the product team to focus on the needs of the consumers, it is required to improve the software's usability. Both the product team and the software partner have a thorough understanding of the most critical requirements at this

time. A detailed description of the product, as well as an estimate of its cost, should be included in the subscription line with relevant developments to make it for convenient for the users of all ages.



Figure 26: User Interface in App

5.1.5 Diagnostic Test System

This unique tool is used to determine your present level of English, which is required to pass the PTE.

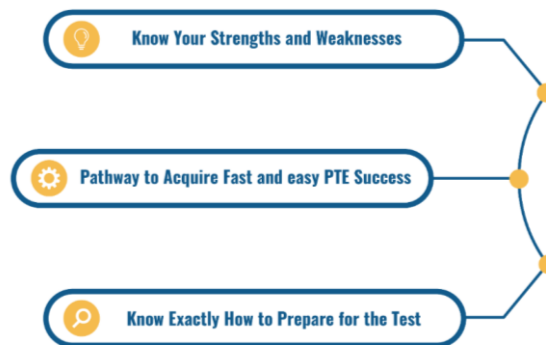


Figure 27: Diagnostic Test System

The diagnostic test will help you figure out if your core English skills are sufficient to pass this exam. This web tool's AI-generated report will show you the way to quick PTE success.

5.1.6 AI Study Guide Development

This patented AI approach is designed to create a roadmap for all PTE applicants that is completely customized to their specific language qualities and talents.



Figure 28: Steps to develop the AI Score System

PTE Study Centre's AI tool, which was designed from the ground up, takes into account all potential data points offered by applicants and learns to assist PTE test takers as they begin to execute the AI-generated course.

5.2 Market Level Analysis

In 2022, the English Proficiency Tests are valued at USD 2440.70 million. English Proficiency Test has seen significant growth in recent years as a result of the growing need for candidates to communicate in English in order to access various opportunities, growing economic diversification, increasing globalization, increasing demand for English proficiency Test certificates from multinational companies' employees, growing immigration and international students at foreign universities, and expanding training programs offered by the companies. Additionally, the growing need for candidates to exhibit their gained talents has contributed to the English Proficiency Test market's development rate. These factors are expected to boost market growth throughout the forecast period.

Asia Pacific Market will continue to be the largest region during the forecast period, owing to factors such as increasing disposable income, an increase in the number of candidates studying abroad, an increase in candidate awareness regarding the conduct of proficiency tests in conjunction with employment opportunities in foreign countries, and so on.

5.2.1 Market Trends

- Increased Use of Online English Proficiency Testing Platforms
- Students are enrolling in greater numbers for the IELTS English Proficiency Test

5.2.2 Market Drivers

- A Growing Number of Individuals Interested in Studying in Foreign Countries
- Increasing Demand for Academic Proficiency Tests

5.2.3 Market Opportunities

- Globally Expanding Scholarship Programs
- Increased Demand from Developing Countries

Although the current year has been uninspiring, with market segments posting moderate gains, things could have been better if participants had planned bold moves earlier. Unlike in the past, but with a reasonable valuation, an active investment cycle in the United States, and several growth potentials for firms in 2020, it appears to be a suitable investment for today, but with higher returns projected in the future.

5.3 Professional Level Analysis

It is critical for interns to gain meaningful experience during their internships since employers can assess the candidate's performance, discipline, and capacity to learn about the organization's work culture, as well as his or her motivation to work and how he or she approaches new experiences.

If an intern demonstrates his or her ability, the employer may give the intern a permanent position, or the intern may utilize the reference to obtain work with another organization. Regardless of the duration of the internship, I believe it is vital to develop positive working relationships with everyone with whom I come into touch. I believe that the internship experience has enhanced my university knowledge.

5.3.1 Correspondence to University-level knowledge

I had studied extensively during my academic career and assumed I had formed an understanding of how businesses operate, but the reality was much different. To have a better grasp of the process, I experienced obstacles when implementing the strategy. During training, students are exposed to the real world of competition, as well as to new equipment and industry standards. The elective minor courses of marketing helped me develop my marketing ideas along with practical knowledge to how look over the customer behavior sector.

Besides, the Project Management course helped to develop the relevant knowledge about how to multi-task and complete the scheduling of a project have direct connection with the work done. Courses like marketing management, organizational behavior, management information system, research methods, international business environment have both directly and indirectly influenced my experience to understand the concepts and information. I believe if we had more field work and practical knowledge it would reflect on the career more.

Chapter 6

Conclusion

6. Conclusion

Kick starting career on an industry that I never heard before was quite fascinating over the time period. This has been a unique experience like one else, as I always liked to take on the tough way to explore and manage with efficiency, I believe I didn't disappoint myself. I gained tremendous amount of support and confidence through developments in every step in the past three months.

Brisbane PTE Study Centre as the pioneer of PTE Training in Brisbane Queensland has made immense difference in the industry. Their approach to accept the advanced technologies over the trends took them a step ahead in the market. Though people still have misconceptions over working remotely and not gathering enough skills and experience, I like to think I broke that barrier today and came up with the effective way to govern myself. As we went on deeper study of this company, we could convince ourselves how they are making the overall difference in the minds of immigrants. As the number of immigrants will take a positive turn in near future this industry will be flourishing with the establishment. Wishing the best for PTE Study Centre and as starting career on the same field of work as full-time employee I would like to grow bigger and better through my mistakes.

6.1 Difficulties and Challenges

There are some obvious difficulties and challenges every employee face during their work time in their workplace. Likewise, I would like to highlight the ones I faced over the 3 months duration.

- Communication & Collaborations has some drawback as working remotely
- Distractions at home makes it difficult to handle the concentration for too long
- Being in a different time zone than teammates of Australia (4 Hours difference) made it challenging to maintain the time frame
- A slow internet connection or obsolete technology creates aggravating situation.
- Employees and entrepreneurs rely on networking to be connected, relevant, and current in their industry to develop their career which is deprived in the moment.

6.2 Recommendations

During my experience I have some observations which turns into a positive outcome to recommend and improve their work process. I would like state some recommendations for Brisbane PTE Study Centre regarding their remote team work.

- Create a proper team work schedule in working tools before a month
- Adjust more technical training to the training schedule of the employees
- Divide the teams into different department for more efficient outcome
- Increase the training facilities to the online team
- Hire marketing team to help reach more customers in professional way

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