**Feasibility Report on Outsourcing Training (Lead Generation) in Sylhet**

***1. Business Feasibility***

* Current trends: There are many training centres/companies in Bangladesh, including projects funded by the government that train people to earn online by outsourcing. Most of them focus on two disciplines - Web Development and Internet Marketing. There are a few that provide training on graphics design and other skills, but the popularity of Web Development and Internet Marketing is far higher than the latter. In Sylhet, the scenery is the same.

However, it is very rare, or perhaps, unheard of, that the companies in discussion provide any training on Lead Generation. Freelancers are expected to find their work by themselves on the freelancing portals.

It should be noted that, the demand for this business is not growing, partially due to the results of past trainees who failed to find work after they completed their training.

* Future Prospect: Job crisis is still an issue in Sylhet. Given that the training is well managed with a strong marketing team (as the current market is not exposed to such type of training), it is possible to attract the youth of Sylhet to this project.
* Key Driving Forces on External Factors: The high rate of unemployment among the youth in Sylhet is one of the prime factors. Not only that, many people will find this as an opportunity to open their own business, which is seen as a noble profession in the region.
* Key Success Factors:

1. Develop technical and interesting course structure.
2. Endeavour on low-cost training courses.
3. Negotiate a sustainable deal with them on lead generation.
4. Carefully control marketing strategies to reach out to appropriate people.

***2. Market Feasibility***

* Target market profile: Primary segment of the market is youth aged in between 18-26, from the time when they complete their secondary education till a few years after their graduation.
* Product value for target market: After they complete the training, they will have knowledge on lead generation, enabling them to find potential clients/customers for a particular good/service. They can either work in liaison with other businesses, or open up their own business and manage the work.
* Major Competitors: None
* Comparison with Competitor's Training: None
* Products Substitution: None
* Trainer Relationship Management: If the trainers are provided from Staff India, it can be managed well in-house.
* Barriers against Prospective Competitors to Entry: Companies like Staff India, such as Staff Asia, might be willing to enter the market if they see a good result. In such cases, those outsourcing companies will not have much barriers, apart from the initial costs.

***3. Present Market Examples***

Despite the fact that there are hardly any institutes in Bangladesh that provide training on Lead Generation, they still possess a competition to a new training institute, as people will need to decide which training would suit them better. The following are some of the examples of training institutes in Bangladesh-

|  |  |  |  |
| --- | --- | --- | --- |
| Name of Institute | Batch Size | Cost per course | Training Type |
| Advance IT Centre | 10 | 3000 | Digital Marketing |
| Matrix Outsourcing Solution | 30 | 10000 | Digital Marketing |
| Sylhet IT Academy | 25 | 10000 | Digital Marketing/WebDev |
| Creative IT Institute | 20 | 7500 | Graphics Design and WebDev |
| Beacon IT | 10 | 8000 | Digital Marketing |
| Dusra Soft | 20 | 3000 | Digital Marketing/ WebDev |
| Digital Equality Network | 20 | 4500 | CAD/WebDev |

***4. Expected Cost and Proposed Model***

The table below shows the expected cost and a feasible model that can be used to initialize the business.

|  |  |
| --- | --- |
| Office Location | Staff India Offshore Office |
| Office Cost | No additional cost |
| Trainers required to start | 2 |
| Salary for two trainers | Tk. 50000 a month |
| Suggested number of initial batch | 2 |
| Batch size | 15 |
| Cost for computers/furniture | No additional Cost |
| Suggested training duration | 2 months |
| **Suggested rate for training per student** | **Tk. 5000 based on current market** |

***5. Conclusion***

As mentioned in business feasibility part, it should be expected that the younger generation of this region will be inspired to take part in the training. Not only they will get a chance to work in liaison with Staff India, they will also have hopes of developing their own business without having to leave their hometown. If the participation cost of the training can be kept low, a good number of interested parties should be expected.