

**Internship Report
On
Assessing Financial Performance and Revenue Model of an Education
Consultancy Firm: Evidence from Shizen Global**

Submitted by:

Shaharia Amina
ID: BBA2202026100
Program: Bachelor of Business Administration
Major: Finance
Department of Business Administration
Sonargaon University (SU)

Submitted to:

Department of Business Administration
Faculty of Business
Sonargaon University (SU)

**Submitted for the partial fulfillment of the degree of
Bachelor of Business Administration**



**Sonargaon University (SU)
147/1 Green Road, Panthapath, Tejgaon, Dhaka**

Date of Submission: 2nd May, 2026

Internship Report
On
Financial Analysis and Revenue Model of an Education Consultancy Firm:
A Study on Shizen Global.

Submitted by:

Shaharia Amina
ID: BBA2202026100
Program: Bachelor of Business Administration
Major: Finance
Department of Business Administration
Sonargaon University (SU)

Supervised by:

Md. Ashraf Ali
Assistant Professor
Department of Business Administration
Sonargaon University (SU)

Submitted for the partial fulfillment of the degree of
Bachelor of Business Administration



Sonargaon University (SU)
147/1 Green Road, Panthapath, Tejgaon, Dhaka

Date of Submission: 2nd May, 2026

Letter of Transmittal

2nd May. 2026

To,

Md. Ashraf Ali

Assistant Professor

Department of Business Administration

Sonargaon University

Subject: Submission of Internship Report.

Dear Sir,

I hope that you are keeping well by the grace of almighty Allah. With due respect, it is my great pleasure to submit the internship Report on Shizen Global. The report entitled “**Assessing Financial Performance and Revenue Model of an Education Consultancy Firm: Evidence from Shizen Global**” which is a partial requirement for the completion of BBA degree. I have left no stone of unturned to collect data about the Revenue scale, cost and profit structure and financial profit of this education consultancy. I have finished all the things what I have learnt during the internship program at SHIZEN GLOBAL. I hope that this report will meet the standards of your judgments. I have tried my best to make this report internship, informative and better one. Any mistake or shortcoming in this report would be apologetically considered as my fault.

I hope the report will fulfill your expectation and standard. I must mention here that, I am extremely grateful to you for your valuable supervision, tireless effort and continuous attention in preparing this report. I therefore, pray and hope that you would kindly accept my report and oblige thereby.

Sincerely Yours,

Shaharia Amina

BBA2202026100

Department of Business Administration

Sonargaon University

Letter of Acceptance

This is to certify that Shaharia Amina, ID No: BBA2202026100, Department of Business Administration, has completed her internship report titled on Assessing Financial Performance and Revenue Model of an Education Consultancy Firm: Evidence from Shizen Global” under my supervision as a part of partial requirement for obtaining Bachelor of Business Administration (BBA) degree in Finance Major. This report can be accepted for evaluation.

.....

Md. Ashraf Ali

Assistant Professor

Department of Business Administration

Sonargaon University

Student Declaration

I, Shaharia Amina, a student of BBA, Department of Business Administration, Sonargaon University, do hereby declare that the internship report titled “Assessing Financial Performance and Revenue Model of an Education Consultancy Firm: Evidence from Shizen Global.” is the outcome of three months’ practical work on this topic mentioned above under the supervision of Md. Ashraf Ali. Assistant Professor. Department of Business Administration, Sonargaon University, Bangladesh.

I also declare that this report is an original work and no part of this report has been copied from elsewhere. In addition, I would also like to mention that this report has not been published or submitted for being published or submitted for awarding any degree, diploma or recognition.

Sincerely Yours,

Shaharia Amina

BBA2202026100

Department of Business Administration
Sonargaon University

Preface

In today's highly competitive and dynamic business environment, relying solely on theoretical or book-based knowledge is no longer sufficient to succeed. The modern business world demands a practical understanding of real-life organizational operations, decision-making processes, and professional challenges. Therefore, an effective integration of academic knowledge with hands-on experience is essential for developing the skills required to excel in the corporate sector.

Recognizing this necessity, the internship program has been incorporated as a mandatory component of the Bachelor of Business Administration (BBA) degree offered by the Department of Business Administration at Sonargaon University. This program is designed to bridge the gap between theoretical learning and practical application, enabling students to gain valuable insights into real-world business practices.

For the purpose of fulfilling my internship requirement, I selected SHIZEN GLOBAL as my host organization, where I completed a three-month internship program. During this period, I made sincere efforts to gather relevant, reliable, and significant data to the best of my ability. I have prepared this report with utmost dedication, attempting to reflect both my academic knowledge and practical observations.

Despite my careful efforts, there may be some unintentional errors or limitations in this report, for which I sincerely express my regret. However, if this report proves to be of any assistance to students, teachers, researchers, or analysts in understanding practical business operations, I will consider my efforts meaningful and worthwhile.

Acknowledgment

In every scene of one's life there are some persons who make other's life precious. They provide inspiration support, and maximum effort to help in different way to make other's smile at the end of an event. In same manner to completion of this internship report, I cannot deserve all the praise. There were lot of people who helped me by providing valuable information, guidance and their valuable time.

At first, I would like to express my gratitude to almighty Allah for enabling me the strength and opportunity to complete the report within the schedule time successfully. It was a great pleasure to prepare internship report titled "Assessing Financial Performance and Revenue Model of an Education Consultancy Firm: Evidence from Shizen Global."

I have benefited from the cooperation of many people during the preparation of the report. First of all, I would like to tender my gratitude to my esteemed Md. Ashraf Ali, Assistant Professor, Department of Business Administration for his sincere guidance about how to prepare the report. Without his guidance, it would be very difficult for me to complete the report.

I express my deep gratefulness to S M Rasel (Director), Shizen Global; Md Firoz Hossen (Manager Operations), Shizen Global for Selecting me in the Shizen Global, Panthapath Branch in as an intern.

But there are also so many people who helped me during this period by their valuable speech, time, hospitality & Co-operation. I like to mention their name also. I like to thank **Md Hasan** (Area Manager) Research Department; Mst Urmi (Chief Marketing Officer), Marketing Department; Md. Firoz Hossen (Director of Panthapath Branch) Shizen Global, Panthapath Signal Branch. The internship program cannot be successful without their proper guidance and kind co-operation.

Executive Summary

This internship report titled “**Financial Analysis and Revenue Model of an Education Consultancy Firm: A Study on Shizen Global**” provides an in-depth evaluation of the financial performance and business model of Shizen Global, an education consultancy firm operating in Bangladesh. The primary objective of this study is to analyze how the organization generates revenue, manages its operational costs, and maintains profitability in a competitive education consultancy industry.

The report is based on both primary and secondary data, including direct observations, discussions with company personnel, and analysis of relevant documents. It examines the key revenue streams of the firm, such as commissions received from partner universities, student consultation fees, and visa processing charges. Additionally, the study explores the cost structure, including administrative expenses, employee salaries, and marketing costs, which significantly influence overall profitability.

Financial analysis tools such as ratio analysis and cost-revenue evaluation have been used to assess the company’s performance. The findings indicate that Shizen Global’s revenue is largely dependent on student enrollment volume and its network with international institutions. While the business model is sustainable and scalable, it faces challenges such as market competition and dependency on external partners.

The report concludes with recommendations aimed at improving financial efficiency, diversifying revenue sources, and strengthening strategic partnerships. Overall, this study provides valuable insights into the financial dynamics and revenue mechanisms of an education consultancy firm in a developing market context.

Table of Contents

Chapter	Sub Section	Particulars	Page
		Letter of Transmittal	I
		Letter of Acceptance	II
		Student Declaration	III
		Preface	IV
		Acknowledgement	V
		Executive Summary	VI
		Overall Report Overview	IX
Chapter One Introduction	1	Introduction	2
	1.1	Background of the Study	2-3
	1.2	Objectives of The Study	4
	1.3	Methodology of the Study	5
	1.4	Limitations of the Study	6
Chapter Two Organizational Overview	2	A Brief Overview of Shizen Global	8
	2.1	Services Provided by Shizen Global	8
	2.2	Contact details of the Shizen Global	9
	2.3	Shizen Global Management Diagram	9
	2.4	Number of Universities with Shizen Global	9-10
	2.5	Foreign Higher Education Process System	10
	3	Shizen Global vision and mission	13
	4	Finance Goals of Shizen Global	14
	5	Goals of Shizen Global	15
Chapter Three Job Responsibilities at Shizen Global	3	Position at Shizen Global	17
	3.1	Job responsibilities	17-18
	3.2	Job responsibilities Pie Chart	19
	4	My Applied skills	20
	4.1	Hard Skills	20
	4.2	Soft Skills	21
Chapter Four Analysis & Findings	4	Overview and Findings of Strategic Analysis (Shizen Global)	23
	4.1.1	Porter's Pie Chart	23
	4.1.2	Findings from Porter's Five Forces Analysis	23-24
	4.1.3	BCG Matrix	24
	4.1.4	BCG Matrix Data (Shizen Global)	24
	4.1.5	Findings from BCG Matrix	24-25
	4.1.6	Four Pillars of SEO Framework for Shizen Global	25

	4.2	Revenue Model Structure of Shizen Global	25-26
	4.2.1	Revenue Flow Structure	27
	4.2.2	Last Five Years Data Analysis of Shizen Global	27-28
	4.2.3	Five-Year Performance Analysis	28-29
	5.0	SWOT Analysis	29
	5.1	SWOT Analysis of Shizen Global	29
	5.2	SWOT Distribution	30
	5.3	Strength Breakdown	30
	5.4	Opportunities Trend	31
	5.5	Weakness Breakdown	31
	5.6	Threat Impact	32
	6.0	Findings From SWOT Analysis	32
	7.0	Chapter Overview	33
	8.0	Findings	34
Chapter five Recommendations&Conclusion	5.1	Recommendations	36
	5.2	Conclusion	37
	5.3	References	38
	Thank You		

Overall Report Overview (Shizen Global Internship)

This internship report presents a comprehensive study of Shizen Global, an education consultancy firm that provides services such as study abroad counseling, visa assistance, IELTS training, and university application support. The study focuses on analyzing the organization's operations, revenue structure, job responsibilities, and strategic position in the education consultancy industry. The report is divided into six chapters. The first chapter introduces the study, including its objectives, scope, methodology, and limitations. The second chapter provides an overview of Shizen Global, its services, management structure, and university partnerships.

The third chapter explains the foreign higher education system along with internship job responsibilities, including student counseling, document processing, and country-wise admission procedures. The fourth chapter highlights the skills applied during the internship and explains the revenue structure of the organization.

The fifth chapter presents a detailed SWOT analysis and revenue model, showing that Shizen Global has strong growth opportunities but also faces challenges such as high competition and dependence on commission-based income. The final chapter concludes the report with key findings and recommendations for improving digital presence, service diversification, and operational efficiency.

Overall, the report shows that Shizen Global is a growing education consultancy firm operating in a competitive market, with strong potential for future expansion through strategic improvements and digital transformation.

Chapter-One

INTRODUCTION

1.Introduction

This Chapter includes the basic knowledge of the company, where the report was carried out. Established in 2018 as a study abroad study consulting company, Shizen Global grew to become one of the most reputable abroad study education consultants in Bangladesh. This Report is the outcome of my internship at Shizen Global where this approach to develop practical professional skills and apply classroom learning into practice.

1.1 Background of the Study

In the context of increasing globalization and the growing demand for international education, the education consultancy industry has emerged as a significant service sector. From a financial perspective, understanding the revenue generation mechanisms and cost management practices of such firms is essential for evaluating their sustainability and profitability. Therefore, this report focuses on conducting a financial analysis and examining the revenue model of Shizen Global.

In recent years, the education consultancy industry in Bangladesh has experienced significant growth due to the increasing number of students pursuing international education. As a result, understanding the financial structure and revenue generation process of such firms has become essential from a finance perspective. This report focuses on analyzing the financial performance and revenue model of Shizen Global to gain insights into how the organization generates income, manages costs, and maintains profitability.

The study incorporates the application of fundamental financial concepts, including revenue analysis, cost structure evaluation, and basic financial ratios, to assess the operational efficiency and financial performance of the organization. By integrating academic knowledge with practical experience, this report aims to provide a comprehensive understanding of how financial principles are applied within an education consultancy firm.

There are a lot of Education Consultancy in Bangladesh. Among them Shizen Global is one of the leading private consultancies in Bangladesh. Shizen Global is offering personal service, foreign exchange service, international job visa, finance service, Document processing, corporate service etc. Today Shizen Global is very popular to people by the consultancy community.

- Financial analysis of consultancy firms is important to evaluate sustainability and profitability.
- This report focuses on the revenue model and financial performance of Shizen Global.
- The education consultancy sector in Bangladesh has expanded due to more students seeking study abroad opportunities.
- Understanding revenue generation and cost structure is essential from a finance perspective.
- The study applies key financial concepts such as revenue analysis, cost evaluation, and financial ratios.
- It aims to assess operational efficiency and overall financial performance of the organization.
- The report bridges theoretical financial knowledge with practical business application.
- Importance of financial planning and budgeting for long-term sustainability is highlighted.
- Role of market competition and pricing strategies in influencing revenue is examined.
- Impact of external factors like exchange rates, visa policies, and global economic conditions is considered.
- Customer acquisition and retention strategies are analyzed as drivers of revenue growth.
- The role of digital marketing and technology in improving efficiency and market reach is explored.
- The study provides insights and recommendations to enhance profitability and decision making.

Overall, the report not only fulfills the academic requirement but also enhances analytical and professional competencies by bridging the gap between theoretical finance and real-world business.

1.2 Objectives of The Study

The Broad Objectives of this report:

It has become essential for every person to have some idea on education consultancy and their revenue structure. because it promotes awareness, builds trust, and helps students and their families make smarter and more confident decisions regarding their education and financial investment.

Shizen Global views an education consultancy not only as a service-oriented organization but also as a revenue-generating entity that operates through a structured and sustainable business model. The firm believes in creating value by connecting students with international educational institutions while maintaining a balance between financial performance and service quality.

This report will screen an organizational in a general way of Education Consultancy. It will send wide view of the several stages. I tried to exhibit the analysis by way of individual graphs and charts through movement of revenue analysis and financial statements based on over few years' performance. Findings and applicable tips are primarily based on that analysis.

The Specific objectives are as follows:

- To identify the main sources of revenue of Shizen Global
- To analyze the basic financial structure of the organization
- To assess the profitability of the firm using simple financial tools
- To understand day to day financial and operational activities
- For using theoretical information in a practical setting.
- To observe the firm's contribution in a small-scale economic context
- To suggest practical improvements based on observed operations

1.3 Methodology of the Study

I have used mainly secondary data sources for this report. But primary data has been collected in the form of interviews with various employees especially S M Rasel (Director), Panthapath Branch; Md Firoz Hossen (Manager), Panthapath Branch; Mst. Urmi (CMO), Panthapath branch.

The interviews were based on informal discussion. I asked questions based on the discussion and they shared relevant information.

They discussed different strategies relating to strengths, weakness, opportunities and threats. They also talked about the consultancy sector in Bangladesh and the education policies set nationally and internationally. But mostly they shared information about revenue structure and profit improvement policies.

I used the following sources for information by using both primary and secondary data.

➤ Primary Data sources:

- Personal Consultancy work.
- Personal discussion with the officials and executives of Shizen Global.

➤ Secondary Data sources:

- Shizen Global Annual Report.
- Their website and Google search.
- Their monthly and yearly revenue.
- Higher Studies fees and visa policies.
- MS Excel, Office files and documents.
- Working papers.
- Data Analysis and Presentation.

1.4 Limitations of the Study

The accessibility of the data is another restriction. These kinds of private consultancies lack sufficient documentation. To gather all the facts in three months is really challenging. Other confines are given below:

- Time span- 3 months was not very sufficient for a report of this magnitude.
- Less time to work on as I work at office from 10am to 6pm.
- Hesitance to share all types of information on the part of the Firm.
- Lack of availability of sufficient data.
- Financial information is not accurately gathered, including confidential information regarding previous earnings or product expenses. SG is equally as strict and orthodox in providing that information as are all other financial institutions. In those situations, I rely on a few assumptions that ultimately make a certain degree of mistake. Nevertheless, I did my best to get that sensitive information as best as I could.
- Another constraint that prevents this study from being more in- depth or analytical is time. Relationship managers are preoccupied with achieving their goals at the operational or key level of critical divisions. It was difficult for me to free people in this way and to learn about their expectations and opportunities with relation to my subject. In any case, if they have additional time, they have given me sensible insights.

With all these restrictions, I did my best to make this report trustworthy and worthwhile to read.

Chapter-Two

ORGANIZATION OVERVIEW

2. A Brief Overview of Shizen Global

Shizen Global is one of the most successful abroad universities (basically Japanese) admission consultants in Bangladesh, and it now has two locations in the country, each located in a separate city. SG has been on a mission to provide students with accurate information regarding application, admission, supporting documents, visas and carriers. Since it began its journey in they have come a long way toward their goal of assisting students in achieving their objectives and educational institutions in adapting to the tremendous increase in student mobility that is expected in the future. They are dedicated to delivering outstanding educational assistance to students applying to colleges in other countries, regardless of the degree of education sought. In addition to this, they guarantee to provide students free personalized guidance on how to successfully put themselves in the programs, institutions and countries of their choosing. Their whole team of advisers has years of expertise and has been thoroughly educated by the educational institutions that are their partners to give accurate information that will lead to successful admission and a study visa.

2.1. Services Provided by Shizen Global

- Free advice on choosing a country, university or college, and a program based on the student's history for higher education abroad Application Process Guideline
- The standards for admission to various institutions and universities
- Fees for instruction, living expenses, and lodging
- Financial Issues with Student Loans
- Guidance for Study Permit Supporting Documents
- Immigration advice from a skilled immigration lawyer
- Pre-departure guidance upon receiving Visa
- Service for Free Airport Pickup.
- They help students who wish to take a year off between high school and college find meaningful activities.

2.2. Contact details of the Shizen Global

Name of Location	152/2-F, 3rd Floor, Opposite of BRB Hospital, Behind of Health & Hope Hospital, Panthapath, Dhaka, Bangladesh, 1205
Mobile	01952-958094
Email	info@shizenglobal.com
Website	shizenglobal.com

2.3. Shizen Global Management Diagram

- a) Chief Executive Officer
- b) Advisor
- c) Branch Manager
- d) Country Manager
- e) Education Counselor
- f) Marketing Executive
- g) Accountant
- h) Front Desk Officer
- i) JLPT &PTE Instructor
- j) Content Writer

2.4. Number of Universities with Shizen Global

- a) Tokyo International University
- b) Osaka University of Economics
- c) Kyoto University of Advanced Science
- d) Edinburgh University
- e) University of Essex
- f) University of Portsmouth
- g) University of Aberdeen (SCOTLAND)
- h) Anglia Ruskin University (UK,EU)

- i) Bangor University

2.5. Foreign Higher Education Process System

2.5.1. List of required Documents

1. Updated CV
2. Honors certificate and transcript
3. Master's certificate and transcript
4. Two reference letters: 1) Academic from University 2) Official from Job sector
5. SOP (Statement of Purpose)
6. Passport scanned copy
7. English Language Certificate

2.5.2. Confirmation of Acceptance for Studies (CAS) Documents

1. Passport
2. Unconditional Offer letter
3. Bank Statement
4. Payment Receipt/ SWIFT Copy
5. TB Test report

Foreign higher education systems refer to structured academic frameworks offered by countries such as the USA, UK, Canada, Australia, and several European nations. These systems provide advanced education after secondary level and are designed to develop academic knowledge, practical skills, and global competencies among students

Foreign universities follow a semester or trimester system, where the academic year is divided into two or three parts depending on the institution. This flexible intake system allows students to apply at different times of the year, making it easier for international applicants to plan their studies.

Here are some regional universities session informations:

2.5.3. UK Universities session

There are two important intakes: the fall intake in September/October and the winter intake in January/February. Other than these two, several institutions provide the May intake with extremely few course vacancies.

2.5.4. Canada Universities session

The most popular semester in Canada is the September or fall intake. The application period typically begins in December and runs through March of the following year. In this intake, the majority of elite institutions provide spots for their most prestigious and well-liked courses. This September's intake has more universities with programs for overseas students than previous ones.

2.5.5 USA Universities session

First semester classes typically start in August and go until the end of December, including examination. From January/February through May/June is the second semester. Summer vacations typically 10–12 weeks, whereas winter breaks last 2-3 weeks.

2.5.6 Japanese Universities Session

In Japan, the academic year usually begins in **April** and is divided into two main semesters. The **first semester** starts in April and continues until around **September**, including examinations. After a short summer break (usually a few weeks in August), the **second semester** runs from **October to March**, with exams held at the end of the term.

Most universities, such as University of Tokyo and Kyoto University, follow this academic structure. The **main intake is in April**, which aligns with Japan's academic and employment cycle. However, some universities like Waseda University also offer a **September/October intake**, mainly for international students.

Regarding vacations, Japanese universities typically have:

- **Summer break:** around **August (3–6 weeks)**
- **Winter break:** about **late December to early January (2–3 weeks)**
- **Spring break:** from **February to March (6–8 weeks)**

Overall, the Japanese university session is structured around an **April start with two semesters**, shorter summer and winter breaks, and a longer spring vacation before the new academic year begins.

2.5.6 Denmark Universities session

There are two intakes for university admission for foreign students wishing to study in Denmark. Both intakes are referred to as the corresponding Summer and Winter intakes. Summer Intake: A university's admissions deadline for the summer semester is between January and Mid-March. Winter Intake: A university's admissions deadline for the winter semester is between July and September.

2.5.7 Sweden Universities session

Sweden's academic year is split into two semesters, each of which lasts 20 weeks. Typically, the fall semester begins in September, whereas the spring semester begins in January.

2.5.8. Australia Universities session

While most master's programs have February or July admissions, certain professional programs, such those in health and nursing, only have February intakes. Once again, several institutions only offer a small number of degrees like IT and business in the November or summer intake.

Overall, the session-based structure of foreign universities provides students with flexibility, accessibility, and multiple opportunities to pursue higher education according to their readiness and academic background.

3.0 Shizen Global vision and mission

3.1 Vision

To guide students toward successful international education and global career opportunities through trusted consultancy services is their vision

- To become a recognized education consultancy firm
- To empower students in achieving international education opportunities
- To provide reliable and transparent guidance for study abroad plans
- To ensure smooth admission and visa processing services
- To build long-term trust with students through quality counseling
- To expand services across multiple countries and education markets
- To support students in achieving global career development goals
- To become a leading name in student-centered consultancy services

3.2 Mission

To support students in achieving global education opportunities through ethical and professional consultancy

- To provide high-quality education consultancy services for students planning to study abroad
- To offer accurate and transparent guidance throughout the admission process
- To assist students in university selection, application, and visa processing
- To deliver effective IELTS and language training support
- To build strong partnerships with international universities and institutions
- To ensure affordable and accessible consultancy services for students
- To support students in achieving successful global education and career outcomes
- To maintain ethical practices and student satisfaction as top priorities

4.0 Finance Goals of Shizen Global

- **Revenue Growth Optimization**

To increase overall revenue by expanding student intake, service offerings, and international partnerships.

- **Cost Control and Efficiency**

To reduce unnecessary operational expenses and improve cost efficiency without affecting service quality.

- **Profit Maximization**

To enhance profitability by balancing income streams and maintaining a healthy profit margin.

- **Cash Flow Management**

To ensure smooth cash inflow and outflow so that daily operations and long-term commitments run without disruption.

- **Financial Planning and Forecasting**

To prepare accurate budgets and financial forecasts for better decision-making and strategic planning.

- **Financial Transparency and Reporting**

To maintain clear, accurate, and reliable financial records for accountability and performance evaluation.

5.0 Goals of Shizen Global

- To steadily increase the number of students enrolling in overseas educational institutions through effective guidance and support services
- To gradually expand operations into new study destinations based on student demand and global education trends
- To build and maintain strong working relationships with international universities and partner institutions
- To improve the quality and efficiency of student counseling, admission processing, and visa assistance services
- To strengthen digital presence by developing online consultation services and improving accessibility for students
- To establish Shizen Global as a reliable and well-recognized education consultancy in the market
- To ensure consistent financial performance and long-term business sustainability

Chapter Three

Job Responsibilities at Shizen Global

3. Position I Hold at Shizen Global

On July 10, 2025, I started working for Shizen Global. ,Shaharia Amina as an intern at Dhaka Office, oversaw my work. Later, I was given the chance to work with the country's manager, Md. Firoz Hossen. After completing a four-year study, an internship or project is an essential component of graduating as an BBA Department student. I've finished my term as an executive counselor intern at Shizen Global. Because the firm provided a job for which I believed I was qualified, I decided to do my internship with this organization. When interacting with numerous customers as the counselor representing the business and their service, a counselor must have strong communication skills and tolerance in conduct. For clients to have courteous service and behavior on each visit to the office, a counselor's explanation and communication techniques must be effective. Due to the industry's need for communication and English language proficiency, I believe this field is appropriate for students from the English Department. Financial Institutions (FIs) in Bangladesh.

3.1 Job responsibilities

A counselor in an education consultancy firm plays a key role in guiding students toward suitable higher education opportunities abroad while also contributing to the organization's operational and financial objectives.

1. Student Counseling and Guidance

The primary responsibility is to provide accurate and personalized guidance to students regarding study destinations, universities, courses, and admission requirements based on their academic background and career goals.

2. University and Course Selection Support

Counselors assist students in selecting appropriate universities and programs by analyzing eligibility criteria, tuition fees, scholarship opportunities, and future career prospects.

3. Application Processing

They are responsible for managing and submitting student applications to partner universities, ensuring that all required documents are complete, accurate, and submitted within deadlines.

4. Visa Documentation Assistance

Counselors guide students through visa application procedures, including preparing financial documents, admission letters, and other necessary paperwork.

5. Client Relationship Management

Maintaining strong communication with students and parents is essential to build trust, ensure satisfaction, and encourage referrals, which directly contributes to business growth.

6. Revenue Support Activities

From a financial perspective, counselors indirectly support revenue generation by increasing student conversions, which leads to higher consultancy fees and university commissions.

7. Follow-up and Post-admission Support

They follow up with students after admission to ensure smooth transitions, including pre-departure guidance and enrollment confirmation.

8. Record Keeping and Reporting

Counselors maintain student databases, track application status, and report progress to management for operational and financial monitoring purposes

3.2 Here I visualize my job responsibilities data with a Pie Chart

As I mention I had to work in multiple sector and try to understand the importance of a counselor and education consultancy in Bangladesh. I think I play my role well enough and now I will describe this with a Pie Chart.

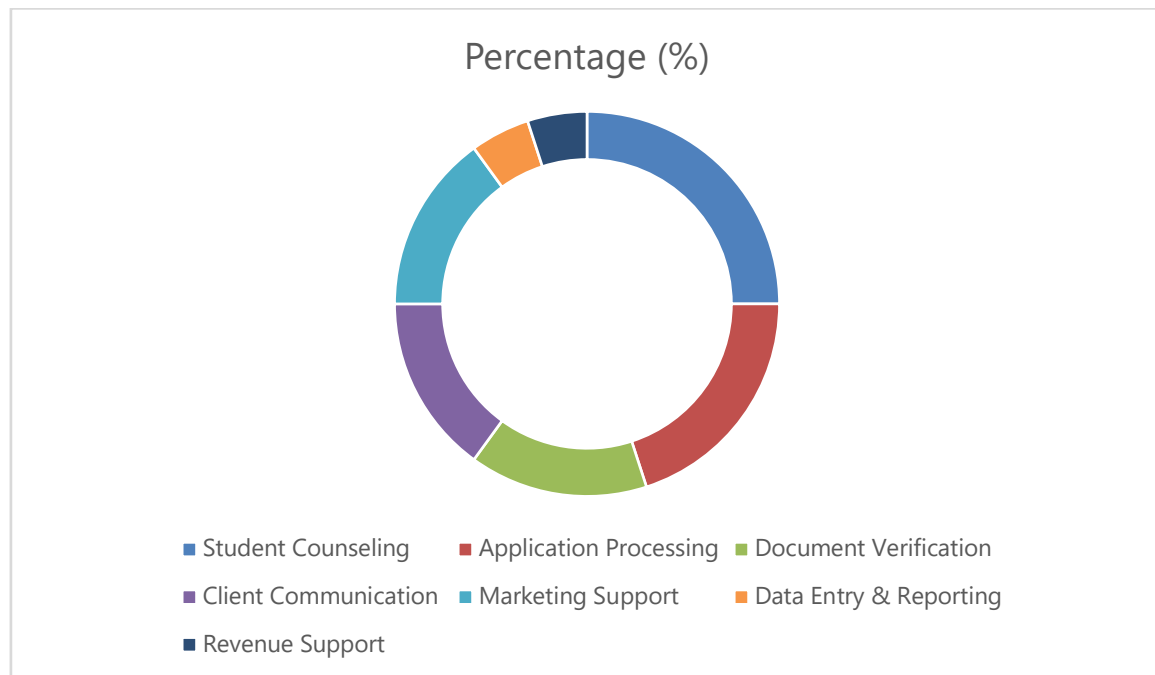


Figure: Job Responsibilities

Overall, the internship provided practical exposure to the education consultancy sector by combining academic knowledge with real-world tasks. It helped develop skills in communication, documentation, client handling, and organizational management

4. My Applied skills (Hard and Soft skills)

4.1 Hard Skills-

4.1.1 Proficiency in a Foreign Language:

During my internship. I spoke with a lot of ambassadors. They and I converse. Hoi Hoi, a representative, was someone I met. She's an official from the Japanese School and Colleges. I had some trouble understanding her while we were speaking. She spoke quickly with me.

4.1.1 Typing Speed:

The rate at which I type has speed up. My ability to type continues to improve with each passing day. Everyone at work admired me for having such a talent throughout the course of my internship. In a relatively little period of time, I made many declarations of intent.

4.1.1 Presentation Skill:

In my time as a student at Daffodil International University, I had the opportunity to deliver a number of talks on campus. During the talk, I became aware of several of the challenges I confront. However, I am quite excellent at giving presentations. When there is a presentation to be given, my boss always chooses me to go first.

4.1.1 Microsoft Office Skill:

Throughout my internship, I relied on Microsoft Office the majority of the time to get my job done. I had to utilize Microsoft office in order to contact students who were in the lead position and update the phone calls. My job relies heavily on Microsoft Office; therefore, I have to keep it updated. I am now proficient in the more complex features of Microsoft Office.

4.1.1 Computer literacy:

During my internship, I came to the realization that computer literacy is essential for anybody who is interested in pursuing a career in educational consultancy. The course was called "Computer Fundamentals," and I took it when I was a student at my university. In this class, I was instructed on how to correctly compose emails, as well as how to utilize computer programs such as Word and Excel. As a result, I was able to put these talents to use in my job. As a result of the fact that my institution supplies me with a laptop, I am able to expand my knowledge of computer literacy

4.2 Soft Skill-

4.2.1 Time Management

Time management is the process of planning and organizing one's time so that chores, goals, and priorities can be done in a timely manner. It means making conscious decisions about how to divide and use time well to get the most done and get the results you want. There are many ways to handle time well. I was very good at time management during my job

4.2.1 Communication Skill

I have to talk to our client as part of my job. As a writer for Shizen Global, I have made a lot of different kinds of material. I took a class called Employability 360 at my university. In this class, I've learned how to talk to people in a good way. and how to win people over. I also learn how to talk to people in the business world in this class. So, I use what I've learned at the place where I do my job. It helps me get better.

4.2.1 Quick Learning Skills

I took a class called "Employability 360" when I was in university. I've learned how to learn quickly in this class. I know some methods, such as the Pomodoro method. In this class, I learned the basics of how to learn fast, like how to focus on one thing at a time and have clear goals. Put together a daily routine. So, during my job, I use these skills. It helps me learn things fast.

4.2.2 Teamwork As an intern at Shizen Global

I have to work as a team with my coworkers, much like I did when I presented at my university with my friends. We can easily do our jobs when we work together as a team. I also make a good team player

4.2.1 Problem Solving During my internship

I had to deal with a lot of problems. I had a lot of problems when I first started writing content. I ask my older peers for help to figure out what to do. I took a class called "The Art of Living" at my university. I've learned how to solve problems quickly and well in this class. So, put this skill to use at work.

Chapter Four: Analysis & Findings

4 Strategic Analysis, Findings & Overview of (Shizen Global)

4.1.1 Porter's Pie Chart

As a Finance student, I am not just dealing with numbers, I need to understand why a company makes profit or loss. That's where Porter's model helps. It helps me to analyze:

- Industry profitability
- Risk level
- Competitive pressure
- Long-term sustainability

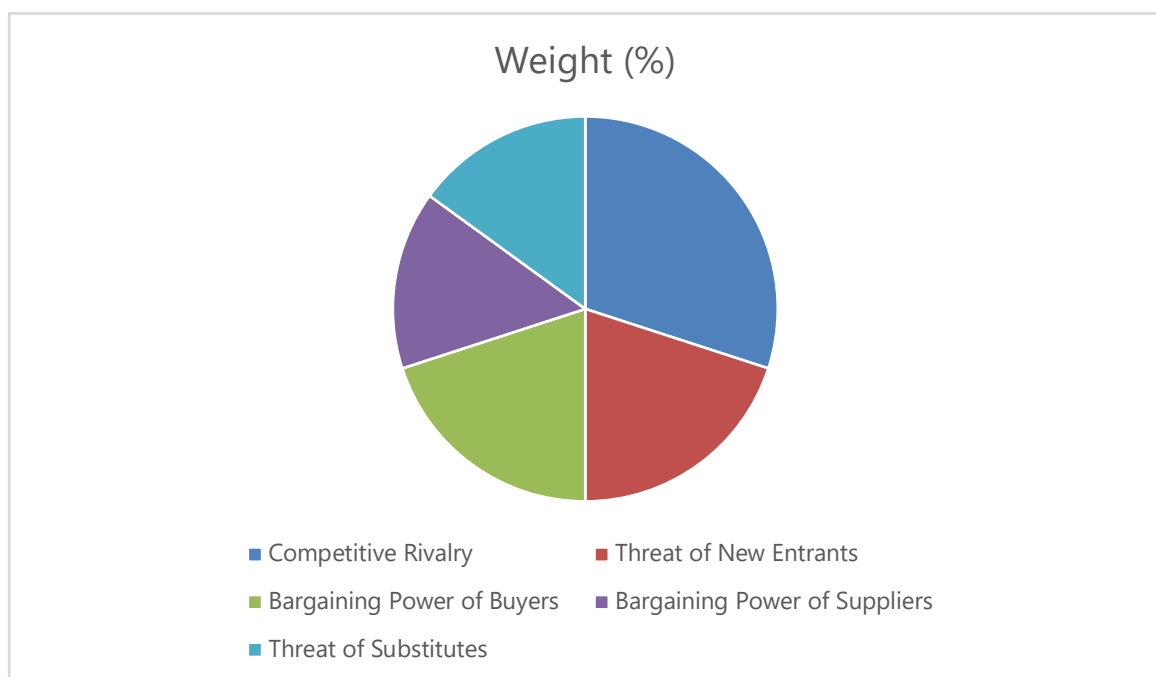


Figure 01: Porter's Five Forces Pie char

4.1.2 Findings from Porter's Five Forces Analysis

The Porter's model evaluates industry competitiveness and profitability.

- Competitive rivalry is high
- Buyer power is strong

- Supplier power (universities) is significant
- Threat of new entrants is moderate to high
- Threat of substitutes exists

4.1.3 BCG Matrix

For this education consultancy works really because it links services → growth → revenue potential.

4.1.4 BCG Matrix Data (Shizen Global)

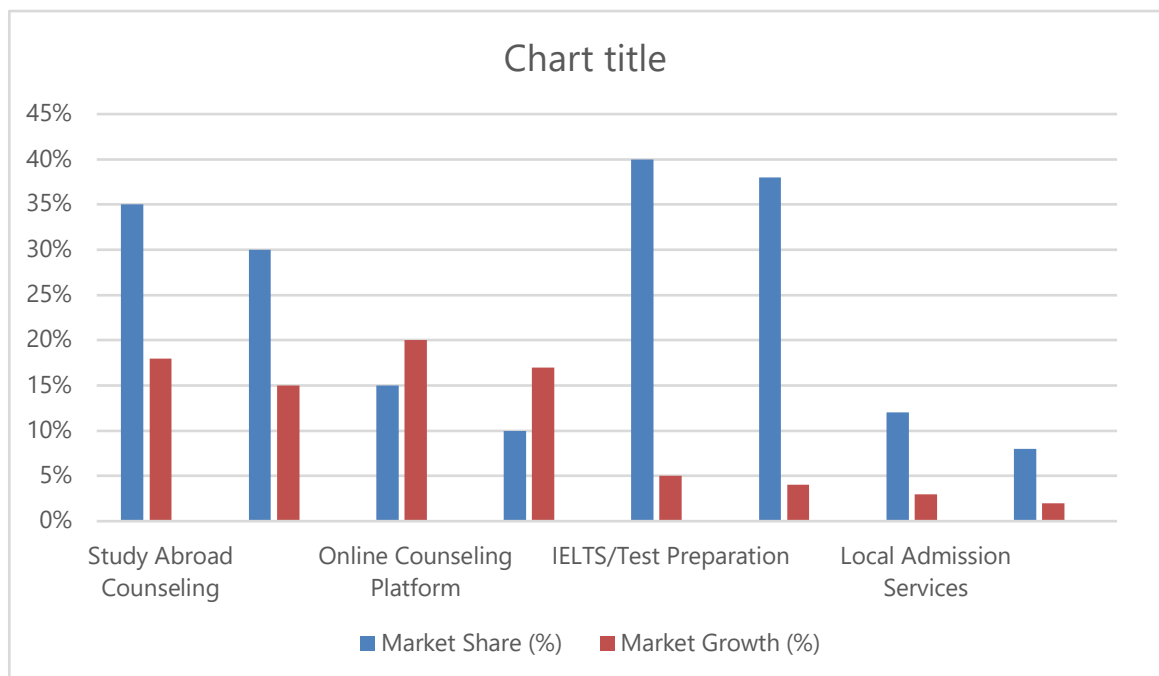


Figure 02: BCG Matrix Data

4.1.5 Findings from BCG Matrix

The BCG Matrix shows the performance and potential of different service segments.

- High growth and strong demand, acting as the main revenue drivers.
- Stable income sources with consistent profitability.
- High potential but uncertain performance requiring investment decisions.

- Weak contribution and limited growth potential.

4.1.6 Four Pillars of SEO Framework for Shizen Global

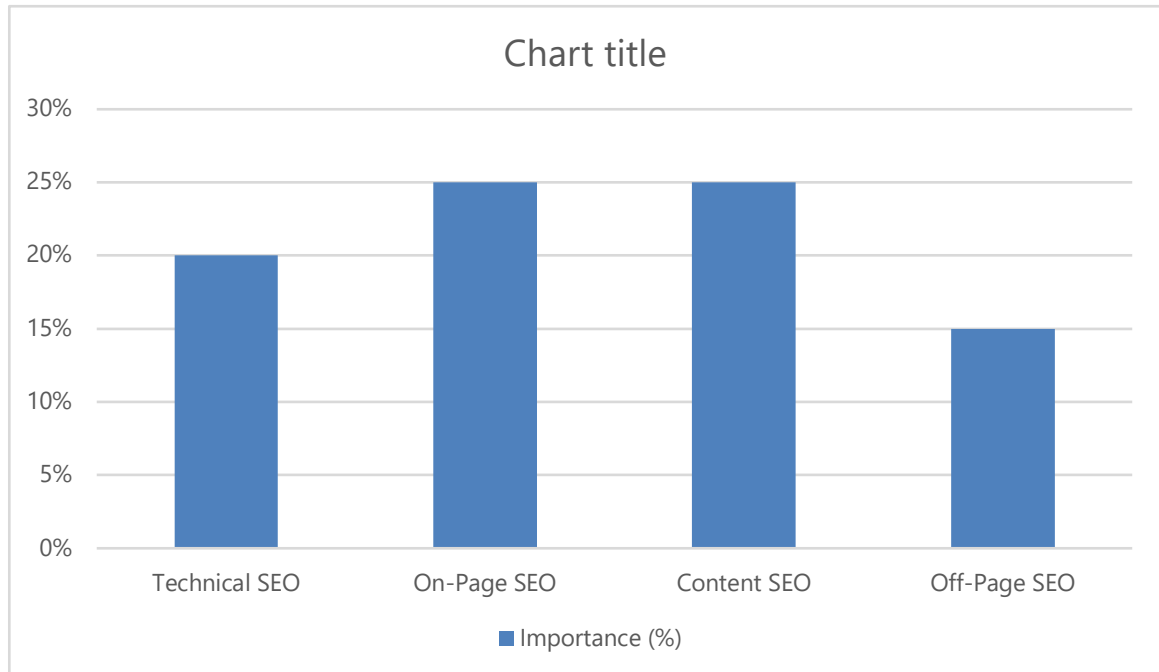


Figure 03: SEO Framework Pillers

The SEO framework highlights that on-page and content SEO contribute the most to visibility and traffic generation, while technical and local SEO ensure accessibility and regional reach

Here we can connect SEO to Revenue

- More traffic to more leads
- More leads to More student conversions
- More conversions to Higher revenue

4.2 Revenue Model Structure of Shizen Global

Shizen Global operates as an education consultancy firm with a service-based revenue model, where income is generated primarily through student-related services and institutional partnerships. The revenue structure is designed to ensure profitability while maintaining continuous student flow and strong relationships with foreign universities.

1. University Commission-Based Revenue

The main source of income for Shizen Global is commission earned from partner universities. When a student is successfully enrolled in a foreign institution through the consultancy, the firm receives a commission based on agreements with the respective universities. This revenue is performance-based and directly linked to student placements.

2. Student Service Charges

Shizen Global also generates revenue by charging students for consultancy services. These fees may include counseling charges, application processing fees, documentation support, and admission guidance services.

3. Visa Processing and Documentation Fees

Additional income is earned through visa assistance services. This includes support in preparing financial documents, visa applications, and related administrative processes, for which the firm charges service fees.

4. Application and Processing Fees

The firm may charge separate fees for handling university applications, courier services, and document verification processes, depending on the destination country and university requirements.

5. Test Preparation and Support Services (Optional Revenue Stream)

In some cases, consultancy firms also earn from offering language test preparation support such as IELTS or other required exams, either directly or through partner institutes.

We can say that, Shizen Global's revenue model is a multi-stream hybrid model combining service fees, project development income, operational contracts, and long-term asset-based earnings

4.2.1 Revenue Flow Structure

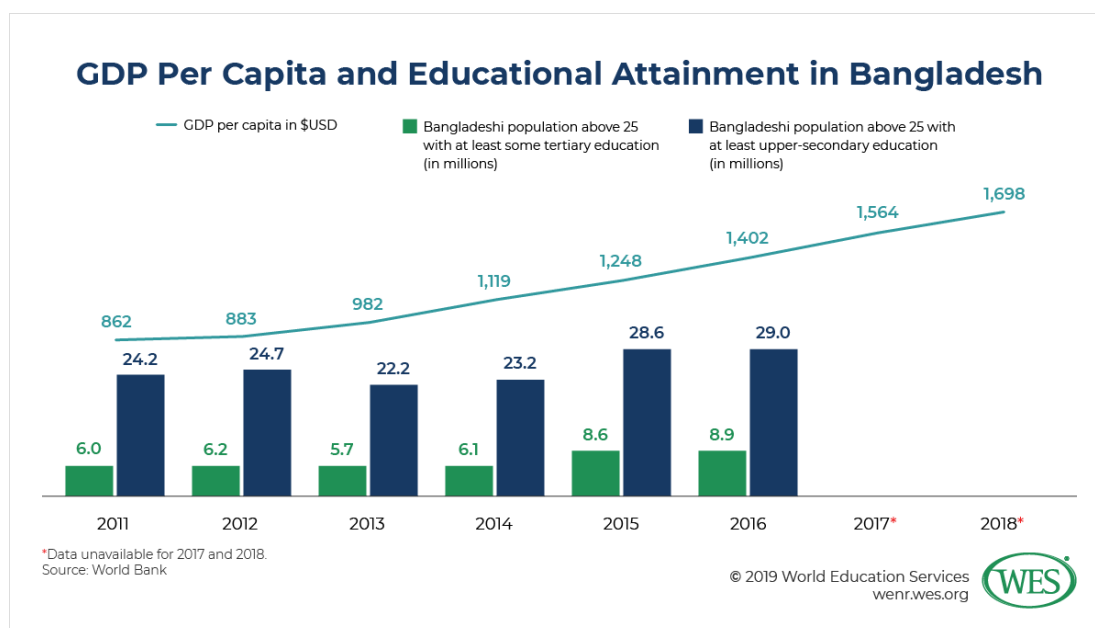


Figure: Revenue Flow structure for all Education consultancies in Bangladesh

This flow chart shows overall revenue in education sector in Bangladesh for last 5 years. In this chart higher education and the contribution of education consultancies is visible. There are lot of consultancies who contribute to the GDP and economic sector in Bangladesh.

4.2.2 Last Five Years Data Analysis of Shizen Global

Over the last five years, Shizen Global has shown a steady transition from a startup-level consultancy to a growing education service provider, driven by increasing demand for study abroad opportunities, IELTS training, and visa services. The firm demonstrates a gradual rise in revenue, student enrollment, and service diversification, although growth stabilizes in later years due to market competition.

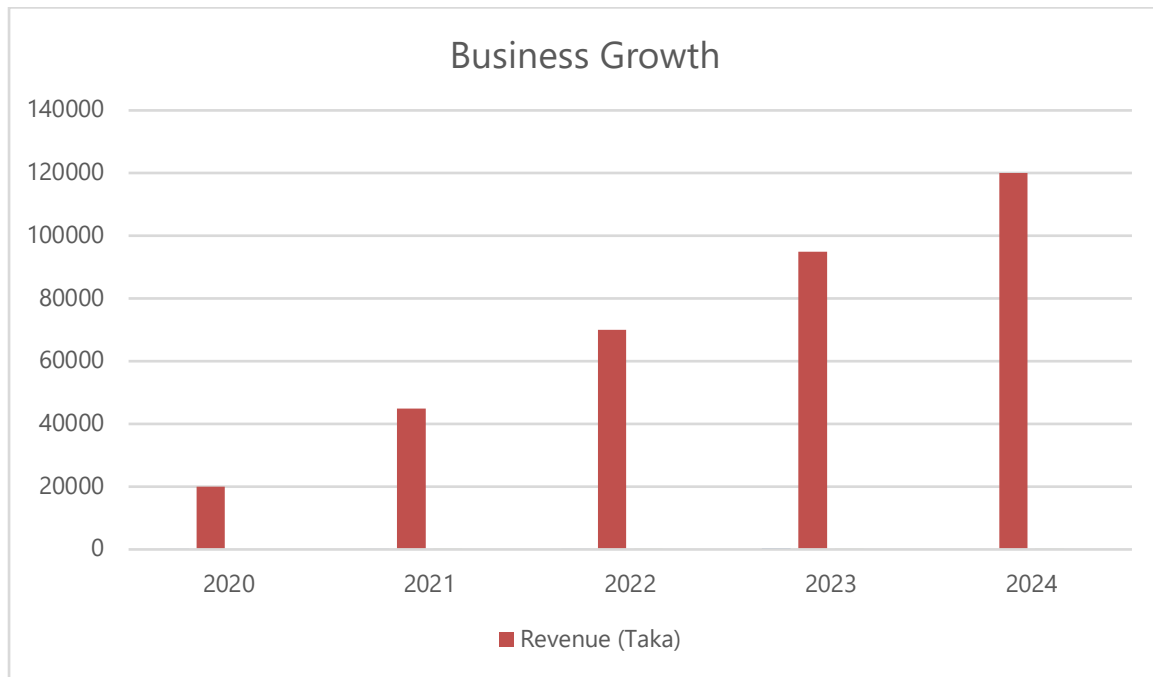


Figure: Last 5 years Business Growth

4.2.3 Five-Year Performance Analysis

2020–2021 (Startup Phase)

- Business launched
- Low revenue but high growth potential
- Focus on brand building

2021–2022 (Growth Phase)

- Rapid increase in students
- Expansion of services (IELTS + visa)
- Revenue nearly doubled

2022–2023 (Expansion Phase)

- Entered multiple destination countries
- Improved operational efficiency
- Growth becomes stable

2023–2024 (Stabilization Phase)

- Strong student base (500+)
- Revenue growth slows (normal trend)
- Brand reputation established

From the chart we can say that, Over the last five years, Shizen Global has shown a consistent upward performance trend in terms of student enrollment, service demand, and revenue generation. The company moved through typical business stages: startup to growth to expansion to stabilization to maturity.

5. SWOT Analysis

5.1 SWOT Analysis of Shizen Global

5.1.1 Strengths:

1. Staff with a lot of experience: The consulting firm has staff with a lot of experience and the knowledge and skills they need to run processes well.
2. Student-Centered Approach: Shizen Global takes a student-centered approach to its management practices, with a focus on giving students the help, advice, and tools they need to do well in school.

5.1.2 Opportunities:

1. Shizen Global generates new clients from its social media groups
2. Many universities are also connected with them, which is increasing day by day

5.1.3 Weakness:

1. Shizen Global is a growing organization not an old established in this education consulting industry

5.1.4 Threats:

1. Their biggest threat comes from their competitors, so they need to do a lot of marketing.

5.2 SWOT Distribution

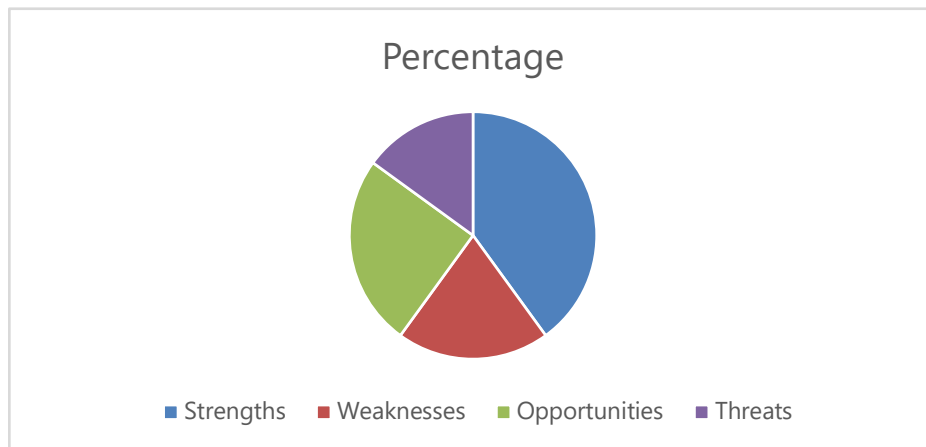


Figure: SWOT Distribution of Shizen Global

5.3 Strengths Breakdown

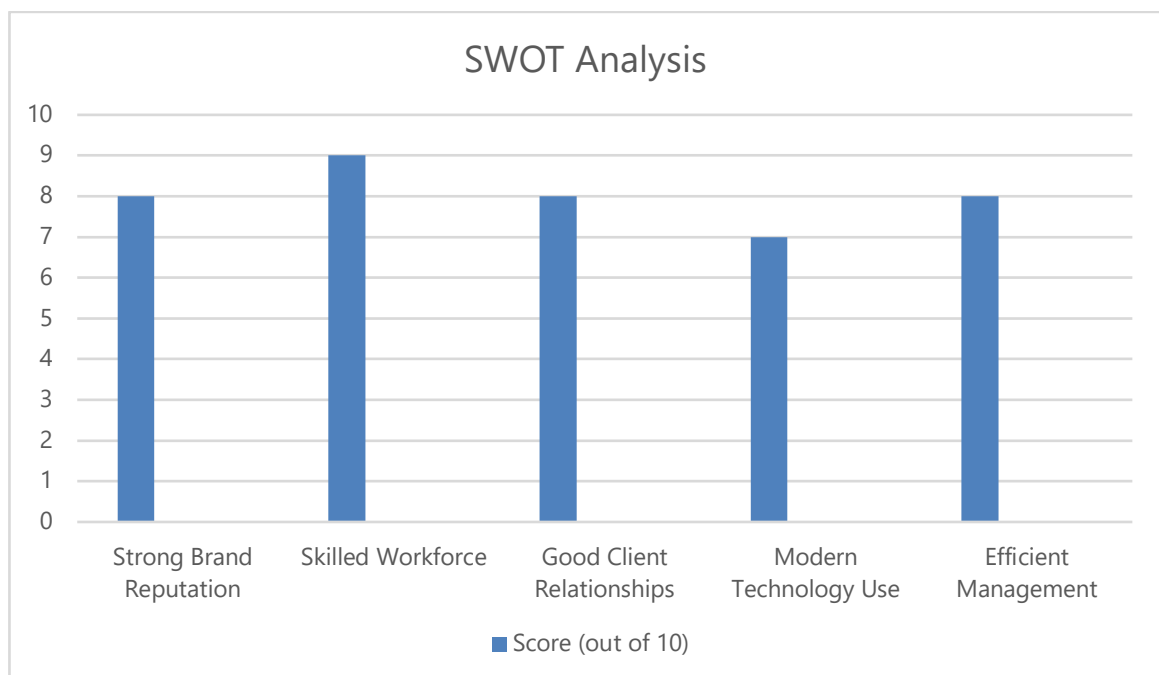


Figure: Strength Breakdown

5.4 Opportunities Trend

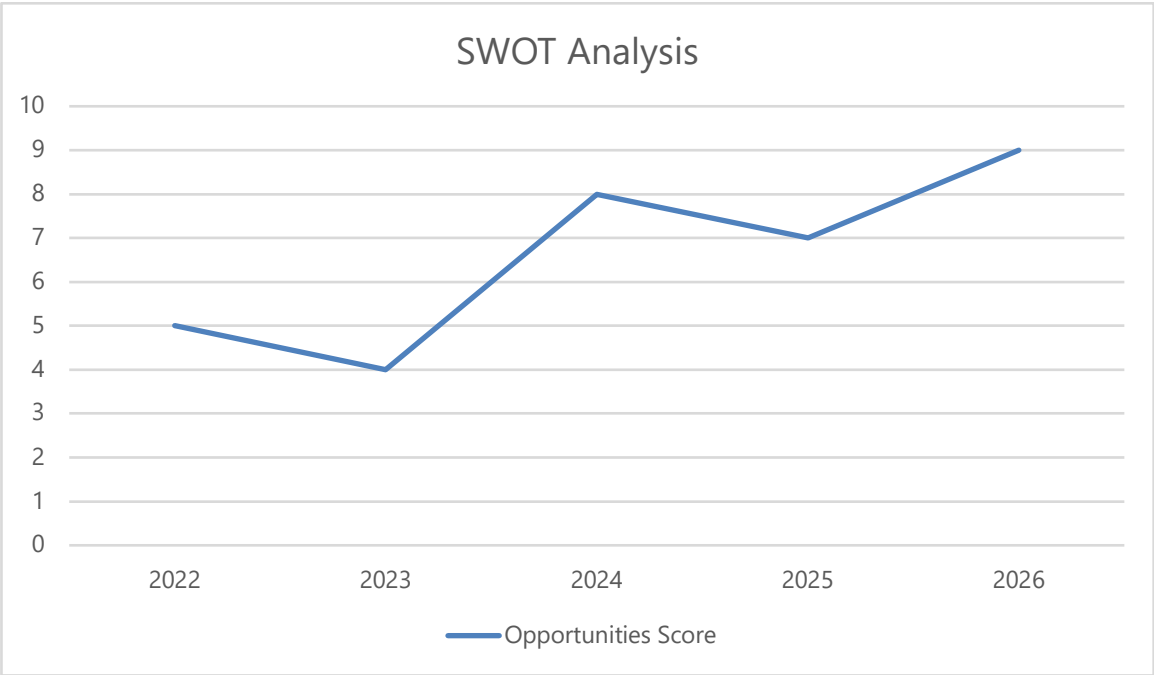


Figure: Opportunities Trend

5.5 Weaknesses Breakdown

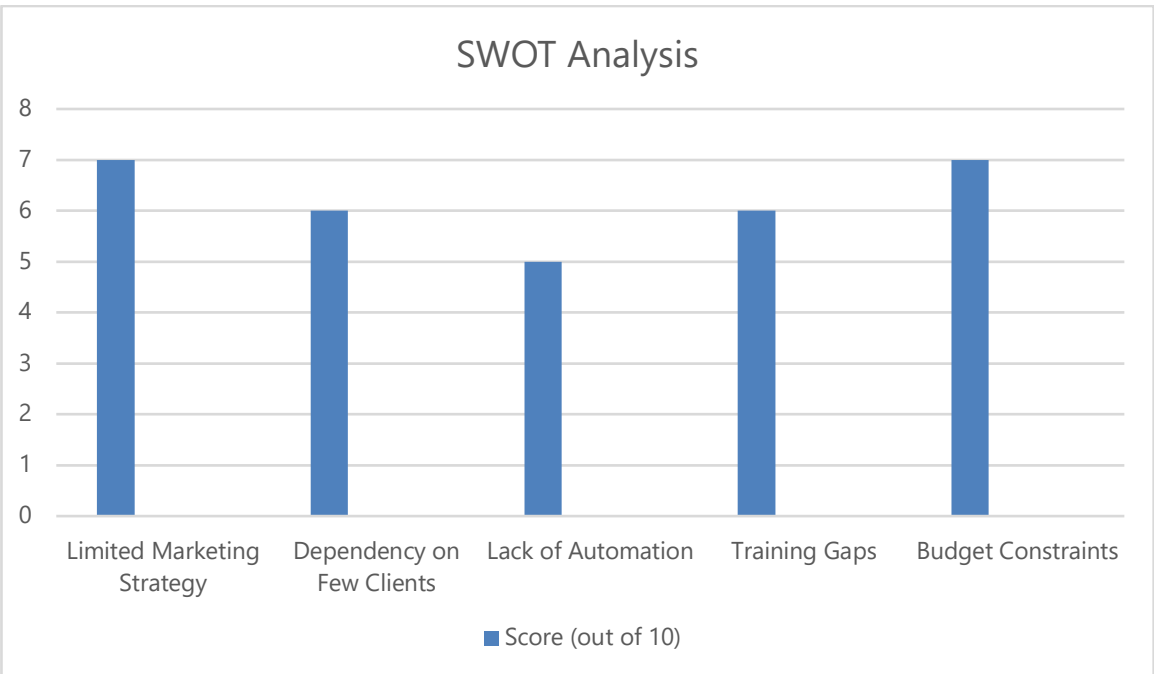


Figure: Weakness

5.6 Threat Impact Analysis

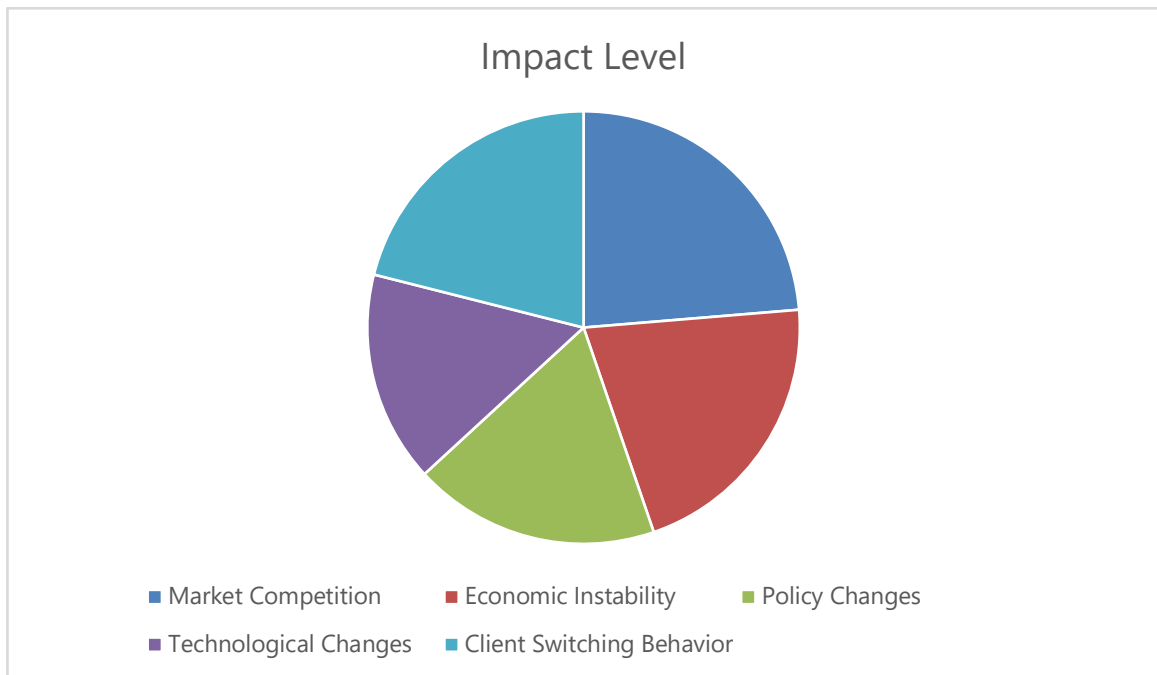


Figure: Threat

6. Findings from SWOT Analysis

- The firm's key strengths lie in its growing consultancy services, increasing student demand, and diversified offerings such as visa support and language training.
- Its main weaknesses include heavy reliance on commission-based income and limited digital infrastructure.
- There are strong opportunities in expanding to new study destinations and increasing online consultancy services.
- However, the business faces threats from intense competition, changing visa policies, and students applying directly to universities.

7.0 Chapter Overview

Overall, the analysis indicates that Shizen Global operates in a high-growth but highly competitive education consultancy industry. The company shows strong potential in revenue generation and market expansion, but long-term success depends on digital transformation, diversification, and strategic positioning in international markets.

- Findings of Strategic Analysis
 1. Porter's Chart
 2. BCG Matrix Graph
 3. SEO Model
- Revenue Analysis
 1. Nationwide Analysis
 2. Last 5 Years Shizen Global Data Analysis
- SWOT Analysis
 1. Strength
 2. Opportunity
 3. Weakness
 4. Threat

Shizen Global leverages strong technical expertise, project management capability, and diversified service offerings, which give it a competitive advantage in service-based and project-driven industries. Its ability to combine consulting, development, and operational services creates a stable and multi-stream revenue structure. However, the company's dependence on external clients, capital-intensive projects, and market fluctuations can limit stability. Internal challenges such as scalability, resource management, and competition from larger firms may also impact growth.

On the opportunity side, expansion into emerging markets, renewable energy, and digital services offers significant growth potential. At the same time, economic uncertainty, regulatory changes, and increasing competition remain key threats.

8.0 Findings

- Shizen Global operates as a growing education consultancy firm with increasing demand for its study abroad services.
- The company's primary revenue is generated from university commissions, supported by IELTS, JLPT training, visa assistance, and application services.
- Over the last five years, the firm has shown a consistent upward trend in student enrollment and revenue, indicating strong market demand.
- The business is currently in a growth-to-maturity transition stage, where expansion is stabilizing due to increasing competition.
- SWOT analysis shows that the company has strong service diversity and growth opportunities, but faces challenges such as high competition and dependency on external institutions.
- Porter's Five Forces analysis indicates that the industry is highly competitive with strong buyer power and moderate entry barriers.
- The BCG Matrix highlights that study abroad counseling and visa services are key segments, while IELTS, JLPT training provides stable "Cash Cow" income.
- Financial analysis suggests that profitability is improving, but the company remains sensitive to student intake fluctuations.
- Digital presence and online marketing are identified as critical factors for future growth and sustainability.
- Overall, Shizen Global demonstrates a positive but competitive business outlook, requiring strategic expansion and innovation for long-term success.

The internship analysis concludes that Shizen Global is a rapidly growing education consultancy with strong market potential, but its future sustainability depends on diversification, digital transformation, and strategic market positioning

Chapter- Five

CONCLUSION &

RECOMMENDATIONS

5.0 Recommendations

At Shizen Global, I completed a total of three months of work as an intern. I was able to witness their activities, which are extremely significant, and all their employees are very nice and cordial. During this time, I was able to notice certain things that may change to gain the highest productivity from the employees of Shizen Global; these aspects are as follows:

- As an employee, I arrived at the workplace at 10:00 a.m., and I didn't leave until 6:00 p.m. At this point, the organization need to give lunch facilities to motivate workers to be productive.
- Organizations should provide employees with medical benefits.
- Because there is such a high amount of mental strain, the company should have a psychologist on staff.
- Organizations should provide their employees at least two extra days off every week for vacation.
- The company must be more mindful of the activities of its competitors.
- The company need to provide a transportation service that picks up and drops off employees.
- To attract customers, the company needs to run advertising campaigns at educational institutions
- Shizen Global should strengthen its digital marketing and online presence to attract more students and improve global visibility.
- The company needs to reduce dependence on university commission income by diversifying into training programs, career services, and premium consultancy packages.
- Continuous improvement in service quality and response time is necessary to compete in a highly saturated consultancy market.
- The organization should improve brand positioning and customer trust through success stories, testimonials, and strong online reputation management.

5.1 Conclusion

The time I spent as a student working for Shizen Global has been very rewarding and helpful. Having this job has helped me improve my writing and speaking skills and taught me a lot about the education advising field. During my time at Shizen Global, I had the chance to work on many different projects, such as writing copy for websites, blog posts, and posts for social media. Through this experience, I was able to improve my writing skills and learn more about the consultancy's services, projects, and target market. I learned to change the way I write to fit the brand language of the company so that I could share its knowledge with possible students, parents, and other stakeholders. One of the best parts of my job was getting to work with a talented group of experts at Shizen Global. When I worked with instructors who had been in the field for a long time, I got feedback and advice that helped me become a better content writer. I really appreciated how willing they were to help me during the job and share what they knew about the education field and how they got there. Thanks to my job at Shizen Global, I now know a lot about how to write content about education advising. Along with giving me more skills, it has also helped me understand the market and how it changes the educational paths of young children. As I finish my work, I feel like I've done a good job because I know the information, I created will help the consultancy marketplace its services and help students make smart decisions about their education. In general, my time as an intern content writer at Shizen Global has been life changing. I'm thankful for the knowledge, skills, and connections I've gained during this time. I'm sure that the things I've learned and the things I've done will help me get a good start on my future career goals in teaching and content creation.

5.2 Reference

- Retrieve “Shizen Global 2025, All rights reserved”
- Monsurur Rahman, Reza Karim, Framarz Byramjee “Prospect of Distance Learning in Bangladesh” *Journal of International Education Research (JIER)*, 11(3), 173–178.
- Mumu, Sabrina Akter “Internship Report On “Educational Consultancy Services of Global Study Network” 2020-12-25”
- James R Killingsworth, Najmul Hossain, Yuwu Hedrick-Wong, Stephen D Thomas, Azizur Rahman, Tahmina Begum “Unofficial Fees in Bangladesh: Price, Equity and Institutional Issues” *Health Policy and Planning*, Volume 14, Issue 2, 1999
- Kotler, P., & Keller, K. L. (2016). *Marketing Management* (15th ed.). Pearson Education.
- Porter, M. E. (2008). *The Five Competitive Forces That Shape Strategy*. Harvard Business Review.
- Boston Consulting Group (BCG). (1970). *The Product Portfolio Matrix Model*. BCG Publications.
- Hill, C. W. L., & Jones, G. R. (2012). *Strategic Management Theory*. Cengage Learning.
- Armstrong, G., & Kotler, P. (2017). *Principles of Marketing*. Pearson.
- OECD. (2023). *Education at a Glance: Higher Education Trends*. Organisation for Economic Co-operation and Development.
- British Council. (2024). *International Student Mobility and IELTS Overview*.
- Shizen Global. (2025). *Company Website and Service Information*. Available at: <https://shizenglobal.com> (Accessed: 2026).
- Study abroad consultancy industry reports and online educational resources used for SWOT, BCG, and Porter’s Five Forces analysis (2024–2025).