

**An Internship Report on
Ad Operations, Marketing, NEXT Ventures**



Submitted to

Islamic University of Technology
in partial fulfillment of the requirements for the degree of BBA in Business and Technology
Management

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 the release of my final report to any reader upon request.

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A handwritten signature in black ink, appearing to read 'Md. Abdullah Al Mamun', is written over a horizontal line.

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Assistant Professor

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Letter of Transmittal

May 12, 2023

To,
Md. Abdullah Al Mamun Assistant Professor
Business and Technology Management
Islamic University of Technology

Subject: Submission of the Internship Report.

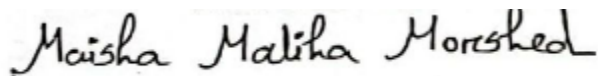
Dear Sir,

It's my immense pleasure to submit the internship report on “**Ad Operations, Marketing, NEXT Ventures**” as part of the BBA program of the Islamic University of Technology (IUT, OIC). I've followed the guidelines provided by the department while preparing this report.

This internship report has been completed on the knowledge and experience I gathered while working at NEXT Ventures. I'm very thankful to all those people, especially my company supervisor who provided me with valuable information for the report.

I render my special gratitude for your time, support, and supervision. I've tried to prepare the report with relevant information and in a precise manner. It'll give me much joy if this report satisfies the fulfillment criteria. However, it'll be very much appreciated if you help me to further improve the quality of the report. I would be very glad to provide feedback for any sort of discrepancies you may have.

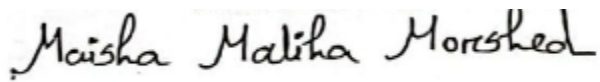
Sincerely Yours,



Maisha Maliha Morshed
Student ID 180061120
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Declaration

Maisha Maliha Morshed, a student in the Department of Business and Technology Management at the Islamic University of Technology, hereby certifies that I, on the basis of my daily responsibilities throughout the period of the internship, developed and completed this report on "NEXT Ventures" on my own. This work is unique and hasn't been distributed to any other companies.



Maisha Maliha Morshed

Student ID: 180061120

Department of Business and Technology Management,

Islamic University of Technology

Acknowledgment

In the very beginning, I'd like to express my heartfelt gratitude to Almighty Allah subhanahu wa ta'ala for giving me the strength and composure to finish the report properly. I would never be able to accomplish both my internship and report without His divine blessings.

After that, I'd like to use this occasion to convey my gratitude to my honored supervisor, Md. Abdullah Al Mamun, Assistant Professor, Department of Business and Technology, Islamic University of Technology (IUT, OIC) for his continual supervision and support in resolving all the issues I've encountered while preparing the internship report. I am very grateful for his competent supervision, consistent assistance, and motivation.

My internship supervisor, Mr. Shams Khan deserves special recognition and gratitude. His invaluable guidance and information played a major role in completing my internship and report. I'd also like to express some gratitude to NEXT Ventures for providing me with an internship opportunity. During my internship and the completion of my report, I gained a tremendous amount of experience and knowledge.

Then my sincerest gratitude goes to Mr. Abid Raj (Marketing Senior Executive), Mr. Tanvir Zaman Hamim (Lead Manager), Mr. Nazmul Hasan Kaushik (Marketing Advisor) Miss. Afrina Aziz Priti (Department Head, Marketing)- for offering their help and guidance. All of them have helped me by providing valuable time, advice, and resources such as papers, documents, and information to complete my report. Special appreciation to other personnel of NEXT Ventures for extending their helping hand in the completion of my report.

Finally, I'd like to express my heartfelt gratitude to the Islamic University of Technology (IUT, OIC) Authority for making this internship program mandatory for students. It truly prepares students to do official jobs prior to entering the business world.

Executive Summary

A network of buyers and sellers who exchange currencies at a predetermined rate is known as a foreign exchange, or forex market. It is a method for exchanging one currency for another that is used by individuals, companies, and central banks.

Although many currency conversions are carried out for practical reasons, the vast majority are carried out with the goal of making a profit. Some currencies' price swings might be particularly erratic due to the volume of currency that is converted each day. This volatility can make forex trading so tempting to traders because it ups both the risk and the possibility for enormous gains.

The idea behind forex trading is fairly straightforward. Based on the belief that a currency will appreciate in value, the trader purchases a specific amount of it, sells it for more money, and then reaps the benefits of the rate differential. Of course, more complicated activities (risk minimization, diversification, etc.) are taken in conjunction with every currency transaction.

While working in the marketing department, I learned; when it comes to marketing and making sales media platforms have become a really important tool. Like: Google ads, and Meta ads.

In this report, I focused on the analytical knowledge of forex trading and data analysis of Ad Operations- the core sector where I gathered my work experience. The study analyzed the Ad Operations division of the marketing department of NEXT Ventures and pointed out all the possible insights on how to run ads and optimize the score and performance, generating revenues from ads.

The whole report is divided into different segments. The introduction of the report includes the background and purpose of the report, the scope of the study, and terms of references.

In the description of the company/institution, the company history and its sector of operation are briefly detailed. It also includes the organization's structure, mission, vision, core values, the scale of the company, and service offerings.

Industry Analysis discusses the forex trading industry analysis using different strategy tools. The most important part is the analysis details of the forex trade of NEXT Ventures comprises the processes of marketing, branding, and Ads Operating. To analyze the performance, data analysis has been done very carefully.

Description of main duties discusses the field experience of the internship at NEXT Ventures. including the duties, schedules, responsibilities, and contributions to the organization. This section provides an overall view and learning of my internship journey.

In the Analysis section, both the connection and application of theories and observed practice is presented. A bit of light is shed on professional, market, and company-level analysis mostly with primary and secondary data.

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Introduction

1.1 Background of the Report

Internship programs play a vital role in satiating a student's graduation in the Business and Administration program. Students can reap benefits from internship programs in many ways. They can apply their learnings in a real professional environment and gain coveted experience. It also helps students to develop their leadership skills and gain exposure to their preferred field. Its main purpose is to get practical experience and knowledge of the present corporate world.

The classroom's traditional education primarily works as a catalyst to propel a graduate into the corporate world by granting a degree, and the internship program is the first flash of it. Since an internship report is mandatory for all BTM students to graduate, they are required to participate in the internship program. As a prerequisite to complete my Bachelor of Business Administration in Technology Management under the Department of Business & Technology Management, Islamic University of Technology (IUT, OIC) I had to perform a 3-month long internship. This internship has provided me the opportunity to implement my gained theoretical knowledge into practical life. During my internship period at NEXT Ventures, my concern was to give my full potential to make the report trustworthy. All the officials of NEXT Ventures always encourage such internship programs. Through this internship program, I have gathered vast practical experiences and knowledge. Generally, it takes a few weeks to understand the working environment properly.

In this report, apart from the overall general forex trade marketing knowledge, a data analysis learning of the processes of marketing, branding, and Ads Operating- is presented. This includes strategic planning, Campaign planning and creation, Campaign performance tracking and improvement. the overall profit from branding and Ads spent. I have collected all the necessary information for this report while working on this analysis. I got a chance to work in the marketing, Ad Operations department of NEXT Ventures and it is one of the most important divisions of NEXT Ventures, my interest was to analyze the functions of that division.

Due to the high number of forex trader companies across the world, forex trade markets are quite competitive. Bangladesh, on the other hand, has a relatively tiny free market economy with a significant expatriate workforce and modest imports and exports. As foreign trade has a greater impact on the economy of any country. So through analysis, we can get a broader view of the overall performance of Ad Operations in a particular sector.

1.2 Terms of References

During my three-month-long internship at NEXT Ventures, I was assigned to the Ad Operations division of the marketing department. This report is conducted on the Ad Operation division of the marketing department of NEXT Ventures. I usually work there five days a week. I worked there from 8:30 AM to 5:30 PM. During my internship period, I have worked in the Ad Operations division. In the department, Mr. Shams Khan & Mr. Tanvir Zaman Hamim helped me to comprehend the ad operation of Google and Meta platforms.

1.3 Purpose of the Study

The main purpose of this report is to conduct a comparative analysis of Digital Ad operation and digital marketing strategy to show how it is contributing to revenue generation. I've also tried to show the procedure, overall scenario, and analysis of the different media and ad management tools work. In this report, my most concern was to show the findings of my own through analysis and experience of NEXT Ventures.

1.4 Scope of the Study

The worldwide financial situation has remained unfavorable as a result of the epidemic, making it difficult to maintain and attain sound progression for countries across the world.

Based on my internship experience as an Ad Operations intern in NEXT Ventures' marketing department, my scope of the study has included:

1. **Ad Campaign Management:** You may have learned how to manage and optimize ad campaigns across various platforms, such as Google Ads, Facebook Ads, or programmatic advertising networks. You may have also gained an understanding of how to analyze ad performance metrics, such as click-through rates, conversion rates, and return on ad spend (ROAS).
2. **Ad Trafficking:** You may have become proficient in trafficking ads, which involves setting up ad creatives, targeting options, and tracking pixels for campaigns. You may have also learned how to troubleshoot technical issues related to ad serving.
3. **Digital Marketing Strategy:** Your role may have involved working closely with the marketing team to develop digital marketing strategies that align with business objectives. This may have included identifying target audiences, selecting appropriate ad formats, and creating compelling ad copy.
4. **Collaboration and Communication:** Working in a marketing department may have provided opportunities to collaborate with cross-functional teams, such as creative, analytics, and sales. You may have also honed your communication skills by communicating with clients or vendors regarding campaign performance, technical issues, or other concerns.
5. **Industry Trends and Technologies:** As a digital advertising professional, you may have had to stay up-to-date on the latest industry trends, technologies, and best practices. This

may have involved attending industry conferences, reading industry publications, and keeping abreast of updates from ad platforms and technology providers.

The scope of study in the forex trade market included:

1. **Market Analysis:** Forex traders need to be skilled in analyzing market data to determine price movements and identify trading opportunities. This involves understanding economic indicators, news events, technical analysis, and market sentiment.
2. **Fundamental Analysis:** Fundamental analysis involves analyzing economic and political factors that can influence currency values, such as interest rates, inflation, geopolitical events, and government policies.
3. **Technical Analysis:** Technical analysis involves analyzing price charts and using technical indicators to identify trends, support and resistance levels, and entry and exit points.
4. **Risk Management:** Forex traders need to have a thorough understanding of risk management strategies, such as stop-loss orders, position sizing, and portfolio diversification, to minimize losses and maximize profits.
5. **Trading Psychology:** Forex trading can be emotionally challenging, so traders need to be able to manage their emotions and maintain discipline in their trading. This involves developing a trading plan, managing expectations, and practicing good self-care.
6. **Trading Platforms and Tools:** Forex traders need to be proficient in using trading platforms and tools, such as charting software, trading bots, and news feeds, to execute trades efficiently and effectively.
7. **Legal and Regulatory Framework:** Forex trading is subject to various legal and regulatory frameworks, so traders need to have a basic understanding of the laws and regulations that govern their trading activities. This includes regulations related to trading practices, taxation, and reporting requirements.

This paper covers NEXT Ventures' background, activities, Marketing department, Ad Operations division, and in particular, the Forex Trade. This report offers a prospect to gain a complete understanding of Ad Operations. It's a good chance to learn and practice the entire process of Digital marketing and Forex Trade activities in a hands-on environment. I obtained a broad understanding of forex trade activities and Ad Operations.

Description of the Company

2.1 The Company

"NEXT Ventures" is a digital business group based in Bangladesh with five global registered offices, including the United States, United Arab Emirates, and the United Kingdom. For an international audience, we want to create outstanding experiences and cutting-edge solutions. NEXT Ventures already provides products and services to 20,000+ customers in more than 100 countries.



2.2 Our Ventures

NEXT Ventures has already established a number of profitable digital firms, particularly in the financial sector. For the benefit of our customers, the brilliant brains at NEXT Ventures are



constantly developing financial solutions.

1. [MoneyBackFX; One of the very first projects we handled!](#)

One of our very first successful accomplishments was MoneyBackFX, The best rebate service which allows you to get paid for any trade you make in your Forex trading account.

2. [eComChef!](#)

eComChef is an all-in-one platform that turns your tedious product research tasks into a breeze. An all-in-one complete solution platform for drop shippers. We offer FULL STORE SETUP, WINNING PRODUCT RESEARCH with FACEBOOK AD FORMULA & Custom eCom SOLUTIONS to simplify your eCommerce journey.

3. [Livtual](#)

Livtual, a one-stop service provider, can take care of your personal life and business from the entry-level to the delivery point in the most efficient path. A reliable team of professionals who strongly believe in “ DO WHAT IS RIGHT, NOT WHAT IS EASY AND ALWAYS SHOW PEOPLE YOU CARE ”

4. [Finalytics](#)

The only way to stay in the game is to keep your wins large and your losses modest. The Finalytics team is committed to making sure that its clients consistently prosper. With more than 4+ banners, we as seasoned traders simplify the trading process for our clients to prevent confusion and losses.

5. [FundedNext](#)

A proprietary trading firm called FundedNext aims to support traders up to \$200,000 in order to help them develop a sound strategy.

2.3 Scale of Company

NEXT Ventures has moderate ability to adapt itself with the changing market demands. It has benefitted from the previous and existing economies of scale by quickly ramping up the products and services. NEXT Ventures has increased technological I different trading divisions to increase scalability.

According to Annual Report 2022,

- o The ownership of NEXT Ventures is compositioned into one entity: Founder.
- o Total number of Employees: 200++
- o Total Eligible Capital: BDT 8,167.42 (Million)
- o Market Capitalization: BDT12,085.44 (Million)
- o Key People: Syed Abdullah Jayed , Chief Executive Officer (CEO), Syed Abdullah Galib, Chief Strategy Officer (CSO), Nazbir Ahmed Nabil, Assistant Vice President (AVP)
- o Various Divisions:
 - Marketing Department
 - Trade Department
 - Customers Experience Department
 - People & Culture Department
 - Finance Department
 - Business Development Department
- o Mailing Address: hello@wearenext.io
- o Web link: <https://wearenext.io/>

2.4 Vision

We push boundaries and set benchmarks to be the absolute best in creating value for our customers, people, and stakeholders.

2.5 Mission

To build remarkable experiences and futuristic solutions through world-class expertise that empowers financial market participants globally.

2.6 Core Values

- **Move Fast, Chase Excellence:**

We enjoy keeping deadlines and delivering high-caliber work. With an emphasis on both efficiency and quality as the key to success, we emphasize speed and agility in our pursuit of excellence in everything we do.

- **Take Ownership, Deliver Results:**

We are committed to producing outcomes that are on par with or better than expectations. We take pride in our contributions and work hard to have a positive influence.

- **Debate Openly, Commit Fully:**

We respect and appreciate the differences between us and are not hesitant to express our own strong beliefs that are supported by facts and personal experience. Even when it is challenging, we are willing to engage in productive argument because we respect one another's points of view. However, once we have come to a decision and committed to it, we do it as a unified force.

- **Play as a Team:**

We understand that we spend a significant amount of our time at work, and therefore consider our colleagues to be like family. We put the needs of the team first and work together to support and care for each other.

- **Deliver Best Experiences:**

Whether it's for clients, team members, or other stakeholders, we always aim to give the greatest experience we can. We go above and above to create experiences that motivate and benefit people.

- **Invent & Simplify:**

We are committed to finding fresh approaches to difficulties and challenges as well as streamlining procedures and systems wherever it is practical.

- **Have Honesty & Integrity:**

In all facets of our work, we place a high importance on honesty and integrity. We also adhere to the principles of accountability, transparency, and fairness.

2.7 Objectives

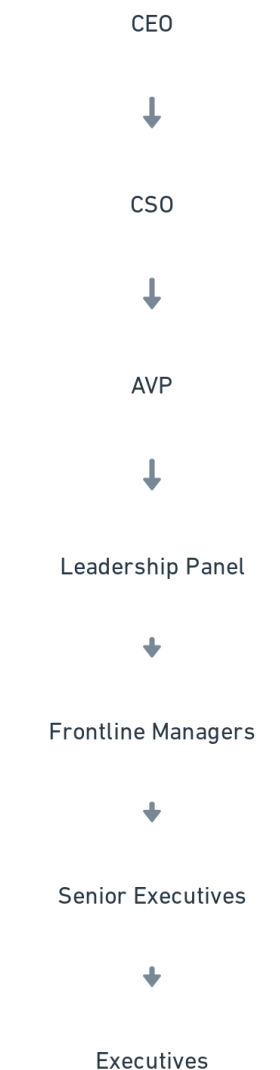
The objective of NEXT Ventures is:

“We aim to create exceptional experiences and futuristic solutions for global audiences. Through our diversified products and services, **NEXT Ventures** is already serving 20,000+ clients from 100+ countries.”

2.8 Organizational Structure

The Organogram of the organization shows the overall picture of the corporate hierarchy. NEXT Ventures follows a strong corporate governance framework monitored by the Boards. They have much focus on leadership, internal control & accountability.

Through an organogram, both the accountability and authority of an individual can be understood easily. In each designation, there are multiple people assigned to different roles and responsibilities. Each designated personnel is assigned some sort of responsibility. The corporate organogram of NEXT Ventures is given below:



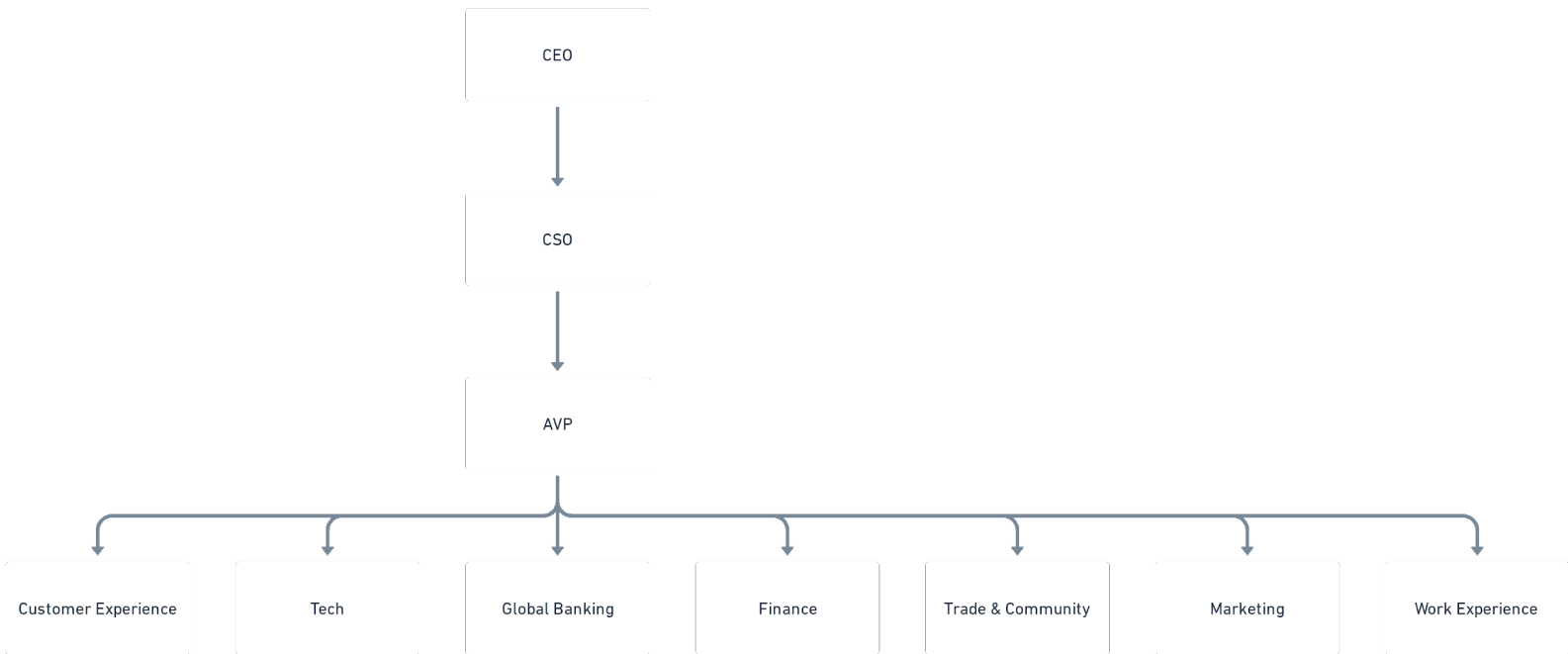


Figure 1: Organizational Hierarchy of NEXT Ventures

2.9 Customers and Segmentations

NEXT Ventures, a forex exchange trade company typically offers online forex trading services to retail and institutional clients. Its customers and segmentations include:

1. **Retail traders:** NEXT Ventures targets retail traders, which include individual investors, traders, and speculators who trade foreign currencies online for a profit. The company offers them access to various trading platforms, tools, and resources to help them make informed trading decisions.
2. **Institutional traders:** NEXT Ventures also targets institutional traders, including banks, hedge funds, and other financial institutions, which trade currencies on behalf of their clients or for their own accounts. The company offers them specialized trading platforms, liquidity solutions, and other services to meet their specific trading needs.
3. **Geographic locations:** NEXT Ventures targets clients from specific geographic locations, such as Europe, Asia, or the Americas, where they have a strong presence and expertise in local markets. They also cater to clients from emerging markets, offering them specialized services to help them navigate the unique challenges of their respective markets.
4. **Trading styles:** NEXT Ventures segments their customers based on their trading styles, such as day traders, swing traders, or long-term investors. The company offers them

different trading platforms, tools, and educational resources to suit their trading needs and preferences.

It's worth noting that these are general customer segments, and as a forex exchange trade company, their specific target audience and segmentation vary depending on their business strategy and goals.

2.10 Products

NEXT Ventures is a digital business group, with five registered offices worldwide.

We build exceptional experiences and futuristic solutions for the global audience and serve 20,000+ clients from 100+ countries. Although our core niche is focused outside Bangladesh. However, as for the country, we are bringing technologically enhanced solutions and services to our clients.

Service Types-

2.10.1 Signal Service

A forex trader can use a group of analyses known as a forex signal system to create signals to determine whether to buy or sell a currency pair at a particular time. The forex signal system may base its decisions on charting tools for technical analysis or news-based occurrences.

Our services are mostly conducted via **telegram**.

Types of Signal Services

1. Price Action Ltd.

PriceAction is our biggest Signal Service Provider. It suggests we take an action(Buy/Sell) based on the market price(up/down)

It offers the following services:

→ PAFX:

- Stands for Price Action Forex
- Provides the most accurate forex signals to the traders so that they don't have to spend hours and days analyzing the market to get a better understanding of how to predict the forex market.
- So what the traders have to do is copy our signals, set the parameters on their trading account, and trade.

→ **PAICC**

- PriceAction for Indices, Commodities, and Cryptocurrencies.
- Indices, or indexes, are the markets where all the giant companies are listed under them and trade. Some of the most popular indices are US 500, US 30, UK 100, GER40, Swiss 20, etc.

→ **SCALP**

SCALP is short-term trading. Scalpers are the ones who trade by "scalping" a field in the market. They open very small trades and trade multiple times for a short period of time to gain small profits regularly.

→ **PAFX Algo**

PriceAction Ltd. Algo is an automated trading software that will analyze the market for the traders and automatically set the trades for them according to their personalized risk management parameters.

2. **Mega**

MegaFX is our next and other forex signals service that has been one of the fastest growing signals providers in the market. This service has an accuracy rate of over 90% and nearly 100,000 people are using it.

→ **MegaFX**

It is a market competitor of Price Action.

- **MEGAFX Free:** In our free channel, we provide Projections, Free signals, Updates of our VIP signals, Before-After, Test & Video Testimonials, CPA & Subscription Offer plans along with much important information for our Free Channel Members.
- **MEGAFX VIP:** In our MEGAFX VIP we provide VIP signals, Trade recaps for individual trades, trading view chart analysis, Offer of Copier, Indicator & Lifetime upgrade.

→ **MEGAIC**

MEGAIC which is fully named as Indices, Commodities & Crypto. We generally share Indices & Gold signals. We have two channels for MEGAIC one of them is for our free clients & the other one is for VIP members.

- **MEGAIC Free:** In our free channel we provide Projections, Free signals, Updates of our VIP signals, Before-After, Test & Video Testimonials, CPA & Subscription Offer plans along with much important information for our Free Channel Members.

- **MEGAIC VIP:** In our MEGAIC VIP we provide VIP signals, Trade recaps for individual trades, trading view chart analysis, Offer of Copier, Indicator & Lifetime upgrade.

→ **MegaEA**

MegaEA is just a Mega Trading Bot. EA means Expert Advisor, so if anyone subscribes to MegaEA an expert advisor will trade on their behalf. We also provide FREE VPS with our offer plan so that our clients can trade with our bot any less money spending & with high-profit earnings.

3. Digital Product

→ **Copier**

The name itself reflects its characteristics. It's one of our digital services which we provide for the betterment of our clients to trade more efficiently. When our clients buy a copier from us we connect their copier account with our account which helps to copy our trade without doing any work. The trades which we take are copied the same because of this copier.

■ ***PAFX Indicator***

An indicator is normally used for an indication of a particular trade. The indicator helps a trader determine a trade if it's going to be a bullish trade or bearish trade.

■ ***MegaFX Indicator***

An indicator is normally used for an indication of a particular trade. The indicator helps a trader determine a trade if it's going to be a bullish trade or bearish trade. Not only that, our MEGAFX Indicator can judge the market move quite fast. For example, trade is manipulating the market but the trade will make a bearish move for sure which is for sure. This particular manipulation can be determined through the MEGAFX Indicator. In that way, traders can make their decision on what type of trade they are going to take.

4. Trade Manager

With our Trade Manager, PAFX users can manage their trade with ease. Taking a trade, pointing out TP & SL, Taking partial, Closed half, or any update this trade manager tool is the best of all. It will not only take these for you but also will guide you.

2.10.2 FundedNext

FundedNext is a Proprietary trading firm for skilled traders worldwide.

[FundedNext - Our Fund, Your Profit | Best Prop Trading Firm](#)

■ Consistency Rules

The rule exists only in the Express Model.

We have the following rule to assist traders in creating their own winning trading strategy. By doing this, you can improve your trading practices and make sure you regularly make money each week. Every week, you must keep consistency.

Maintaining a range of +/- 200% of your weekly average or a deviation of 2.0 is a secure technique to alter your risk consistency. The number of trading days, deals, and lot size are the three key KPIs we employ in this context.

There is no consistency rule for the Evaluation model.

■ Evaluation and Express account

Table 1: Evaluation and Express account

Key Points	Evaluation	Express
Phases	2	1
Drawdown	5%	5%
Overall Draw Down	10%	10%
Profit target	P1: 10%, P2: 5%	25%
Highest Capital	200K	100K
Challenge completion period	P1: 30 Days, P2: 60 Days	Unlimited
Profit Sharing per Withdrawal	1st: 80%, 2nd and onwards: 90%	1st: 60%, 2nd: 75%, 3rd and onwards: 90%
Min Trading Days	5 days	5 days

Trade over the weekdays/weekend	Allowed on all days	Not allowed on weekends
Trading of news	In demo: allowed anytime, In real: 2 mins before/after news	Can't trade while in 5 mins before/after news for both demo/real
Violation of Rules		
(Account Reset)	1. Pay discounted price in P1 for reset	

■ **Commission and spread**

Spread: The spread represents the price differential between the ask and the bid. You will note there is always a difference in the price you can purchase and sell if you open your trading platform. The spread refers to this discrepancy.

Commission: the amount paid to a broker to carry out a transaction, which may be based on the quantity of shares, bonds, options, or their monetary worth.

■ **Leverage**

The FundedNext leverage is 1:100
 Leverage ratio means we need to have at least 1% of the total value of the trade as a safety in our trading account.

■ **USP for FundedNext**

Factor of 15% profit share

2.11 SWOT Analysis

SWOT analysis determines the strength, weaknesses, opportunities & threats of an organization. In Bangladesh currently, 1 company is continuing its operations in the forex market by following all regulations and legalizations. But across the world, there are many companies that are doing well in the industry. So in this competitive industry, SWOT analysis can help NEXT Ventures analyze its performance which can help the organization for future improvement. While doing my internship at NEXT Ventures, I monitored their operation very closely and presented my findings through SWOT analysis so that the performance of the organization can be evaluated.

Strengths:

1. **High liquidity:** Forex trading companies benefit from high liquidity in the foreign exchange market, allowing them to quickly buy and sell currencies at competitive rates.
2. **Global market:** The forex market operates 24 hours a day, five days a week, providing ample opportunities for trading and investment from around the world.
3. **Advanced technology:** Forex trading companies often utilize advanced trading platforms and tools that enable traders to make informed trading decisions, execute trades quickly, and manage risk effectively.
4. **Low costs:** Forex trading companies often have low trading costs, such as spreads and commissions, which can be attractive to traders looking to minimize their trading expenses.

Weaknesses:

1. **High risk:** Forex trading is a high-risk investment activity that can result in significant losses. This risk can be heightened for inexperienced traders or those who lack knowledge of the forex market.
2. **Regulatory challenges:** Forex trading companies may face regulatory challenges in different markets, which can impact their ability to operate and expand their business.
3. **Market volatility:** The forex market can be highly volatile, with rapid fluctuations in currency prices that can impact trading strategies and outcomes.
4. **Dependence on technology:** Forex trading companies rely heavily on technology for their trading operations, which can be a vulnerability if there are technical glitches, server outages, or cybersecurity breaches.

Opportunities:

1. **Growing demand for online trading:** The rise of internet and mobile technologies has enabled more individuals and institutions to participate in forex trading, creating a growing market for forex trading companies.
2. **Emerging markets:** Emerging markets offer opportunities for forex trading companies to expand their customer base and offer specialized trading solutions to meet the needs of these markets.
3. **Diversification of products and services:** Forex trading companies may consider diversifying their product and service offerings, such as offering cryptocurrency trading, to attract new customers and revenue streams.
4. **Partnership opportunities:** Forex trading companies may explore partnerships with other financial institutions, such as banks or payment processors, to expand their reach and improve their services.

Threats:

1. **Competition:** Forex trading companies face intense competition from other online brokers, as well as traditional financial institutions that offer forex trading services.
2. **Economic and political risks:** Economic and political events, such as changes in interest rates or geopolitical tensions, can significantly impact currency values and the forex market.
3. **Market saturation:** The forex trading industry may become saturated with many players offering similar services, making it more challenging for forex trading companies to differentiate themselves and attract new customers.
4. **Changing regulations:** Changes in regulations or legal requirements in different markets can impact forex trading companies' ability to operate and expand their business.

Figure 2: SWOT Analysis

Industry Analysis

3.1 Industry Analysis: Bangladesh & The World

The competition among the organizations influences the industry. Financial institutions are connected through a network and it is transforming day by day. Moreover, new technology is fostering the process more rapidly. In different regions, different forex trade companies are dominating. USA, India, Pakistan, Canada, United Kingdom, Italy, and many more countries are holding the top position in the forex trade industry.

For any country, the forex trade industry's role in the economic progression is inevitable. Moreover, brokers play a key role in investment facilitation.

The forex trade industry is analyzed below by Porter's Five Forces Model founded by Michel E. Porter:

3.1.1 Porter's Five Forces Model

Porter's Five Forces Model is a framework used to analyze the competitiveness and attractiveness of an industry. Applying this model to the Forex trading industry, we can evaluate the industry's potential profitability and the competitive environment. Here is an analysis of the Forex trading industry using Porter's Five Forces Model:

1. *Threat of New Entrants:*

The Forex trading industry has a low barrier to entry as it is relatively easy to start a trading account with a broker. However, there is a significant cost involved in establishing a brokerage firm and obtaining regulatory licenses. Additionally, established firms have a significant advantage due to their brand reputation, economies of scale, and established customer base. Overall, the threat of new entrants is moderate.

2. *Bargaining Power of Suppliers:*

Forex trading brokers require access to liquidity providers, which are financial institutions that offer the ability to execute trades. The bargaining power of these liquidity providers is moderate since there are a limited number of them, and brokers are highly dependent on their services. However, brokers can leverage their trading volume to negotiate better rates with liquidity providers.

3. *Bargaining Power of Buyers:*

The Forex trading industry has a high level of buyer power since customers can easily switch to different brokers. Customers have access to a vast range of trading options and can compare spreads and trading conditions among brokers. As a result, brokers need to differentiate themselves to retain customers and offer competitive pricing and services.

4. *Threat of Substitutes:*

There are several substitutes for Forex trading, such as stocks, options, and futures trading. These substitutes offer different benefits and risks and may not appeal to all

traders. However, they provide an alternative option for traders looking for other investment opportunities. Therefore, the threat of substitutes is moderate.

5. *Competitive Rivalry:*

The Forex trading industry is highly competitive, with many brokers offering similar services and products. Competition is based on factors such as pricing, trading conditions, customer support, and platform features. Established brokers with a strong brand reputation and loyal customer base have a significant advantage. As a result, competitive rivalry is high.

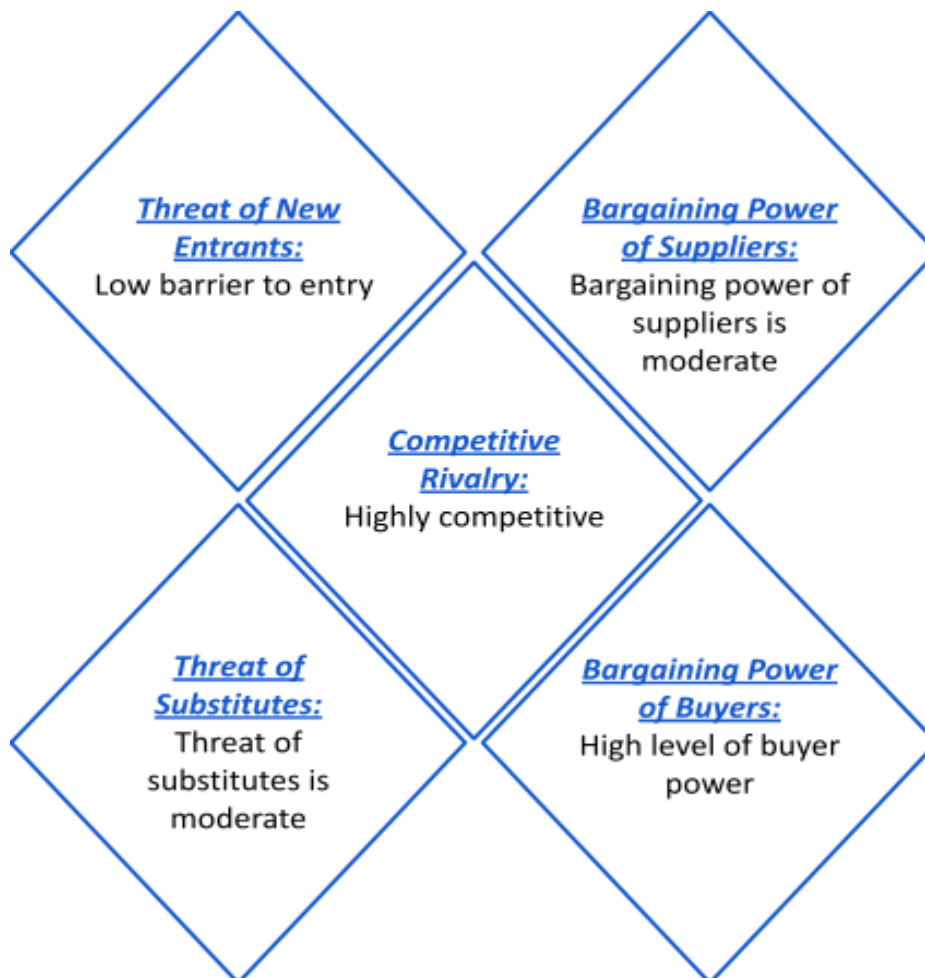


Figure 3: Porter's 5 Forces Model

Overall, the Forex trading industry faces a moderate danger from new entrants, has a medium level of supplier bargaining power, a high level of buyer bargaining power, a moderate level of substitute threat, and a medium level of competitive rivalry. These elements make the sector

difficult, but they also present opportunities for those who can stand out from the competition and provide distinctive value propositions.

3.1.2 PESTEL Analysis

PESTEL analysis is a framework used to analyze the macro-environmental factors that may affect an industry's profitability and growth potential. Here is an analysis of the Forex trading industry using the PESTEL framework:

1. *Political factors:*

A worldwide enterprise, forex trading is governed by the laws and policies of several nations. Brokers' businesses may be greatly impacted by political unrest and regulatory changes in the nations where they conduct business. Changes in regulatory regulations, for instance, could lead to higher compliance costs, whilst political unrest might lead to lower trading activity. Brokers' capacity to do business in a nation may also be restricted by economic sanctions imposed on that nation.

2. *Economic factors:*

The forex trading sector is highly susceptible to changes in economic conditions and trends. Among the economic variables that can affect trade volumes and volatility are interest rates, inflation, and economic growth rates. Changes in exchange rates can also have an impact on how profitable brokers who deal in different currencies are. Overall, the forex trading business is significantly impacted by economic considerations.

3. *Sociocultural factors:*

Numerous socio cultural elements have an impact on the forex trading market. For instance, changes in lifestyles and demographics may affect the demand for Forex trading-related goods and services. The public's view of the industry and changes in social attitudes and ideas about trading and financial markets are other factors that can influence these perceptions.

4. *Technological factors:*

The forex trading sector has been profoundly impacted by technological improvements. The adoption of computerized trading platforms has improved the accessibility, effectiveness, and transparency of the forex market. Brokers may now offer more advanced trading products and services thanks to the usage of algorithms and machine learning. The necessity for constant innovation and investment in technology, as well as cybersecurity issues, are some of the difficulties brought on by technological breakthroughs.

5. *Environmental factors:*

Natural disasters and environmental concerns like climate change could indirectly affect the forex trading market. For instance, extreme weather can disrupt supply chains and have an effect on the economy, which can then have an influence on trade volumes and volatility.

6. **Legal factors:**

The forex trading sector may be impacted by legal considerations like intellectual property laws and regulatory regulations. Regulations, for instance, may raise compliance costs and restrict brokers' capacity to operate in some jurisdictions. Laws governing intellectual property may also have an impact on how trading technology and algorithms are used and developed.

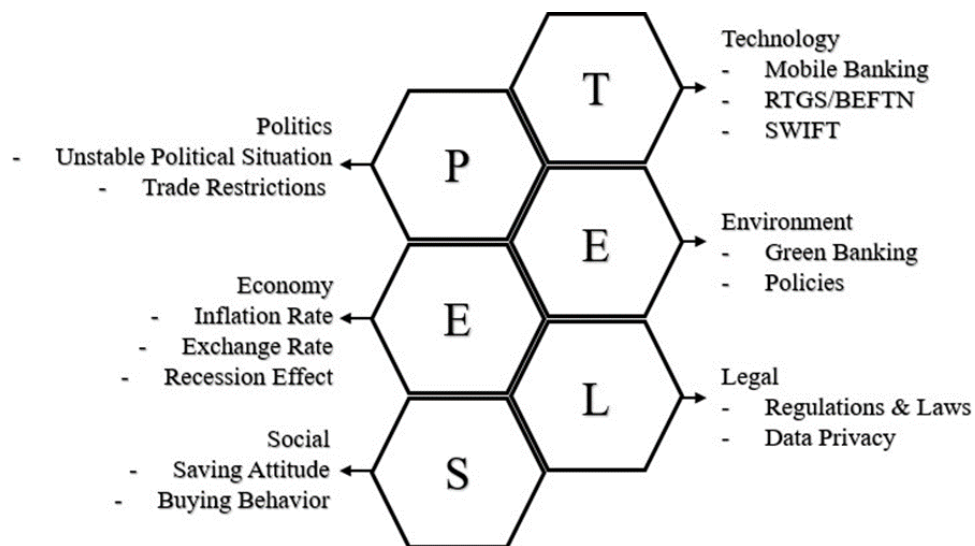


Figure 4: PASTEL Analysis

3.2 Technological Factors Affecting Banking Industry

The Forex trading industry in Bangladesh is experiencing significant technological advancements that are transforming the industry. Here are some of the technological factors affecting the Forex trading industry in Bangladesh:

→ **Electronic Trading Platforms:**

Electronic trading platforms have improved the accessibility, effectiveness, and transparency of forex trading in Bangladesh. With an internet connection, traders may easily access international markets from any location and place trades. As a result, dealers now face much lower entrance barriers, which has increased trade volume.

→ **Algorithmic Trading:**

The automatic execution of trades through the use of computer algorithms is known as algorithmic trading. It has become more well-liked in Bangladesh's Forex trading market as a result of its capacity to carry out transactions quickly and precisely. The risk of human error has been decreased, and trade efficiency has increased, thanks to algorithmic trading.

→ **Mobile Trading:**

Mobile trading apps have made forex trading more accessible by allowing traders in Bangladesh to transact while on the go. These apps enable traders to make knowledgeable trading decisions from their mobile devices by providing real-time market data, trading charts, and news notifications.

→ **Social Trading:**

Social trading is the practice of exchanging trading concepts and tactics using online social media platforms. The use of social media by traders in Bangladesh to exchange trading experiences and learn from one another has grown in popularity. Trading on social platforms also makes it simpler for newcomers to enter the market because traders can automatically mimic the moves of profitable traders.

→ **Artificial Intelligence (AI) and Machine Learning:**

Bangladeshi Forex trading companies are now able to assess market data and complete trades more quickly thanks to the usage of AI and machine learning. These tools can analyze enormous volumes of data, spot trends, and forecast market moves. By spotting potential fraud and market manipulation, they can also aid in risk management.

3.3 External Economic Factors and their Effect on the Industry

Some factors are not in the hands of the upper hierarchy and have an impact on the decision-making of the forex trade companies. Sometimes these factors provide opportunities and sometimes pose threats. These factors are classified into two broad terms – Macroeconomic and Financial Structure

3.3.1 Macroeconomic Factors

Macroeconomic structure has a significant impact on the Forex trading industry. Here are some of the key macroeconomic factors and their effects on the industry:

❖ *Inflation:*

The rise in prices of goods and services over time is known as inflation. High inflation rates can reduce a nation's currency's purchasing power, which can lower its value in relation to other currencies. On the other hand, low inflation rates can boost a currency's demand, raising its value.

❖ *Interest Rates:*

One important economic indicator that has an impact on the forex trading sector is interest rates. Currency exchange rates can fluctuate due to changes in interest rates since they encourage foreign investment and raise demand for the local currency. Reduced demand for the currency and a decline in its value, on the other hand, can result from reduced interest rates.

❖ Gross Domestic Product (GDP):

GDP is a gauge of a nation's economic performance and a crucial element that might have an impact on the forex trading market. A nation with a high GDP is more likely to draw international investment, which can boost demand for its currency and raise its value. On the other hand, a low GDP may result in less demand for the currency, which would result in a decline in value.

❖ Trade Balances:

Trade balances, or the discrepancies between an economy's imports and exports, can also have an effect on the forex market. When a nation has a trade surplus—that is, when its exports outpace its imports—their currency tends to become more in demand, which raises its value. On the other hand, a nation with a trade deficit might see a drop in demand for its currency, which would result in a decline in its value.

❖ Political Stability:

A significant element that may have an impact on the forex trading sector is political stability. A country's currency may lose value if there is less demand for it as a result of political unrest or uncertainty. On the other hand, a currency's value may rise if political stability increases demand for it.

3.3.2 Financial Structure

Financial structure factors have a significant impact on the Forex trading industry. Here are some of the key factors and their effects on the industry:

❖ Gross Domestic Product (GDP):

GDP is a gauge of a nation's economic performance and a crucial element that might have an impact on the forex trading market. A nation with a high GDP is more likely to draw international investment, which can boost demand for its currency and raise its value. On the other hand, a low GDP may result in less demand for the currency, which would result in a decline in value.

❖ Balance of Payments:

A country's economic dealings with the rest of the world, such as transfers, investments, and commerce, are measured by the balance of payments. A nation that has a positive balance of payments, which means that its exports exceed its imports, usually sees an

increase in the demand for its currency, which causes its value to climb. On the other hand, a negative balance of payments may result in a decline in the demand for the currency, which will lower its value.

❖ Monetary Policy:

The process through which a central bank controls the amount of money in circulation and interest rates in the economy is known as monetary policy. The Forex trading business is susceptible to changes in monetary policy since these changes have an impact on currency exchange rates. For instance, a central bank can boost currency demand by raising interest rates, which will increase the value of the currency.

❖ Fiscal Policy:

The use of taxation and expenditure by the government to affect the economy is known as fiscal policy. The Forex trading industry is susceptible to changes in fiscal policy since these changes have an impact on currency exchange rates. For instance, a government that raises expenditure can create a trade imbalance, which might result in a drop in currency demand and a decline in the value of the currency.

❖ Financial Regulations:

Financial laws may also have an impact on the forex market. Regulations that promote greater openness and lower risks can boost investor confidence and raise the demand for a nation's currency. A decline in demand for the currency might result in its value falling as a result of restrictions that increase risks or limit transparency.

3.4 Performance, Regulation and Supervision

Due to the worldwide pandemic, performance of every institution has dropped drastically. The banking and non-banking financial institutions are also hit by it. During this critical time, Bangladesh has lost a big share in import and export earnings. To revamp the financial sector Bangladesh Bank (BB) has taken initiative measures and policies. These includes-

- Ensuring additional liquidity ratios by re-fixating ratios
- Relaxation in classifies loans and taking prudential measures to adapt the models and policies with the changing situations
- Maintaining supervisory activities in regular interval
- Evaluating banks risk management's performance regularly

3.4.1 Performance of the Banking sectors

The performance of a Forex trading company in Bangladesh can be evaluated based on several key factors, including revenue growth, profitability, market share, customer satisfaction, and

regulatory compliance. Here are some of the key performance indicators for Forex trading companies in Bangladesh:

1. Revenue Growth:

Forex trading companies in Bangladesh can measure their revenue growth by tracking the increase in trading volume and the number of customers. A higher trading volume and customer base can result in higher revenue and profitability.

2. Profitability:

The ratio of net profit to revenue, or net profit margin, is a way for Bangladeshi forex trading enterprises to gauge their profitability. Better profitability and cost control are indicated by a higher net profit margin.

3. Market Share:

Forex trading companies in Bangladesh can measure their market share by tracking their share of the total trading volume and customer base in the market. A higher market share indicates a stronger brand and competitive position.

4. Customer Satisfaction:

Forex trading companies in Bangladesh can measure their customer satisfaction by conducting customer surveys and tracking customer complaints and feedback. A higher customer satisfaction score indicates better customer service and engagement.

5. Regulatory Compliance:

Forex trading companies in Bangladesh can measure their regulatory compliance by tracking their compliance with licensing, reporting, and risk management requirements set by the regulatory authorities. A higher compliance score indicates better risk management and transparency.

3.4.2 Regulations

Forex trading companies in Bangladesh are subject to regulations set by the Bangladesh Bank and the Securities and Exchange Commission (SEC). Here are some of the key regulations that Forex trading companies in Bangladesh must comply with:

1. Licensing:

Forex trading companies in Bangladesh must obtain a license from the Bangladesh Bank and the SEC to operate in the country. The company must comply with the licensing requirements, including capital adequacy, ownership structure, and operational standards.

2. Compliance:

To stop money laundering and terrorist financing, Bangladeshi forex trading firms are required to abide by the Anti-Money Laundering (AML) and Countering Financing of

Terrorism (CFT) legislation. To identify and stop suspicious activity, the business must maintain effective record-keeping, customer due diligence, and transaction monitoring practices.

3. Segregation of Funds:

Forex trading companies in Bangladesh must segregate clients' funds from the company's operational funds to ensure their safety. The company must maintain proper accounting records and conduct regular audits to ensure compliance with the segregation requirements.

4. Risk Management:

Forex trading companies in Bangladesh must have effective risk management systems to identify, assess, and manage risks associated with their operations. The company must have policies and procedures in place to manage market, credit, liquidity, and operational risks.

5. Reporting Requirements:

Forex trading companies in Bangladesh must submit periodic reports to the Bangladesh Bank and the SEC to ensure transparency and accountability. The company must submit financial statements, transaction reports, and other relevant information as required by the regulatory authorities.

Forex trading companies in Bangladesh must comply with the licensing, compliance, segregation of funds, risk management, and reporting requirements set by the Bangladesh Bank and the SEC. Failure to comply with these regulations can result in severe penalties, including revocation of the license and legal action.

3.4.3 Supervisions

Supervision of a Forex trading company in Bangladesh is critical to ensure that it operates in a transparent and ethical manner, and to protect the interests of traders. Here are some of the key aspects of supervision for Forex trading companies in Bangladesh:

1. Internal Controls:

Forex trading companies in Bangladesh must have robust internal control systems in place to ensure compliance with regulatory requirements and to manage risks. The company must have policies and procedures for monitoring and controlling trading activities, managing conflicts of interest, and ensuring the accuracy and completeness of financial information.

2. Risk Management:

Forex trading companies in Bangladesh must have effective risk management systems to identify, assess, and manage risks associated with their operations. The company must have policies and procedures for managing market, credit, liquidity, and operational risks, and must conduct regular stress tests to assess its resilience to adverse market conditions.

3. Compliance:

Forex trading companies in Bangladesh must comply with regulatory requirements related to customer due diligence, transaction monitoring, and reporting of suspicious activities. The company must also have a system for monitoring and reporting compliance breaches and taking appropriate action to address them.

4. Audit and Oversight:

Forex trading companies in Bangladesh must undergo regular audits by external auditors to ensure compliance with regulatory requirements and to assess the effectiveness of internal controls and risk management systems. The company must also have an independent oversight function to ensure that management is acting in the best interests of traders and shareholders.

5. Capital Adequacy:

Forex trading companies in Bangladesh must maintain adequate capital reserves to support their operations and manage risks. The company must have a capital management policy in place and must regularly assess its capital adequacy to ensure that it meets regulatory requirements.

3.5 Market Size and Liquidity

The most liquid financial market in the world is the foreign exchange market. A few examples of traders are commercial banks, other institutional investors, financial institutions, governments and central banks, currency speculators, other businesses, and private individuals. According to the 2019 Triennial Central Bank Survey by the Bank for International Settlements, the average daily turnover will rise from \$1.9 trillion in April 2004 to \$7.5 trillion in April 2022. Spot trades accounted for \$2.1 trillion of the total \$6.6 trillion moved, while derivatives including outright futures and swaps were used to trade the remaining \$5.4 trillion.

There is no central exchange nor clearing house because foreign exchange is transacted in an over-the-counter market where brokers and dealers conduct business with one another directly. The United Kingdom, notably London, is home to the world's biggest trading hub. In April 2022, the United Kingdom was the world's biggest center for foreign exchange transactions, accounting

for 38.1% of the total. Due to London's market dominance, the quoted price for a given currency is typically the price from the London market.

For instance, the London Stock Exchange's noon prices are used to determine the value of the International Monetary Fund's special drawing rights each day. Trading in the US accounted for 19.4% of the total, with Singapore (9.4%), Hong Kong (7.1%), and Japan (4.4%) following.

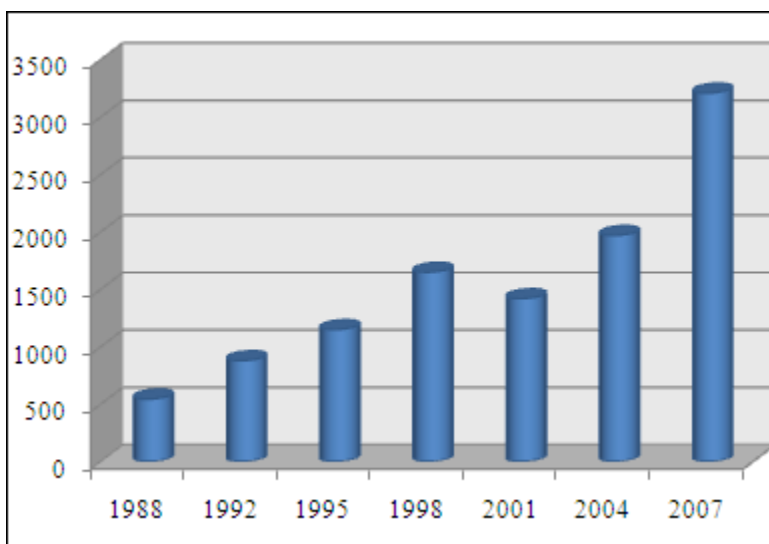


Figure 5: Main forex exchange market turnover; 1988-2007

Exchange-traded foreign exchange futures and options saw a more than doubling in volume from 2004 to 2013, hitting \$145 billion in April 2013. By April 2022, exchange-traded currency derivatives will represent 2% of OTC foreign exchange turnover. The Chicago Mercantile Exchange first offered foreign exchange futures contracts in 1972. In comparison to most other futures products, these contracts are traded more often.

Between April 2007 and April 2010, the volume of unrelated commerce transactions increased by 20%, more than double from that year. A few variables contributing to the increase in turnover include the growth of retail financial backers as a substantial market segment, the expanded trading activity of high-recurrence dealers, and the expanding significance of untapped trade as a resource class. Because of the development of electronic execution and the variety of execution settings that are currently available, exchange costs have decreased, market liquidity has increased, and a wide range of customer types are currently participating all the more effectively. Retail dealers can now more easily participate in the uncharted trade market thanks in part to modernized exchanging through internet interfaces. In 2010, it was projected that spot exchange might generate up to 10% of its daily turnover, or \$150 billion.

3.6 Market participants

- Commercial companies

The foreign exchange market is significantly impacted by the financial activities of companies wishing to make purchases of goods or services in foreign currencies. The effects of commercial firms' transactions on market prices are not as instantaneous as those of banks or speculators since they frequently deal in smaller sums. However, trade flows have a considerable impact on the long-term trend of a currency's exchange rate. Due to exposures that other market participants are unaware of, some multinational corporations (MNCs) may have an unexpected effect when very substantial holdings are covered.

- Central banks

National central banks have a huge impact on currency markets. They frequently have official or unofficial target rates for their own currencies in order to control the money supply, inflation, and/or interest rates. They can use their huge foreign exchange reserves to help stabilize the market. The effectiveness of central bank "stabilizing speculation" is questioned, though, because, unlike private traders, they do not go bankrupt if they sustain severe losses. Furthermore, there is no conclusive evidence that they profit from trade.

- Foreign exchange fixing

The daily currency exchange rate determined by each nation's central bank is referred to as "foreign exchange fixing." The idea is that central banks examine their currency's behavior using the fixing time and exchange rate. Exchange rate stabilization reflects the true worth of market equilibrium. Banks, dealers, and traders use fixing rates as a market trend indicator.

The mere expectation or rumor of central bank participation in foreign currency markets may be enough to stabilize currencies. However, countries with a dirty float currency policy may permit frequent use of severe intervention. Central banks don't always succeed in their objectives. Any central bank may be easily defeated by the combined force of the market. During the collapse of the European Exchange Rate Mechanism in 1992–1993 and more recently in Asia, this type of scenario was witnessed on a number of occasions.

- Investment management firms

The foreign exchange market is used by investment management firms to expedite transactions in foreign securities (sometimes huge accounts for clients like pension funds and endowments). When purchasing foreign securities, an investment manager with a

worldwide equities portfolio could need to acquire and sell a number of different foreign currency pairs.

- Retail foreign exchange traders

Individual retail speculators are making up an increasing portion of this market. At the moment, they participate indirectly through banks or brokers. Retail brokers have historically been the target of foreign exchange fraud in the United States, despite the fact that they are mainly supervised and controlled by the Commodity Futures Trading Commission and the National Futures Association. In order to address the issue, the NFA mandated in 2010 that its members who participate in the Forex markets register as such. FCMs and IBs, who are ordinarily subject to minimum net capital requirements, are subject to increased minimum net capital requirements if they trade in foreign exchange. A smaller segment of the larger over-the-counter derivatives trading sector, which also includes financial spread betting and contracts for difference, is margin foreign exchange trading.

Brokers and dealers or market makers are the two main categories of retail foreign exchange brokers that provide the choice of speculative currency trading. By analyzing market rates for retail orders and carrying out transactions on their behalf, brokers represent retail consumers in the larger FX market. There is a commission added to the market price, also referred to as a "mark-up." In contrast to the retail customer, dealers or market makers frequently act as principals in the transaction and quote a price they are willing to trade at.

Foreign exchange market turnover by counterparty¹

Net-net basis, daily averages in April

Graph 3

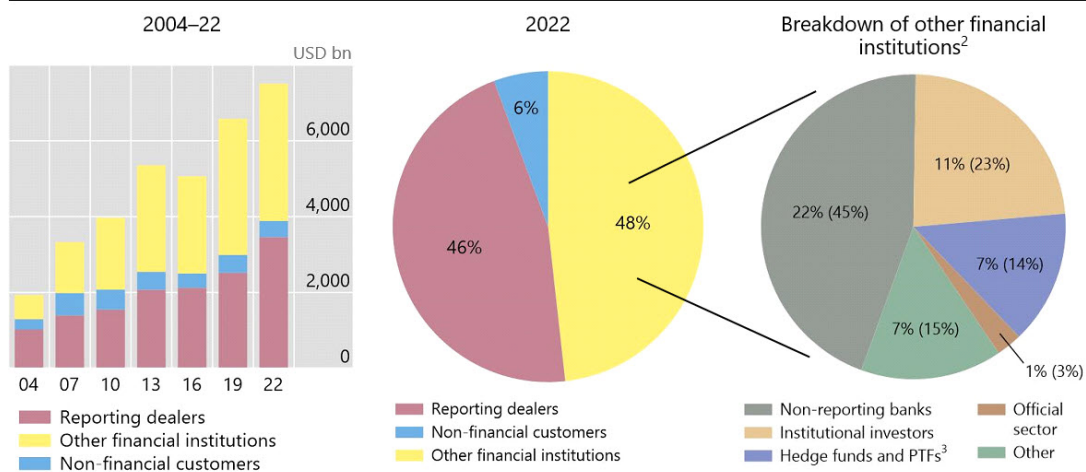


Figure 6: OTC foreign exchange turnover in April 2022

3.6.1. Top 10 currency traders

Rank	Name	Market share
1	 JP Morgan	10.78 %
2	 UBS	8.13 %
3	 XTX Markets	7.58 %
4	 Deutsche Bank	7.38 %
5	 Citi	5.50 %
6	 HSBC	5.33 %
7	 Jump Trading	5.23 %
8	 Goldman Sachs	4.62 %
9	 State Street Corporation	4.61 %
10	 Bank of America Merrill Lynch	4.50 %

Figure 7: Top 10 currency traders, (% of overall volume, June 2020)

3.7 Most traded currencies by value

Table 2: Most traded currencies by value

Rank	Currency	ISO 4217 code	Symbol or abbreviation	Proportion of daily volume, April 2019	Proportion of daily volume, April 2022
1	U.S. dollar	USD	US\$	88.3%	88.5%
2	Euro	EUR	€	32.3%	30.5%
3	Japanese yen	JPY	¥ / 円	16.8%	16.7%
4	Sterling	GBP	£	12.8%	12.9%
5	Renminbi	CNY	¥ / 元	4.3%	7.0%
6	Australian dollar	AUD	A\$	6.8%	6.4%
7	Canadian dollar	CAD	C\$	5.0%	6.2%
8	Swiss franc	CHF	CHF	4.9%	5.2%
9	Hong Kong dollar	HKD	HK\$	3.5%	2.6%
10	Singapore dollar	SGD	S\$	1.8%	2.4%

3.8 Determinants of exchange rates

Any specific currency's supply and demand, as well as its value, are affected by a number of factors rather than just one. These components often fall under three categories: economic factors, political conditions, and market psychology.

3.8.1 Economic Factors

Examples of economic factors include (a) economic policy, which is disseminated by governmental bodies and central banks; (b) economic conditions, which are often made known through economic reports; and (c) various economic indicators.

1. **Economic policy:** Fiscal (budget/spending) and monetary (means by which a government's central bank controls the availability and "cost" of money, which is reflected in the level of interest rates) policy are the two main components of economic policy.
2. **Budget surpluses or deficits for the government:** Market responses to declining budget deficits and rising deficits are frequently favorable and unfavorable. The result can be seen in the value of a nation's currency.
3. **Trade balance:** The volume of trade between nations reflects the demand for goods and services, proving the value of a nation's currency in facilitating trade. How competitive a country's economy is can be determined by the quantity of product and service trade surpluses and deficits. For instance, a country's currency may suffer as a result of trade imbalances.
4. **Levels and patterns of inflation:** A currency will often lose value if there is widespread inflation or if inflation rates are perceived to be rising. This is so that there will be less demand for that money as inflation diminishes its value as currency.
5. **Economic growth and health:** An economy's health can be determined by looking at reports on its GDP, employment rates, retail sales, capacity utilization, and other variables. In general, if a nation's economy is strong and robust, its currency will perform better and be more in demand.
6. **Productivity of an economy:** An increase in an economy's productivity ought to boost the value of its currency. The ramifications are clearer if the expansion happens in the trading sector.

3.8.2 Political Conditions

On the currency markets, the situation of national, regional, and international politics can have a big impact.

Currency exchange rates can be impacted by political upheaval and rumors about the next ruling party in any nation. Economic hardship can emerge from political upheaval and instability in a nation. For instance, if coalition governments in Pakistan and Thailand become unstable, their currencies may lose value. In a country with financial difficulties, the expansion of a political movement that is viewed as fiscally responsible might potentially have the opposite impact. Events in a neighboring country in a region may have an impact on the currency of a nearby country as well, sparking either positive or negative interest there.

3.8.3 Market Psychology

The foreign currency market is influenced by market psychology and trader views in a variety of ways, including:

1. **Flights to quality:**

As a form of capital flight, "flight-to-quality" involves investors moving their assets to a place they see as a "safe haven" in response to distressing international events. There will be more demand, and consequently a higher price that are perceived to be stronger than their relatively weaker competitors. Historically, during periods of political or economic unrest, safe havens have included the US dollar, Swiss franc, and gold.

2. **Long-term patterns:**

The currency market frequently exhibits long-term tendencies. Business cycles do exist even though there is no seasonal growth for currency like there is for physical commodities. Cycle analysis examines price variations over a longer period of time that may be influenced by sociological, political, or economic events.

3. **"Buy the rumor, sell the fact":**

In a variety of foreign exchange settings, the market adage "Buy the rumor, sell the fact" might be applied. The value of a currency has a propensity to forecast an action's outcomes and then react in the exact opposite way when those expectations come true. An "oversold" or "overbought" market is another phrase for a similar situation.

4. **Economic data:**

Economic data can clearly reflect economic policy, but some statistics have a talismanic quality that makes them important to market psychology and possibly directly affects short-term market movements. "What to watch" could change at any time. For instance,

recent years have seen increased interest in data on the money supply, employment, trade balance, and inflation.

5. Technical aspects of trading:

Like in other markets, traders may attempt to profit from trends that develop from the accumulative price moves in a currency pair like EUR/USD. Numerous traders look at price charts to identify these trends.

3.9 The Relationship Between Interbank Transaction in Forex and Foreign Exchange Reserve

Foreign exchange reserves are the assets held abroad that are under the authority of Bangladesh's central bank. The main components of these are gold, equities, and foreign currency. In October 2020, the value of these assets in Bangladesh was \$40,816.30 million. The average monthly transactions on the interbank market for the six months from July to December 2000 were \$1.5 billion.

The Bangladesh Bank (BB) closely monitors all transactions involving foreign exchange. Although only Bangladeshi banks and their officially authorized dealers and money changers are allowed to undertake foreign exchange trading, the Taka, the nation's official currency, is convertible. The law enables licensed Forex brokers to operate legally and in accordance with the Foreign Exchange Regulation Act of 1947.

3.10 Limitations and Comparison to Other Countries

Unlike citizens of other nations, Bangladeshis are only permitted to conduct Forex transactions through brokerage firms.

- The Dhaka Stock Exchange (DSE) is the largest local market. It was established in 1986 and now has a capitalisation of more than \$42 billion. The Chittagong Stock Exchange (CSE) is the second-largest exchange.
- Major brokers are absent from the local area. Finding a foreign broker certified to conduct Forex trading in Bangladesh is therefore required in order to engage in online trading.
- The Bangladeshi government is now exploring ways to increase FDI (foreign direct investments). To make it easier for end customers to open a foreign currency account, they are working on a fresh draft of a 70-year-old Forex rule.

3.11 Authorized Dealers and Money Changers

Authorized dealers must adhere to the country's central bank's limits. The BB bank requires a minimum transaction amount of \$50,000. In Bangladesh, there are also legitimate money changers in addition to approved dealers.

They are legally allowed to purchase foreign currency from visitors and resell it to Bangladeshi tourists who are entitled to it. Additional sums above the allowed limits must be kept with authorized dealers. Other businesses, such as hotels and shops, are permitted to take foreign currency from visitors from other countries but are required to sell the currency to registered dealers.

3.12 Currency Markets' Work Methods

Forex trading takes place directly between two parties in an over-the-counter (OTC) market, as contrast to trading in shares or commodities. The forex market is controlled by a global network of banks spread over four important currency trading centers in distinct time zones: London, New York, Sydney, and Tokyo. There is no central center, so you can trade foreign exchange whenever you wish.

The FX market is divided into three categories:

1. **Spot FX market:** At the very moment the trade is closed, "on the spot," or quickly after, a currency pair is physically exchanged.
2. **Forward forex market:** A contract is formed to buy or sell a fixed quantity of a currency at a predetermined price in the forward foreign exchange market. A fixed future date or a range of future dates are used to settle the contract.
3. **Futures FX market:** A contract is formed to purchase or sell a specific amount of a specific currency on a specific date and at a specific price in the future. Unlike a forward contract, a futures contract is enforceable in court.

3.13 Various Forex Trading Strategies

1. Day Trading:

Assets are purchased and sold during a day of trade. Any market can be used for day trades, however this phrase is frequently used to refer to trading currency pairs or indexes on the stock market in the Forex market.

Traders need to have sufficient funds and a thorough knowledge of the market they are trading in in order to be successful as an intraday trader. Even with it, they still need to put in a lot of effort to succeed.

This is especially true when prices experience significant daytime fluctuations. Traders may save time and turn a profit in the lowest amount of time using this method.

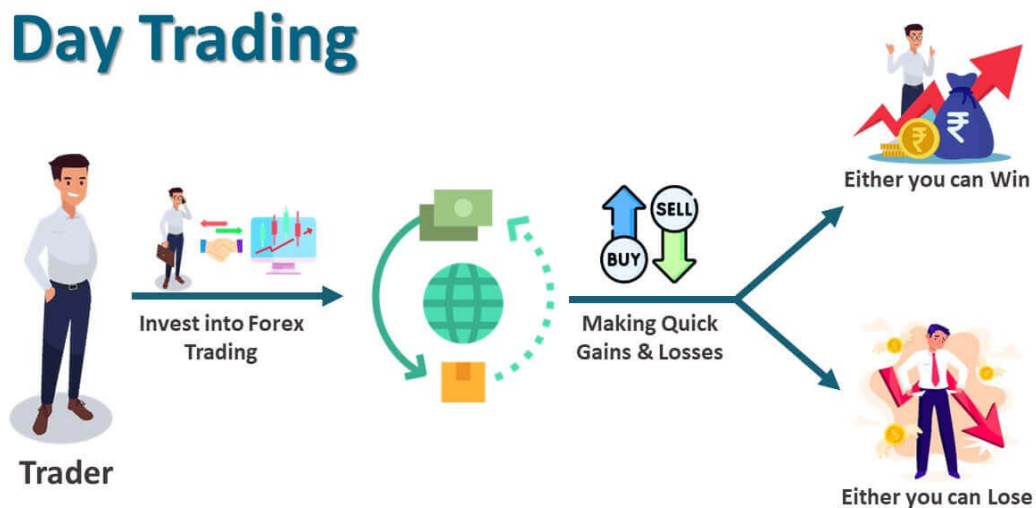


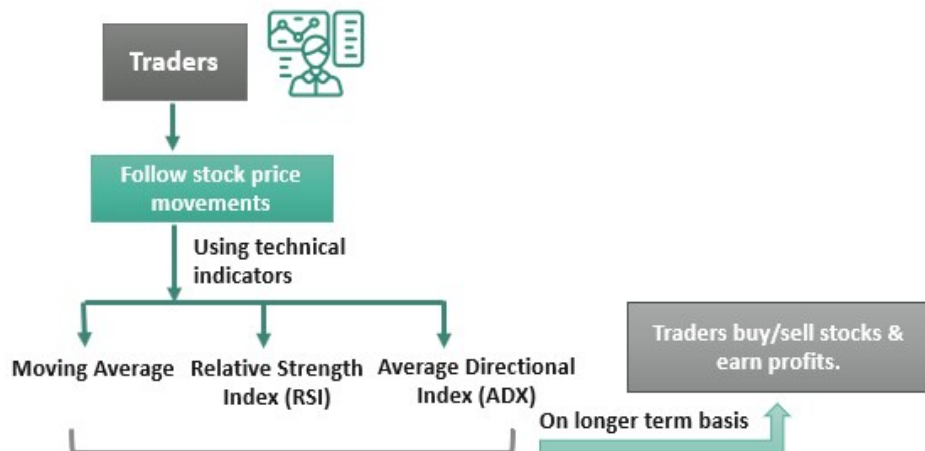
Figure 8: How to do day trading



Figure 9: Day Trading strategy: Entries, Risk, Exits

2. Trend Trading:

By looking at an instrument's velocity in a particular direction, this tactic seeks to achieve financial success. A trend is defined as an upward or downward tendency in the current price movement. When a security is rising (its highest price is rising consistently) or falling (its highs are consistently falling), trend traders take long or short positions.



Technical analysis techniques called trend indicators are necessary to ascertain the trend's broad trajectory. Traders can select and validate trend buy and sell signals with the aid of these technical indicators. A better knowledge of the market trend is provided by trend indicators.



Figure 10: Trend Trading Strategy

3. Positional trading:

Using this trading strategy, investors buy and sell securities with the intention of keeping them for a few days, weeks, or even months. When making trading decisions, the position trader typically combines daily, weekly, and monthly charts with fundamental analyses. In other words, since this technique focuses on long-term trading, short-term market changes are less significant.

The payoff is the position trader's primary concern. This process suggests that there will be numerous minor losses before a single large gain.

This enables the position trader to raise the number of trades necessary to diversify the portfolio while only putting a little amount of money at risk each time.

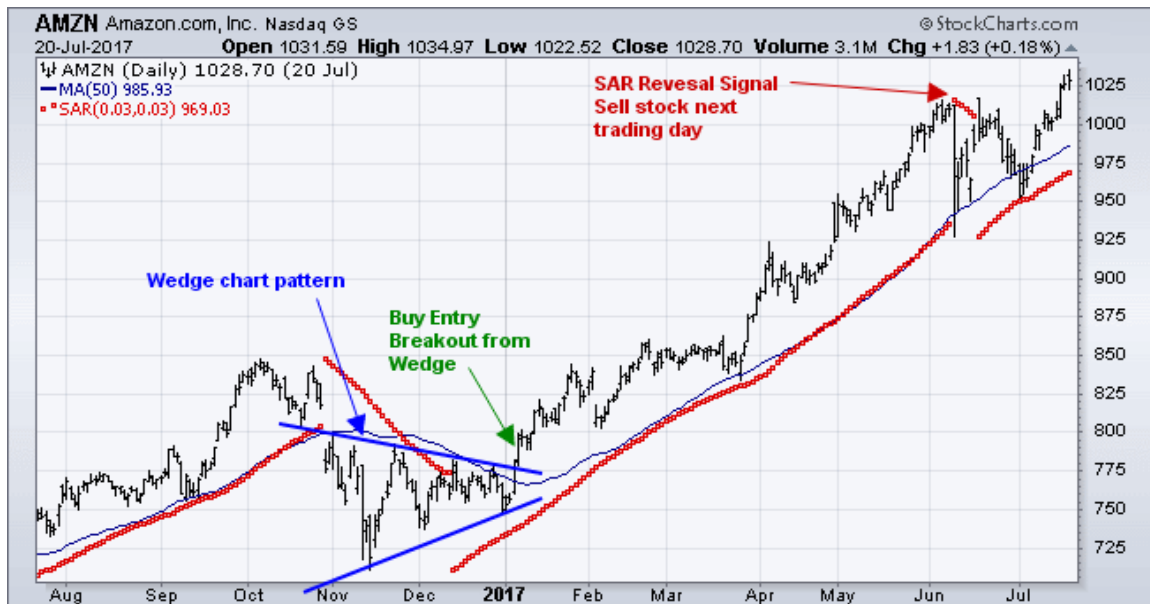


Figure 11: Positional Trading Strategy

Description of Main Duties

4.1 Main Duties and Schedules

As an intern employee, I worked in the ad operations division at NEXT Ventures. The duty was divided between the divisions. As an intern, I was supposed to work at regular office hours from 8.30AM to 5.30PM. Every employee must obey the rules & regulations of the company and as an intern employee, those rules & regulations were applicable for me also. The working environment of NEXT Ventures is very much pleasing. The officials are very much helpful. They always helped me in understanding the banking operation.

4.2 Duties of Budget and Strategic Planning

Budget planning for ad operations involves creating a comprehensive plan for allocating financial resources to support advertising campaigns. Here are the steps to do budget planning for ad operations:

1. **Define advertising goals:** The first step is to establish advertising objectives. This could include increasing brand awareness, driving website traffic, generating leads or sales, or promoting a new product or service.
2. **Determine target audience:** Identify the target audience operator wants to reach through advertising campaigns. Operators should consider factors like age, gender, interests, income, and location when defining your audience.
3. **Conduct market research:** Conduct market research to gather data on consumer behavior, competition, and industry trends. This information will help to make informed decisions about advertising campaigns and budget.
4. **Set a budget:** Determine the amount of money an operator can allocate to advertising campaigns. This could be based on a percentage of their revenue or a fixed amount.
5. **Allocate the budget:** Based on advertising goals, target audience, and market research, allocate the budget to different advertising channels like social media, display advertising, search engine marketing, email marketing, and mobile advertising.
6. **Set performance metrics:** Establish performance metrics to measure the success of advertising campaigns. This could include metrics like click-through rates, conversion rates, CPM, Impression, Reach and return on investment (ROI).
7. **Monitor and adjust:** Continuously monitor advertising campaigns and adjust budget allocation and performance metrics based on the results. This will help operators to optimize their campaigns and improve their ROI.

I used to create a budget for the quarter based on the above mentioned process.

4.3 Duties of Campaign Planning and Run

One of my core responsibilities was planning and creating campaigns, and tracking its performance for betterment.

4.3.1. Campaign Execution Steps:

1. Set Campaign Objectives:

- A. Start by identifying what operators want to achieve with their campaign. It could be to generate leads, increase brand awareness, drive traffic to their website, or boost sales.
- B. Making sure that the objectives are SMART.

S - specific

M- measurable

A- achievable

R- relevant

T- time-bound

2. Define Target Audience:

- A. Identify target audience based on demographic, geographic, psychographic, and behavioral characteristics.
- B. Understanding the target audience helps to create more targeted and relevant ads that resonate with the audience.

3. Develop a Messaging Strategy:

- A. Based on the campaign objectives and target audience, develop a messaging strategy that communicates the unique value proposition and resonates with the audience.
- B. Develop a messaging hierarchy that outlines the key messages operators want to convey in their campaign.

4. Choose Ad Formats and Channels:

- A. Determine the ad formats and channels that best suit the campaign objectives, target audience, and messaging strategy. Ad formats include display ads, search ads, video ads, social media ads, and more.
- B. Choosing the channels that the target audience frequents the most.

5. Set Budget and Allocate Resources:

- A. Determine the campaign budget and allocate resources accordingly. This includes the cost of ad placement, ad creative production, and staffing costs.
- B. Making sure that the allocate budget effectively across the chosen ad formats and channels.

6. Create Ad Creative:

- A. Develop ad creative that aligns with the messaging strategy, ad format, and channel.
- B. Creating different versions of the ad creative for A/B testing purposes.

7. Launch Campaign and Monitor Performance:

- A. Once the development is done of the ad creatives and set up the campaign, launching and monitoring its performance is required. Keeping a close eye on the campaign's performance metrics such as click-through rates, conversion rates, and ROI.
- B. Making adjustments to the campaign as needed to optimize performance.

8. Evaluate and Adjust:

Evaluating campaign's performance after it's completed and adjusting the strategy for future campaigns based on the insights gained. This continuous improvement process will help to refine ad operations and improve campaign performance over time.

4.3.2. Campaign Model:

A) Create Google Ads Account

Go to- ads.google.com>Home page>Sign in

B) Create New Campaign:

Select campaign goal & settings> Set up ad groups> Create ads> Billing

C) Account hierarchy:

- I. Account (Contains: Email, Time-zone, Billing setting, User access)
- II. Campaign (Location targeting-where the ads need to show up, Ads schedule, Device targeting, Audience targeting)
- III. Ad Groups(No limits, you can have ad groups as many as you need)
- IV. Ads & Keywords(Search bar) (Functional elements of ad groups)

D) Campaign Types:

- Search Campaign
- Retargeting Campaign
- Display campaign
- Google app campaign
- Google shoppin' campaign

E) **Google ads campaign structure** (Based on website's navigation structure)

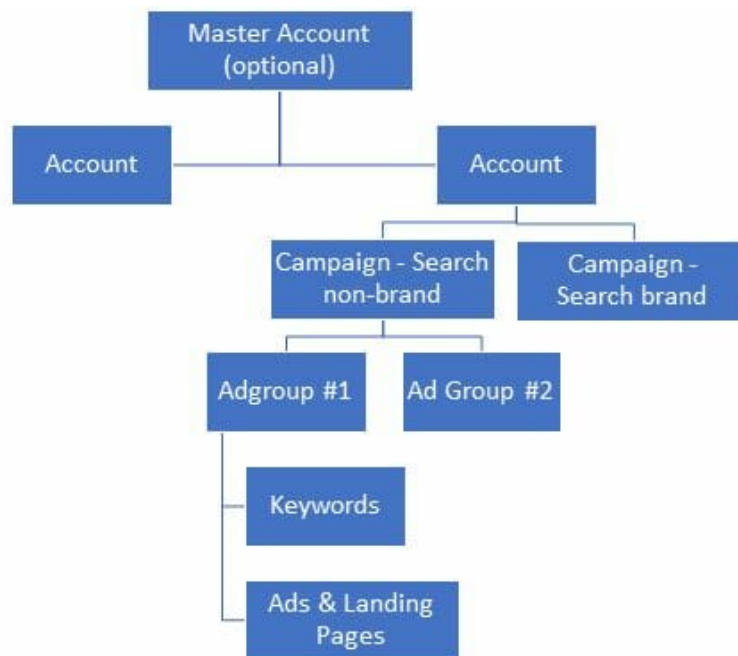
- Loss Leaders: Having a certain product that might not be profitable or lying in the breakeven point but won't like to lose it as it will end up generating sales. They will not generate profit but will bring back the customers in a while.
- Splitting up campaigns
- Separate campaign, Flagship campaign

- Closures should be avoided as it narrows down customers' ideas about the website or the company's product category.

F) **Campaign set needs to be broken up because:**

1. Easier to manage large account
2. Helps to determine how you want to bid in a negotiation seminar. Bid aggressively or Low bid.
3. To determine how much you are willing to pay per click

G) **No redundancy, clean data**



4.4 Duties of Operations

My Job Description includes:

1. Developing and implementing marketing strategies that align with company goals and objectives
2. Conducting market research to identify customer needs and preferences
3. Creating and managing marketing budgets
4. Collaborating with other departments, such as sales and product development, to ensure cohesive messaging and brand consistency
5. Planning and coordinating promotional events and campaigns, such as product launches, sales promotions, and trade shows
6. Managing social media accounts and creating content for various digital marketing channels
7. Analyzing marketing data and metrics to measure campaign effectiveness and adjust strategies as needed
8. Creating marketing materials, such as brochures, flyers, and advertisements
9. Building relationships with media outlets and industry influencers to promote the company and its products or services
10. Providing regular reports on marketing activities and results to upper management.

4.5 Duties of Trade Division

The foreign trade division performs the work of import signals, export signals & determined offers and new trading features to enhance our product. It is the busiest department with the most earnings in NEXT Ventures. It also facilitates different types of liquidity for smooth prop trading facilities such as prop funding, indices etc. By collaborating with the trade division, I used to perform the following tasks:

- ü Preparing the file for revenue generated from ads
- ü Checking and updating KPI tracking system
- ü Preparing proposals for the ads based on upcoming offers
- ü Researching for new trading scopes such as “News Trading”

4.6 Contributions to the Organization

I have always tried to complete my assigned duties carefully during my internship period. In the assigned section I contributed to helping them in managing the relationship with the customers and helped them in being efficient. My contribution in different sections are as follows:

- I. During the budget planning, I have researched the market demand and proposed a plan accordingly. I have filled up the planning sheet & prepared the full document. I always checked whether the ROI had a positive impact on the company's revenue stream or not. If not then I made checklists & showed them to the respective officers. Because they worked under immense pressure so they might miss that and so I have always noted down the problems.
- II. In the campaign execution section, I created and published all the campaigns. I planned the campaign calendar, contacted the creative team for ad creatives and executed the campaign on GoogleAds, Meta Ads. And if I found any problems then I informed the respective officials.

Simultaneously, I checked on the performance of the campaigns and maintained a tracking sheet. Sometimes I talked with 3rd parties via online media if necessary for any technical or strategical issues.

- III. In collaboration with the trade division, I have prepared the file for revenue generated from ads, checked and updated KPI tracking system. I have also prepared the proposals for the ads based on upcoming offers. And most significantly, researched for new trading scopes such as "News Trading"

While working I always tried to complete every task with full dedication and that's why I have also evaluated my work. For example, I was very much concerned about whether I could finish my work on time or not. From the very beginning, I tried to be efficient as much as I could and always focused on fulfilling the needs of the respective officials.

4.7 Tools

In Forex Trading sectors, most of the employees are very restricted in their usage of software and tools. All types of digital marketing and trading activities are performed in NEXT Ventures through such software solutions, like:

- MT5, MT4
- Google analytics
- Ad Manager
- Traderview
- Notion
- Clickup
- Discord
- LastPass

All the computers connected via the Internet are used discord for communications. Apart from that, whatsapp and messengers are used for personal communication among the

personnel. One of the most frequent software I used during my time in the job was Canva, Google Sheets, MS Excel and MS Word.

4.8 Applied Skills

4.8.1 Adaptability

Through the internship, an intern gets real work experience. So I was very much adaptive during my full internship period and adapted to the working environment very quickly.

4.8.2 Communication

Throughout the internship period, I have applied this skill greatly. To get the information I did a lot of conversations with the officials. By communicating sometimes, I took initiative to learn new things.

4.8.3 Politeness

Throughout my internship, I have always shown politeness & behaved well with all of the officials. Time Management This is another vital skill that is needed in the working place. I always maintained my office time and always tried to finish the work timely.

4.8.4 Teamwork

In every workplace teamwork fosters efficiency. In educational institutions, we have learned teamwork through various tasks. I have applied that skill in the workplace. There were some other internees as well. So when we were assigned any task together we always worked as a team with full responsibility.

4.9 Difficulties and Challenges

The first problem that I faced was work adaptation and cultural shifts. Moreover, the communication stream seemed a bit dodgy at first. Whenever I ran into problems, I was a bit shy to ask for help from others at first. But with time, I had overcome this vulnerability. Apart from these issues, sometimes the customers who were illiterate and impatient gave a very hard time. On some of the days, the working pressure was too much. As an intern, I was constantly worried about my performance and work rate though it ended well in my favor. There's always a security concern while doing the computerized jobs i.e. proposals, tracking sheet, analytical data etc. But overtime, I was capable of overcoming all the challenges and difficulties.

Analysis

5.1 Internship Outcome

After completion of a three month time period of internship, I was able to acquire information on my contribution to the growth of the company.

After consistent hard work and a drive to achieve its goal, NEXT Ventures finally launched a new features for traders which are:

1. *News Trading*
2. *MT5 & MT4 services*

5.2 Application of Theories in the Workplace

After the end of the seventh semester of my BBA program, I have acquired knowledge in several disciplines such as leadership, strategic management, negotiation, accounting, marketing, technology, finance, strategic human resource management, entrepreneurship development, economics, etc. The following are the application of theories in real-life solutions at NEXT Ventures:

During my work at the marketing division, I have seen how the officials maintain trackings such as Monthly KPI tracker, Revenue Sheet, Campaign Performance tracker sheet. I have learned the process in my academic learning and now I have seen the real implication at NEXT Ventures.

In my academic learning, I have learned about the motivation theory of the management field. At NEXT Ventures I have seen the real implication of the motivation model. Senior managers always motivate their subordinates so that they can accomplish the work properly. Also if the new employees make any mistakes then senior officials try to solve that with sincerity. This motivates the employees to be connected with the organization.

I have seen how they manage good relationships with the customer, which results in the higher retention rate. We have learned about customer relationship management & at NEXT Ventures I have seen the implications of it.

During my academic learning of strategic human resource management, I have learned that performance in the organization can be analyzed by KPI & feedback system. At NEXT Ventures employees are given KPI that should be met. Employees are very much concerned about these KPIs. Also, the employees get feedback from their peers which is very much effective in improving interpersonal skills. So, I have seen a real-life application of my academic learning.

In my academic learning, I have learned about training (on and off the job) & succession planning. At NEXT Ventures I have seen the real implications of these. When new

employees are appointed in the branch they are assigned to an experienced employee. Under that employee, the new employee learns the working process in the real working environment. Moreover, the most senior personnel are sent to off-the-job training. During my internship period, I have seen few employees sent to off-the- job training.

I have learned that strategic workforce planning involves succession planning. At NEXT Ventures I have seen the practical implication of this theory. As a senior executive officer will be transferred soon so she was teaching her immediate subordinate the specific skills & competencies. I have seen real implications of all of these training & development concepts there.

During my academic learning, I have gained knowledge on marketing. At the marketing division, I have seen the real application of how they are functioning digital marketing. I have seen the implication of international business at NEXT Ventures.

SWOT analysis, the most widely used strategic analysis of firms which I have learned as a student and applied here in the real scenario.

5.3 Company Level Analysis

5.3.1 Efficient Findings

In this part, I specifically want to mention some common activities and systems at NEXT Ventures that encourage employees to get better results at the workplace. NEXT Ventures always encourages better relationships with co-workers to reach goals and create positive impacts in the organization.

- **Internal communication:**

To communicate flawlessly and maintain informal communication with the employees, NEXT Ventures uses its own messaging platform discord to have safe, secure, and healthy communication. The employees can also collaborate with other departments through this platform to complete any task efficiently.

- **Huddle meeting:**

The most efficient part of creating sound competition among employees is the weekly huddle meeting. Through the weekly huddle meetings, the chief of the departments focuses on a specific goal and asks the employees to work targeting that goal. The best performers of the previous week are rewarded. The important data of the current business situation are shared and employees are encouraged to make more outputs. They are

motivated to keep attention on their workplace every week through this town hall meeting.

- **Data-driven decision making:**

In Bangladesh, to sustain in any particular industry, utilizing and leveraging data and formulating growth strategies based on data analytics is very important, especially for the e-commerce industry. NEXT Ventures has created a special analytics and business intelligence team that supports every employee with proper data to formulate strategies.

- **Revenue & Cost:**

NEXT Ventures has always been cautious when handling confidential data. This means each venture's information is separated for different ventures.

While working on “FundedNext”, one of their core products during my internship period, I got access to the revenue data board.

From “FundedNext”, in the last quarter NEXT Ventures generated around \$9,69,588 (February2023- April2023). The revenue distribution segment has given below:

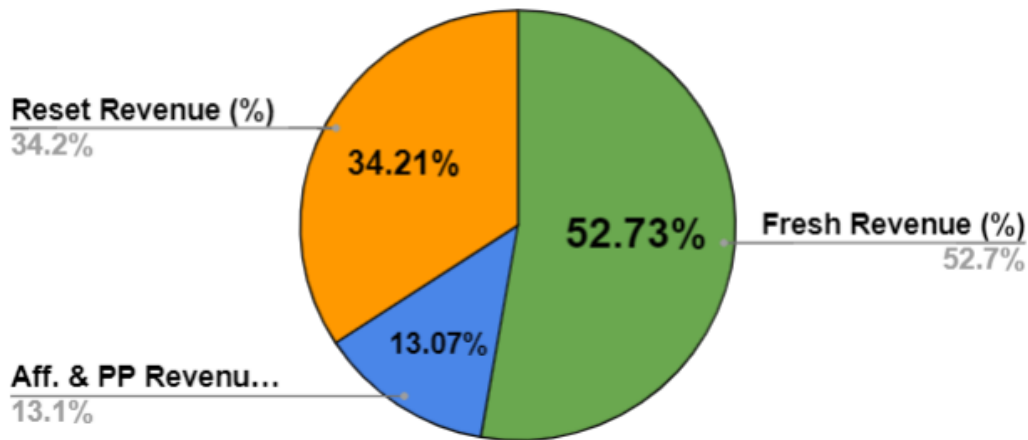


Figure 12: Revenue Distribution (Quarterly)

- Most of the revenue, 52.7% came from new subscriptions of their product.
- When a trader subscribes for a trading account, there is a possibility of having his/her account blown for the violation of rules. In that scenario, they have to reset their account which causes a charge. 34,21% of NEXT Ventures revenue is generated from reset purchasers.
- And the rest of the revenue comes from Affiliated partners and Payment partners.
- Most of the revenue comes from these countries:

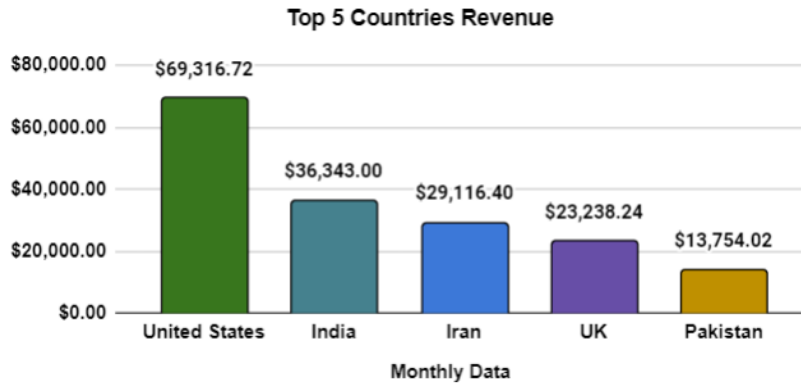


Figure 13: Top5 Countries Revenue

5.3.2. Inefficient Findings

Although NEXT Ventures has been bringing revolutionary changes as a fintech company in the financial industry, there are a few things which I found not so efficient during my time as an intern.

1. Compared to overall organizational culture, Strategic Initiatives had a more casual bonding between the members which led to workplace reluctance when it came to focusing on the details.
2. There is internal departmental competition that exists in the organization that creates unhealthy relationships inside the company.
3. The company doesn't allow email access to the interns from the company device. As a result I had to work on excel sheets which needed to be shared to a common folder and then copied to a drive shared "Master File". This process is extremely slow and leads to a lot of mistakes.
4. Although the number of on boarded employees of NEXT Ventures already exceeded 200+ the team still doesn't have dedicated team members for their largest products. This often creates confusion and delays the task of individual members.

5.4 Market Level Analysis

The largest financial market in the world, known as foreign exchange (or Forex), currently sees daily trading volume of about 2.4 quadrillion dollars (or USD 2,400,000,000,000,000).

The market covers the world in three segments:

1. *North American Market*
2. *European Market*
3. *Asian Market*

5.4.1. Current Market Status

Date: 10th May (5:35PM BST)

SYMBOL	SIGNAL	NET LONG	NET SHORT	CHANGE IN		
				LONGS	SHORTS	OI
EUR/USD	BEARISH	51%	49%	11%	-4%	4%
EUR/CHF	BEARISH	78%	22%	12%	-15%	5%
NZD/USD	MIXED	47%	53%	3%	-5%	-1%
AUD/JPY	MIXED	34%	66%	10%	0%	3%
EUR/GBP	MIXED	71%	29%	6%	6%	6%
EUR/JPY	BEARISH	29%	71%	27%	-2%	5%
USD/CHF	BULLISH	81%	19%	1%	4%	2%
GBP/JPY	BEARISH	28%	72%	9%	-2%	1%
USD/CAD	MIXED	73%	27%	4%	9%	5%
GBP/USD	MIXED	36%	64%	8%	-4%	0%
AUD/USD	MIXED	52%	48%	4%	-5%	-1%

Figure 14: Current Market Rate

5.4.2. Real Time News

[US Dollar Softens Ahead of US CPI as Markets Look for DXY Index Direction:](#)

The shrinking of the Bollinger Bands based on the 21-day simple moving average (SMA) shows that US Dollar volatility has been decreasing.

A range trading environment has been created by the sideways price action, and momentum may start to move in one direction after a clean breakout on either side.



Figure 15: TradeView Chart

Support could be at the prior lows of 101.03, 101.01, 100.82 and 100.79. On the topside, resistance might be offered at previous peaks of 102.40, 102.81 and 103.06.

5.5 Professional Level Analysis

While working in NEXT Ventures my critical thinking ability such as analyzing situations has improved. Working with other officials has uplifted my problem-solving ability. I always observed the officials how they are evaluating & solving any uncertain situation in the workplace. This has helped me to understand the scenario in real life.

Some skills that have improved are as follows:

- I have got practical experience while working in NEXT Ventures
- Time management skills improved professionalism.
- Some interpersonal skills have improved. It enriches my previous knowledge.
- As an intern, I had to work in a real working environment. This has made me more responsible in real life.
- Work ethics such as hard-working & loyalty improved in me. I followed how the managers & officials were loyal to their work.

5.5.1 Correlation between Activities and Knowledge

During the internship period, I saw the implementation of theoretical knowledge of my academic learnings many times. Typically, the marketing and trading activities include Planning, Budgeting, Tracking, Researching, Documentation and Processing. To complete these jobs well, one needs to have a strong understanding of organizational behavior, business communication, critical reasoning, accounting, IT related skills and finance related knowledge. I'd studied all these courses in my under-grad which really came handy during my internship. I had applied all the gathered knowledge and skills accumulated in my learning year to the professional banking workplace.

5.5.2 Challenges and Difficulties

Every job comes with some daunting challenges as well as satisfaction. During the internship, I also faced some challenges and difficulties while performing my daily jobs. Sometimes these challenges were due to the complexity of the task and sometimes were due to the mismanagement. The most challenging time for me was to deal with unreasonable customers who were actually the problem customers. Apart from this some of the difficulties and challenges were –

- ⊖ Incomplete information or lack of information in documentation process
- ⊖ Data and instructional redundancy.
- ⊖ Constant security concern
- ⊖ Lack of confidence in performing
- ⊖ Lengthy procedures for campaign and audit proposals.
- ⊖ Dealing with problematic tools
- ⊖ Constantly worried over my own performance.

Conclusions & Recommendations

6.1 Conclusion

The significance of forex trade marketing in a capital constraint situation is immense. This not only has benefits for the financial intermediaries involved but also takes into consideration the overall economic growth in the long run. NEXT Ventures being the sole forex trading company in the country, has helped GDP growth of the nation and a hope to start afresh after the covid19 pandemic economy. From my study it is clear that effective forex trading strategies have made NEXT Ventures a success with a huge number of clients and a highly diversified portfolio. The level of success has brought NEXT Ventures beyond the traditional form of forex trading activities commonly seen across the world.

The significance of forex trading in a capital constraint situation is immense. This not only has benefits for the financial intermediaries involved but also takes into consideration the overall economic growth in the long run. NEXT Ventures being the sole forex trader company in Bangladesh has helped the nation a hope to start afresh after the covid19 pandemic economy.

Lastly, it is needless to say that the readers of this report will have a wonderful experience learning not only about the first of its kind institution but also about the overall financial industry of Bangladesh.

6.2 Recommendation

In today's Bangladesh, NEXT Ventures is a leading company for forex and prop trading . It is also important for financial inclusion and financial mobilization throughout the nation. Due to the immense competition in the financial institution industry across the world, NEXT Ventures provides a refreshing strategy for forex trading to diversify its portfolio.

As a NEXT Ventures product "FundedNEXT" has provided a significant growth and development towards its market portfolio. However, there are still some limitations and areas that need improvement.

1. **Limited Market Size:**

Bangladesh has a relatively small forex market compared to many other countries, which limits the potential customer base for forex trade companies.

2. **Limited Access to International Markets:**

Due to various regulatory and logistical constraints, forex trade companies in Bangladesh may face challenges in accessing international markets and expanding their operations beyond the domestic market.

3. **Exchange Rate Risk:**

Forex trade companies are inherently exposed to exchange rate risks, which can impact their profitability and financial stability.

4. **Volatility of the Forex Market:**

The forex market is known for its volatility, which can create challenges for forex trade companies in terms of managing risk and executing trades effectively.

5. **Regulatory Constraints:**

Forex trade companies in Bangladesh are subject to regulatory oversight, which can create additional compliance costs and limit their ability to offer certain products or services.

6. **Lack of Skilled Workforce:**

The forex trade industry requires a skilled and knowledgeable workforce, and companies may struggle to find qualified personnel with the necessary expertise.

7. **Competition:**

The forex trade industry is highly competitive, and companies may struggle to differentiate themselves and attract and retain customers in a crowded market.

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Appendix

Appendix 1: Offer Letter

Ref: FN/106/PC/Appointment/Offer Letter/MKT/Maisha

Date: 10 February 2023

Maisha Maliha Morshed

Address: 23/N Rosedale (6th floor), Block D, Road 2; Bashundhara R/A; Dhaka

Phone: 01842624742

Email: morshedmaishamaliha@gmail.com

Offer Letter – NEXT Ventures: Executive. Ad Operations. Marketing

Dear Ms. Maisha,

In response to your job application and subsequent interviews & tests, the Management of NEXT Ventures is pleased to offer you an appointment for **Ad Operations** with the job position/ rank of **Executive (C1)**. Your start date in the company will be no later than **15 February 2023**.

In your position, your roles, in general, will include, but not be limited to, the following:

- Identify the target audiences and plan ad campaigns
- Research relevant keywords/interests and draft ad copies
- Analyze the latest marketing trends, and optimize ad campaigns according to that
- Monitor costs and ad performance to optimize and plan ad campaigns
- Ensure ads are creative and displayed appropriately to acquire the targeted audience
- Negotiate and finalize deals with media outlets/influencers
- Stay informed of the relevant industry, paid media, and paid media platform trends and best practices

Your monthly gross salary will be **Tk. *******

As an employee of the company, you will enjoy the following benefits & facilities:

- 2-time yearly festive bonus (upon completion of 6 months of service).
- Performance bonus/ growth pay (terms & conditions apply).
- Free evening snacks.
- Unlimited tea & coffee.
- Relax & sports zone.
- An environment that fosters accelerated growth and learning.

By signing and returning this letter, you will confirm your acceptance of the offer.

Please respond no later than **11 February 2023**.

We look forward to having you on our team! If you have any queries, please feel free to reach out at your earliest convenience.



www.finallytics.org 
hello@finallytics.org 
7th Floor, Green Orlando, 42/4/KA
Pragati Sarani, Baridhara, Dhaka 1229 

Sincerely,

Bidyut Sengupta
Head of People & Culture
NEXT Ventures/ Finallytics

Acceptance:

The above terms and conditions have been read by and explained to me, and I have understood the same. The said terms and conditions are acceptable to me.

Signature  Date 12/02/2023

Name Maisha Maliha Morshed

Appendix 2: Weekly Reports



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WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

Week: 1st week

Date: From 1st February 2023 to 9th February 2023

ID: 180061120

List of activities with brief description:

1. Learn about Notion
2. Guide to AdWords by Issacs
3. Know about your tools that are needed
4. Product Knowledge
5. Prepare, Plan, Progress report
6. Daily Study Session/Research/Preparing Reports
7. Submit a daily report

Bidyut Sengupta
Head of People & Culture
Company Supervisor

Md. Abdullah Al Mamun
Assistant Professor
Academic Supervisor



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WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

Week: 2nd week

Date: From 12th February 2023 to 16th February 2023

ID: 180061120

List of activities with brief description:

1. Certification course on skill shop(Google Ads Search Certification, Optimize Google Search Ads Campaigns)
2. Google Ads Introduction
3. Learn about Search terms
4. Guide to AdWords by Issacs
5. Daily Study Session/Research/Preparing Reports
6. Submit a daily report

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WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

Week: 3rd week

Date: From 19th February 2023 to 23rd February 2023

ID: 180061120

List of activities with brief description:

1. Learn and make a report on how to use click up
2. Go through the overview of the primary account of Google Ads and learn about different functions practically
3. LMS for product knowledge
4. How to launch a Search ad practically
5. Do a competitor research for FundedNext And Price Action
6. Guide to AdWords by Issacs
7. Practically launching display ads
8. Certification Course on skill shop (Google Ads Display Certification, Learn How to Create and Optimize Google Display Ads Campaigns)
9. Daily Study Session/Research/Preparing Reports
10. Submit a daily report

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WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

Week: 4th week

Date: From 24th February 2023 to 2nd March 2023

ID: 180061120

List of activities with brief description:

1. Guide to AdWords by Issacs
2. Use VPN and Research different countries keyword and popular ads
3. Daily Study Session/Research/Preparing Reports
4. LMS of Data Studio
5. Create a report on each of these
6. Submit a daily report

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WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

Week: 5th week

Date: From 3rd March 2023 to 9th March 2023

ID: 180061120

List of activities with brief description:

1. Guide to AdWords by Issacs
2. Daily Study Session/Research/Preparing Reports
3. LMS of Data Studio
4. Certification courses on skill shop (Google Ads Video Certification, Create and Manage Google Ads Video Campaigns)
5. Keyword research
6. Daily Study Session/Research/Preparing Reports
7. Submit a daily report

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WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

Week: 6th week

Date: From 10th March 2023 to 17th March 2023

ID: 180061120

List of activities with brief description:

1. Guide to AdWords by Issacs
2. Daily Study Session/Research/Preparing Reports
3. LMS of Data Studio
4. New improved idea implementation
5. Create a report on each of these
6. Submit a daily report

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WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

Week: 7th week

Date: From 18th March 2023 to 25th March 2023

ID: 180061120

List of activities with brief description:

1. Research on campaign planning
2. Creating a campaign proposal for 2nd quarter
3. Designing campaign type and objectives
4. LMS of Data Studio
5. Create a report on each of these
6. Submit a daily report

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WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

Week: 8th week

Date: From 26th March 2023 to 1st April 2023

ID: 180061120

List of activities with brief description:

1. Guide to AdWords by Issacs
2. Daily Study Session/Research/Preparing Reports
3. Usage of AdSpy tools -LMS of Data Studio
4. Find out the WHAT, WHY, WHEN of those 15 countries (why aren't they functioning properly)
5. Create a report on each of these

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WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

Week: 9th week

Date: From 2nd April 2023 to 8th April 2023

ID: 180061120

List of activities with brief description:

1. Guide to AdWords by Issacs
2. Daily Study Session/Research/Preparing Reports
3. Fixing Budget and relaunching ads of PA based on monthly budgeting and forecasting -LMS of Data Studio
4. New improved idea implementation
5. Create a report on each of these

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WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

Week: 10th week

Date: From 9th April 2023 to 16th April 2023

ID: 180061120

List of activities with brief description:

1. Research on new features implementation
2. Creating a campaign calendar
3. Working on offer plans
4. LMS of Data Studio
5. Create a report on each of these
6. Submit a daily report

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WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

Week: 11th week

Date: From 17th April 2023 to 24th April 2023

ID: 180061120

List of activities with brief description:

1. Working to problematic tool
2. Tracking campaigns performance
3. Fixing campaign strategy according to the responds
4. Researching on market demand
5. Create a report on each of these
6. Submit a daily report

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WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

Week: 12th week

Date: From 25th April 2023 to 30th April 2023

ID: 180061120

List of activities with brief description:

7. Research on audience behavior
8. Creating new audience pool
9. Learning forex trading
10. LMS of Data Studio
11. Create a report on each of these
12. Submit a daily report

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Company Supervisor

Md. Abdullah Al Mamun
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Appendix 3: Plagiarism Report

PAPER NAME

180061120-Internship Report 3345.pdf

AUTHOR

Maisha Maliha Morshed

WORD COUNT

11970 Words

CHARACTER COUNT

65876 Characters

PAGE COUNT

59 Pages

FILE SIZE

1.4MB

SUBMISSION DATE

May 14, 2023 5:37 PM GMT+6

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