



#### **ABSTRACT**

Forex exchange trading refers to trading one country's money for that another country, refers to large commercial banks in financial centers such as New York, London forex currencies deposit to each other, and we are the financial advisor did it, have a brief report below for the clients as well as for our company

**SUB**

**SUMMER INTERNSHIP REPORT OF  
FOREX MARKET**

***STARNET FX***

***OUR INTERNET FOREX***

***PARTNER***

## **A PROJECT REPORT ON**

**“TO STUDY THE PARTICIPATION OF BB ADVISORY IN FOREX MARKET  
USING FUNDAMENTAL AND TECHNICAL ANALYSIS WITH REFERENCE  
TO STARNET FX”**



**A Project Report Submitted in partial fulfillment of the  
requirement for the degree of**

**MASTER IN BUSINESS ADMINISTRATION**

**Under the guidance of**

**Internal Guide**

**Dr. Chinmaya kumar Rout**  
**Assistant Prof. Finance**

**External guide**

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**SUBMITTED BY**

**RAKESH KUMAR MOHARANA**

**REGD NO-2006258159**

**MBA 2<sup>ND</sup> YEAR**



**Biju Patnaik Institute of Information  
Technology & Management Studies**

## **INTERNAL GUIDE CERTIFICATE**

This is to certify that **RAKESH KUMAR MOHARANA**  
Regd.-2006258159 has completed his work on the topic

**“TO STUDY THE PARTICIPATION OF BB ADVISORY IN  
FOREX MARKET USING FUNDAMENTAL AND TECHNICAL  
ANALYSIS WITH REFERENCE TO STARNET FX”** and has  
submitted the report in partial fulfillment of 2 years full time  
course **MASTER OF BUSINESS ADMINISTRATION** for  
the academic year **2020-2022** under my guidance and direction.

The said report is based on bona-fide information and not  
submitted for the award of any degree/diploma of any other  
university/institution.

**Date:**

**Place: Bhubaneswar**

**Dr. Chinmaya kumar Rout**

**Assistant Professor.(Finance)**

## **ACKNOWLEDGEMENT**

I would like to thank SIP guide for being able to complete this project with success. Then I would to express my special thanks of gratitude to my Assistant Finance professor “Chinmaya Kumar Rout, whose valuable guidance has been the ones that me patch this project and make it full proof success his suggestions and his instructions has served as the major contribution towards completing the project.

I would also like to extend my gratitude to the Principal Sir, Dean Sir and special thanks to Placement Head “ChandraSekhar Sir for providing and giving me such wonderful opportunity with all the facility that was required.

Then, I would like to thanks my parents and friends who helped me with their valuable suggestions and guidance has been helpful in various phrases of the completion of the project.

Last but not the least I would like to thank my classmates who helped me a lot.

**RAKESH KUMAR MOHARANA**

## **EXECUTIVE SUMMARY**

The project report “**TO STUDY THE PARTICIPATION OF BB ADVISORY IN FOREX MARKET USING FUNDAMENTAL AND TECHNICAL ANALYSIS WITH REFERENCE TO STARNET FX**” was carried out using secondary data from various sites, articles and other relevant sources. As the report is undertaken during COVID-19 situation the data might be biased or not upto the full extent of information required.

However, every source/piece of information has been collected keeping into scope the objective of the report.

The given report provides us information regarding the digital financial services provided by BB ADVISORY. It also sheds light towards what digital financial is how customers are using it and the satisfaction level of customers from digital services of BB ADVISORY.

What are the major problems and recommendation to minimize them, is also found out in the report.

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## **INTRODUCTION**

### **Forex market:**

The forex market allows participants, such as banks and individuals, to buy, sell, or exchange currencies for both hedging and speculative purposes.

The foreign exchange market is the largest financial market in the world and is made up of banks, commercial companies, central banks, investment management firms, hedge funds, retail forex brokers, and investors.

### **KEY:**

- The forex market operates 24 hours, 5.5 days a week, and is responsible for trillion of dollars in daily trading activity.
- Forex trading can provide high returns but also brings high risk.
- The forex market is made up of two levels: the interbank market and the over-the-counter (OTC) market.
- Most forex market can be opened with \$100

### **Players of forex market:**

The U.S dollar is by far the most traded currency

The second is the euro and the third is the Japanese Yen.

JP Morgan Chase is the largest trader in the forex market.

Chase has 10.8% of the global forex market share, they have been the market leader for three years now.

UBS is in second, with 8.1% of the market share.

XTX Markets, Deutsche Bank, and the Citigroup made up the remaining places in the top five.

## **ADVANTAGES AND DISADVANTAGES OF FOREX TRADING:**

### **PROS:**

- Lots of flexibility, trading almost 24/7
- Plenty of trading options.
- Low transaction cost.

One of the biggest advantages of forex trading is the lack of restrictions and inherent flexibility, there is a very large amount of trading volume and markets are open almost 24/7, people who work nine-to-five jobs can also partake in trading at night or on the weekends.

There is very large amount of option are available and also hundreds of currency pairs, and various type of agreements such as future or spot agreement.

### **Cons**

- Lack of regulation increases counter party risk.
- High leverage amount allowed.
- Operational risk also involved.

With forex markets, there are leverage risks-the same leverage that offers advantages.

Forex trading allows for large amounts of leverage



The leverage allowed is 20-30 times and can offer outsized returns, but can also mean large losses quickly.

Some trader used algorithms or trading programs to protect their investments while they are away, this adds to operational risks and can increases costs.

Also has counter party risk, where regulating forex markets can be difficult, given international market are traded almost constantly, no central exchange that guarantees a trade, which means there could be default risk.

## **TOPIC AND OBJECTIVE:**

### **TOPIC**

TO STUDY THE PARTICIPATION OF BB ADVISORY IN FOREX MARKET USING FUNDAMENTAL AND TECHNICAL ANALYSIS WITH REFERENCE TO STARNET FX

### **OBJECTIVE:**

- To study investors awareness about forex trading.
- To stud the participation of BB Advisory in forex market.
- To know the status of BB Advisory in forex market.

## **COMPANY PROFILE**

### **BRIEF INTRODUCTION:**

- It was incorporated in 2018 & in St. Vincent & in Grenadines as a business company.
- Headquarter mainly in Bangalore, India.
- It is a well reputed trading company, providing the best trading services and facilities to the retail and institutional clients.
- It also provide the best possible trading conditions and allowing both beginners and traders to use experienced advisors to earn large profits.

Main objective are not only to provide qualitative services and employments opportunities but also to transform individuals into entrepreneurs.

### **WHAT THEY PROVIDE:**

- It mainly focuses in Stock markets, FX advisory services, treasury elite, commodities markets and also in training & consulting mainly in the field of BSE, NSE, MCX, NCDEX, COMEX, and CFD.
- They also committed to educate and transform the way people invest and trade their hard earned money.
- All retails, affiliates and white label clients will get the opportunities to access various spreads and liquidity through the state of the art automated trading platform.

- Provide a healthy leverage ratio
- Also offer an unmatched variety of account choices that clients can select to enjoy a smart trading experience that smoothly suits their needs.

### **DISTINCT CLIENT INCLUDES:**

- Retails investors/traders
- Brokerage firms
- Venture capitalists
- Foreign Institutional Investors(FII)
- Corporate
- Students/Unemployed individual's.

### **MISSION:**

Building personalized portfolio that suits the need.

### **VISION:**

To deliver ABQ(Awareness, Branding, & Quality) in Financial market.

### **VALUES:**

Believe that the success of our clients, our program participants and all those whom we are able to help with services is the true reflection of the success.

Their beliefs and values defines on what we stand, and determines towards what they work together.

**COMMITMENT:**

Company committed the quality of services at every platform, which ultimately leads to better performance and results.

**RELATIONSHIP:**

They allows the relationship to drive the business and do not allow the business to drive the relationship.

**BB ADVISORY (STARNET FX) MARKET POSITION:**

Foreign exchange Services market outlook-2022

The global forex market services size is growing substantially, and is expected to expand as overseas traveler are on the rise and business are expanding across the globe.

Forex services offers exchange of a foreign currency into regional and global currencies.

Forex services also includes transfer of currencies to another currencies through digital platforms, it also allows the travelers to transfer small amount of money, multibillion dollar transfer handled by states, companies, and financial institution.

## **MARKET ANALYSIS**

Market Size available for years: 2019-2027

Base year Considered: 2019

Forecast Period: 2020-2027

Forecast Units: \$

Segments covered: Type, End User, and Region.

Region Covered: North America(US, Canada), Europe(Germany, UK, France, and rest of Europe), Asia Pacific(China, Japan, India), Latin America(Brazil, Mexico and rest of latin america) and Middle East & Africa.

Companies Covered: American Express Companies, Western Union Holdings, Capital One financial Corporation, Citi Bank, JP Morgan Chase and Co. etc.

## **ADVANTAGES IN TRADING:**

- Research support and timely advice by our high-tech research wing.
- A perfect blend of latest technology and research experience of over 10 years.
- Transparency and fairness you can find here.
- Personalized solution and attention offered to each investors.
- An extensive network of branch offices across the country.

## **WHAT WE OFFER:**

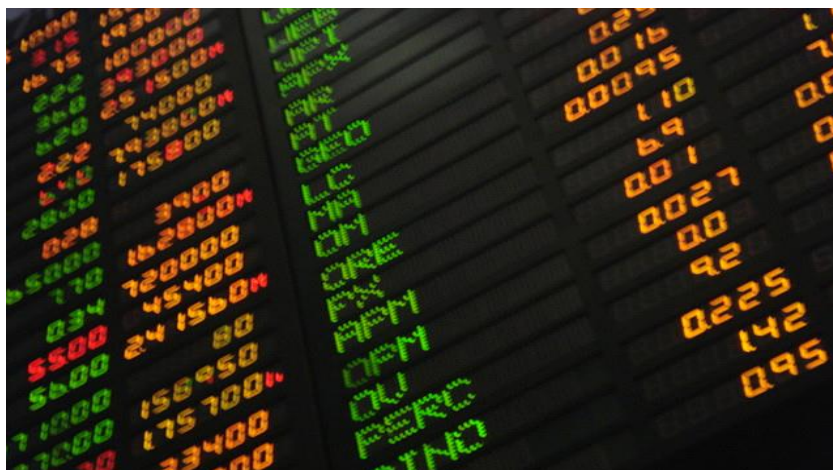
Forex-Trade more than 60 currency pair.



CFD: Specialized counter derivative Instrument



Commodities-Expand your growing business with Forex IB



## **INTRODUCING BROKER**



shutterstock.com • 361354196

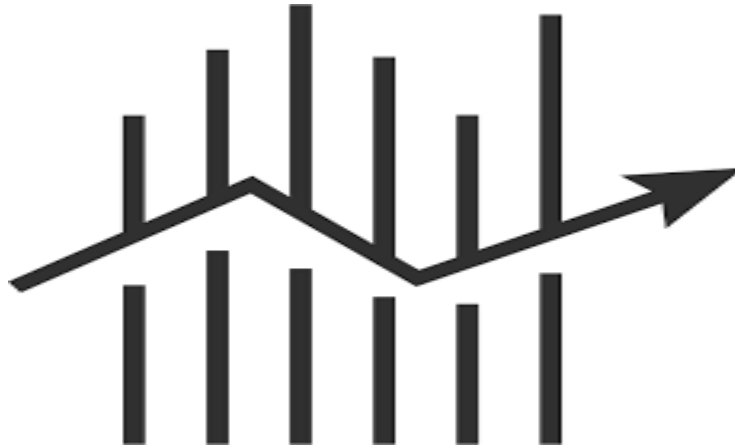
**WHITE LABELLED SOLUTION:**  
We help your business to reach the next level.



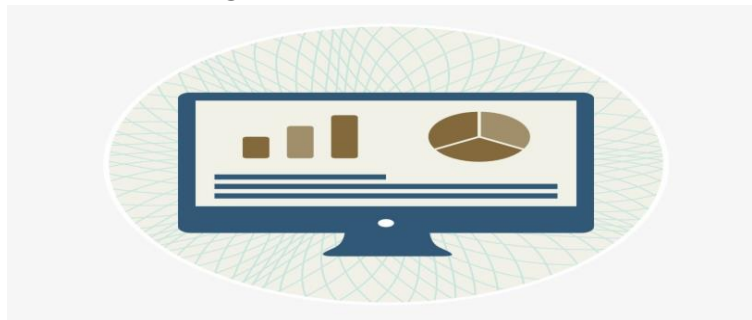


## **WHY TO TRADE WITH STARNET FX.**

1. Competitive Spreads-STARNET offers the most focused spreads in the market, guaranteeing ideal exchanging conditions for dealers to make a benefit.



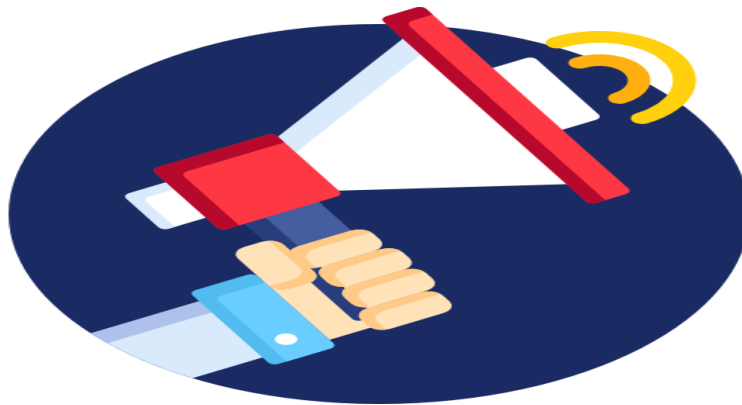
2. Advance Trading Platform.



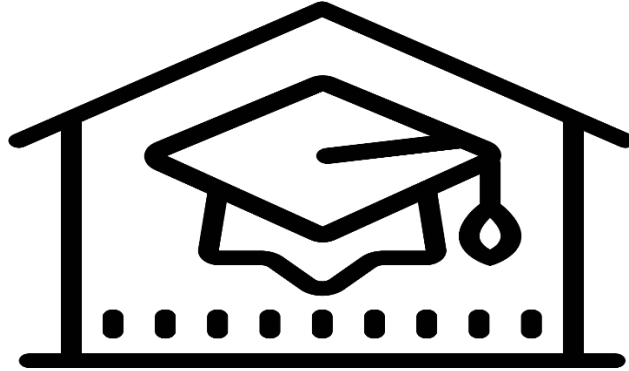
### 3. FASTEST WITHDRAWALS.



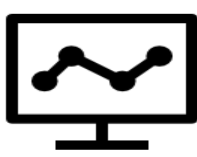
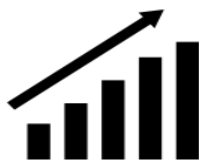
### 4. PROMOTION.



## 5. EDUCATION CENTER.



## 6. TRADING TOOLS.



## **Methodology**

- To get started in forex trading, the first step is to learn about forex trading.
- This includes developing knowledge of the currency markets and specifics of forex trading.
- It also takes a brokerage account set up for forex trading, one of the most important thing from there is setting up a trading strategy, which includes the amount of money we are willing to risk.
- In most cases, we can open and trade via forex account for as little as \$100.
- Of course, the higher the amount we invest, the greater the potential upside.
- Many recommend investing even at least \$1000 and even \$5000 to properly implement a strategy.
- Depending on the minimum amount to open a forex account, some brokers have a minimum deposit requirements of as little as \$5 or \$10.

## **DATA COLLECTION:**

### **PRIMARY DATA:-**

Due to this COVID-19 pandemic, the actual survey has to be done in offline mode, but due to this covid situation, we done the research are collected through online by providing google forms to the customers.

### **SECONDARY DATA:-**

This data are collected through existing surveys and analytics, study, facts which are already available in the online website like in the internet and other surces.

Some of are:

- a) Website
- b) Social media like LinkedIn, Instagram, Facebook, Twitter, etc
- c) Company information broucher.

### **Limitation:**

- Lack of regulation increases counter party risk.
- High leverage amount allowed.
- Operational risk also involved.

With forex markets, there are leverage risks-the same leverage that offers advantages.

Forex trading allows for large amounts of leverage

The leverage allowed is 20-30 times and can offer outsized returns, but can also mean large losses quickly.

Some trader used algorithms or trading programs to protect their investments while they are away, this adds to operational risks and can increases costs.

Also has counter party risk, where regulating forex markets can be difficult, given international market are traded almost constantly, no central exchange that guarantees a trade, which means there could be default risk.

# BB ADVISORY



CHANGE YOU CAN CHANGE THE WORLD

# **CHAPTER -2**

## **COMPANY ANALYSIS**



## BRIEF INTRODUCTION

### (StarnetFX)

Starnet FX is a registered in UAE, DUBAI 2018, & in St. Vincent & the Grenadines as a Business Company with the registration number 25773 BC 2020

The objects of the company are all subject matters not forbidden by Business Companies (Amendment and Consolidation) Act, Chapter 149 of the Revised Laws of Saint Vincent and the Grenadines, 2009, in particular but not exclusively all commercial, financial, lending, borrowing, trading, service activities and the participation in other enterprises as well as to provide brokerage, training and managed account services in currencies, commodities, indexes, CFDs and leveraged financial instruments.

**Star Net Fx has been offering high quality dedicated Forex brokerage since longtime. We are currently one of the most effective Forex brokers in the world.**

With dedicated client services and world class customer support, we stand for commitment, integrity, empowerment and innovation.

Transparency is our line of business in the trading process. We live up to all our responsibilities and maintain ethical standards. FX trading is serious so we strive to give to our traders serious commitments.

## **Company Overview**

### **Who We Are**

We are a well reputed trading company, providing the best trading services and facilities to our retail and institutional clients. Our business policy is to provide you the best possible trading conditions and allowing both beginners and traders to use experienced advisors to earn large profits

### **What We Provide**

We offer multiple account options, updated trading software and tools to facilitate individuals and institutional customers to trade Forex and CFD's online. All retail, affiliates and white label clients will get the opportunity to access various spreads and liquidity through the state of the art automated trading platforms. We provide a very healthy leverage ratio. We also offer an unmatched variety of account choices that clients can select to enjoy a smart trading experience that smoothly suits their needs. Joined with superb trading conditions and very fast execution, we provide all the tools and tricks needed for clients of any level to achieve their trading ambitions.

### **Our Mission**

We believe ourselves to be the best at our work. Here we offer our traders and our partners with a secure and stable environment for them to become successful. **Star Net Fx** strives to deliver its traders a world class trading experience along with excellent trading environment.

We appreciate the importance of clients requirements. It is our primary goal to provide our clients with sophisticated tools to help become a successful in financial trading.

We understand in detail ever trader requirement as we think like trader, which makes us stay relevant & provide the best to deliver results.

We believe in building strong public confidence and a reliable environment for traders by providing stable, secure, and credible trading platform. We are driven to trade with confidence that is backed by our excellent customer care service.

### **Vision**

To be the broker of choice for traders looking to become **successful in the forex market**

### **We strive for excellence every single day.**

From enhancing our existing services, to developing world-class products, Star Net Ltd is always ensuring that it provides its gives traders the ultimate trading experience and an opportunity to take full advantage of the **techniques for successful trading**

### **Giving our traders an advantage**

Our IT team has developed the most **advanced Forex trading technologies** for traders, which are being offered by very few other brokers. With such technologies, traders can go above and beyond the traditional Forex trading techniques and achieve great success through exceptional methods. In addition, these

technologies contribute to higher liquidity, tighter spreads and an overall enhancement of the trading experience.

### **Building connections with the financial world**

**Star Net Fx** is continuously gaining new memberships in exchanges and entering agreements with some of the **top financial institutions**. Such agreements and connections, equip us to provide our valued traders with **highly liquid financial instruments** and a large number of the **best Forex trading instruments**.

### **Our Values**

Our foundation is built on trust with our clients and we offer transparency and congenial trading environment as key elements of our services. With our technically advanced and unique trading solutions, our client base is steadily increasing with our sincere values.

## **Your New Trading Partner**

### **EXPLORE NEW LEVEL OF TRADING EXPERIENCE**

Our trading tools, Instruments and platforms is unified effort to bring effortless investments. We value our clients and that is why we lay strong focus on class customer service 24\*7. A fully-trained team is available to resolve all your investment queries in FOREX, CFDs, Crypto Currencies, Indices and precious metals. From a single and secure platform we help you do multiple trades to diversify your portfolio.

We lay strong focus on making our products capable of offering both local and global market insights. If you are new to trading ecosystem, our intuitive platform is going to make things easy for you. By offering value able tools, we are on a mission to make trading efficient and productive for you.

## **Trustworthy & Transparent**

### **SUPERIOR TRADING CONDITIONS & EXCEPTIONAL SUPPORT**

Continuing to grow globally, we have attained a lot of knowledge of how FOREX, CFDs, Crypto Currencies, Indices and Precious metals perform. Working under a transparent and ethical environment, we are offering innovative services to our clients. Our product USP is that it is completely compliant with Local market bodies. Extending our exceptional support to our clients for building a vibrant and exhaustive portfolio, we offer high-tech support and services for all the account holders. The solutions are tested to work in a secure manner while improving the productivity. Caring about our clients we help them identify the perfect comfortable conditions for the financial stability they seek while trading.

Industry analysis has wide variety of geographical condition will have explain by help of **SWOT Analysis**.

### **SWOT Framework:**

#### **STRENGTHS:**

- The business has big geographical reach, customer base and keeps a strong brand name identity.
- Business's emphasis on continuous product development, allowing the business to maintaining a strong a market position and to enhance its client complete satisfaction.
- The foreign exchange market case analysis are extremely preferred by young students, as it offers 200 plus activities, 90 different trades and experts to be carried out by each young people and other advantages like loyalty programs

#### **WEAKNESS:**

- Business has experienced lack of technical and monetary resources, which has actually limited its ability to grow its company domestically and worldwide.
- The foreign exchange market case analysis is facing increasingly decline of Mexico peso, which has led to declining of the monetary performance.
- Business has absence of experience and understanding of operating in theme and theme park in the industry, which are actually limited its diversity in the highly demanded and a successful theme park industry.

## **OPPORTUNITIES:**

- The business can get the opportunities of increasing demand of amusement park in U.S by entering the U.S show business.
- Thinking about the high internet penetration in Mexico business can make the most of this chance by establishing an interactive digital platform for marketing its company and bring its maximum customer.

## **THREATS:**

- The foreign exchange market deals with serious competition from domestic and worldwide rivals along with quickly altering pattern of show business and clients choices.
- The business suffers from an increased threat of replication of its business model by different rivals.
- The increasing declining of Mexican peso against the U.S Dollars might decrease the business financial stability.



## **7Ps OF SERVICE MARKETING-**

**PRODUCT-** As it is a service company so the company provides consultancy services for trading related to stock market, forex market and commodities. Besides all of these the company also trains and educates students about the basics of stock market and basics of trading. It provides a user friendly platform for trading and real time money transaction.

**PRICE-** When we talk about price, Company charges a reasonable price for its services along with offers. The minimum amount of payment for trading is 200\$. Customers can also avail themselves for 0 brokerage charge if they deposit 1000\$.

**PLACE-** Since the whole internship was online so company was operating on a PAN India level. It also has a office at Bangalore where it trains the interns and also they consults their customers both through online and offline mode. Company is available on instagram, Linkedin, also its own website [www.bbadvisory.co.in](http://www.bbadvisory.co.in) where customers can reach out to them for services.

**PROMOTION-** The Company lacks a lot of promotion activities. The company only promotes its brand and services through social media. It also engages its marketing interns in promoting services on social media to acquire customers. The company needs to do more and more promotional activities to aware customers about the services and brand.

**PEOPLE-** Company has a number of well trained stock market experts and financial advisers to deliver quality service to the

clients ensuring best utilization of their investment. Company also focuses on training the MBA grads or Finance grads to gain experience in trading and handling the prospects. Also company engages people to support their clients 24\*7.

**PROCESS-** The Company ensures a hassle free live account opening process and easy money transaction. The platform is user friendly where the user can easily understand the basics of trading.

**PHYSICAL EVIDENCE-** Since services are intangible in nature so most service providers strive incorporate certain tangible elements to enhance customer experience. BB Advisory has a well maintained office and training facilities for students, where they provides all the facilities to the customers.

# **CHAPTER-3**

## **INDUSTRY ANALYSIS**

## **PORTER FIVE FORCES FRAMEWORK**

### **1. Bargaining power of Supplier-**

The bargaining power of provider seems low, considering the truth that the foreign exchange market is a distinguished worldwide brand name with a large client base.

The suppliers of the business, that includes-sponsors, commercial partners, and shopping center would wish to sustain their association with the brand due to ensured earnings and positive image.

### **2. Bargaining Power of customer-**

The bargaining power of the foreign exchange market case solution customers in Mexico appears to be low as there are couple of regional parks found in Mexico, supplying engaging and ingenious services which foreign exchange market provide to its customers.

### **3. Threats to New entrants-**

The danger of brand new entrant in the home entertainment seems high thinking about substantial growth potential customers in the show business and less investment requirement due to an increased market performance as a result of introduction of digital platforms.

#### **4. Rivalries among competitors-**

There appears to be serious competitors in the domestic and international market as an outcome of increased number of amusement and theme parks in the U.S, which consists of: Walt Disney, Six flags, and sea world.

#### **5. Threats of substitutes-**

The risk of replacement in the overall entertainment industry appears to be high thinking about various alternatives are readily available for young kids includes amusement parks, mobile apps, Television programs, game, and increased use of devices, high internet penetration.

## **PESTEL FRAME WORK**

### **POLITICAL:**

The business's operation and tactical decisions are affected by political aspects, such as: undesirable laws and policies in relation to merchandise trade, security or certain cities.

### **ECONOMICAL:**

The currency of Mexico, which suggests that the foreign U.S dollar, affecting the organization success and financial stability.

### **SOCIAL:**

The social factors such as web penetration, usage of social networks, mobile apps creating fraud ads in instagram, facebook, and other social medias in which clients are not aware of that transaction done over social media and haven't done training sessions by their companies, so this may affect company image.

### **TECHNOLOGICAL:**

Promoting and incorporation development in its business design have actually been the essential success elements for the company.

The business extremely believes in bringing new services and introducing new activities in order to engage in their works.

## LEGAL:

The forex market case help in highly varied organization, for that reason, it is highly subjected to discrimination to laws pertaining to worker's recruitment, respecting the cultural distinction and offering cultural related activities.

## ENVIRONMENT:

Business goes through ecological laws as establishment of national forests, leading to soil disintegration, triggering a disruption to wild life in addition to an increased sound pollution.

# **CHAPTER-4**

## **COMPETITOR ANALYSIS**



Starnet Net FX has so many competitors, Out of them, 4 major competitors are:

### **OCTAFX**

- Octafx broking is reliable forex broker, that incorporated is a forex broker recognized worldwide.
- Octafx provides forex brokerage services to its clients in over 100 countries around the world.



#### **About:**

- Type-Private
- Industry-Forex broker
- Establishment-February 16, 2011
- Headquarters-Mumbai, Maharashtra

- URL-www.octafx.com
- Users-10 millions and above

### **Products-**

- Forex
- Derivatives
- Bullion
- Fx connect

### **SERVICES**

- Powerful multiplier for every deposits
- 50% deposit bonus
- Trading tools are available-Metatrader4 and Metatrader 5
- 1:500 maximum leverage ratio
- 20 USD minimum deposit
- 35 currency pairs
- 2 metals and 2 indices and 0% no commissions.

### **Recognition**

- Access even greater trading condition with our special programs  
Bronze status-no commission no status  
Silver status-premium gifts  
Gold status-low spreads, fast bonus withdrawal.
- Got FX report 2014 awards and europeanceo award 2015.

## **FX PRO**

- Trade the world with award winning platforms
- Fx pro pride on offering fully transparent quality execution, alongside some of the best trading conditions in the industry.
- Experience superior execution and trading conditions, with 15+ years of excellence, innovation and high quality financial markets.



## **ABOUT**

- Type-Private
- Industry-Financial services
- Establishment-31<sup>st</sup> July 2006

- Headquarter-UK, London
- URL-www.fxpro.com

### **Product and Services**

- Products are-1.Forex
  - 2.Metals
  - 3.Indices
  - 4.Futures
  - 5.Shares and Energies
  - 6.FX Pro metatrader 4 and 5
  - 7.Fx Pro C trader
- Services are-
  - No dealing desk intervention
  - Competitive spreads with no commission
  - Ultra fast execution with most orders filled<14ms
  - Ultra low latency equinox datacenter co-location.
  - Deep liquidity providing the best possible Bid and Ask prices.
  - Trade with world markets, manage trading accounts, variety of payment methods and latest economic events.

### **Recognition**

- 1,866,000+ client accounts providing online trading services to clients since 2006 and it currently serves 173 countries worldwide.

- 90+ awards-it has receive constant recognition in the industry, winning over 90 international awards to date for the quality of its services.
- 5star customer service- that dedicated,multilingual customer services team works 24/7 to provide us with an exceptional level of support.
- 4 industry regulation- is well known throughout the industry as a trustworthy and reliable broker and regulated by the FCA, CySEC, FSCA, and SCB.

### **AVA TRADE**

- Succeed-from investing heavily in developing the best educational materials for the customer to provide frequent market analysis.
- Believe in endless possibilities- access the world's most popular instrument, ranging from forex pairs and crypto currencies to equities and communities CFDs.
- Trading conditions for the traders-Both netting and hedging are allowed, plus we don't have restrictions on short selling and scalping.



## **ABOUT**

- Type-Private
- Industry-Financial services
- Establishment-February 2006
- Headquarter-Dublin, Ireland
- Url-[www.avatrade.com/forex](http://www.avatrade.com/forex)
- Founder-Emanuel Kronitz

## **Products and services**

- 1.Forex
- 2.Metals
- 3.Indices
- 4.Futures
- 5.Shares and Energies
- 6.FX Pro metatrader 4 and 5
- 7.Crypto currencies

Services are-

- Trading for beginner-Guide step by step into the fascinating world of forex trading , CFDs and much more.
- Strategies Ebook-discover valuable forex strategies and information with free e-book, will provide customers with everything what customers wants.
- Educational video tutorials- Watch comprehensive videos tutorials collections, from beginner lessons on how to use the trading platforms.

### **Recognition**

- Award Winner-
- Best broker 2021 world economic magazine
- Best trading app 2021
- Investinggoal- best fixed trader spread broker 2021
- Best forex broker Ireland 2021
- Best retail broker UAE 2021
- THECEOVIEWS- Top 10 brands of 2021

### **IG FOREX**

- IG group is an online trading provider. IG is regulated by the FCA, the UK's financial authority body.
- It is listed on the London Stock Exchange and is a constituent of the FTSE 250 Index.

- IG Index offers spread betting on financial markets as well as binary options under the supervision of the financial conduct authority in the UK
- IG markets offers CFDs on the similar range of financial markets.
- IG markets limited is authorized by the financial conduct authority in the UK.



## **ABOUT**

- Type-Public limited company
- Industry-financial services
- Establishment-March 1974
- Headquarter- London, UK
- URL-[www.ig.com/forex](http://www.ig.com/forex)
- CEO-June Felix



## **PRODUCTS AND SERVICES**

### **PRODUCTS ARE-**

- 1.Indices
- 2.Futures
- 3.Metatrader 4 & L2 Dealer

### **SERVICES ARE-**

- Get an edge with the award winning web-based platform and mobile apps
- Practise trading forex on demo account, in an environment with reduced risk
- Get friendly, expert support 24\*7 a day from 8am Saturday to 10pm Friday(UK time).
- Identify FX opportunities on clear, fast charts as standard, and deepen the analysis with prorealtime.
- Open an account quickly and easily and could be set up and trading forex today.

## **RECOGNITION**

- Best broker 2021 world economic magazine
- Best trading app 2021

# **CHAPTER-5**

## **CUSTOMER ANALYSIS**

## **Who are the customer**

BB Advisory is committed to educate and transform the way people invest and trade their hard earned money. Our goal is to financially empower millions of investor and traders to understand better side of Financial markets. Our distinct clientele list includes ;

- **Retails investors/Traders**
- **Brokerage firms**
- **Venture Capitalist**
- **Foreign Institutional Investor(FII)**
- **Corporate**
- **Students / Unemployed individual's**

### **Retail Investors/Traders**

A retail investor, also known as an individual investor, is a **non-professional investor who buys and sells securities or funds** that contain a basket of securities such as mutual funds and exchange traded funds (ETFs).

### **Brokerage firms**

A brokerage firm main duty is to act as a middleman that connects buyers and sellers to facilitate a transaction. Brokerage companies typically receive compensation by means of commissions or fees that are charged once the transaction has successfully completed.

### **Venture Capitalists**

A venture capitalist (VC) is a **private equity investor that provides capital to companies with high growth potential in exchange for an equity stake**. This could be funding startup ventures or supporting small companies that wish to expand but do not have access to equities markets.

### **Foreign Institution Investors**

A foreign institutional investor (FII) is an investor or [investment fund](#) investing in a country outside of the one in which it is registered or headquartered. The term foreign institutional investor is probably most commonly used in India, where it refers to outside entities investing in the nation's financial markets.

### **Students/Unemployment Individual**

These are the customers who wants to invest in stock market especially in this COVID-19 pandemic like students who recently got a job in finance as like friends they want start invest in stock for their extra income also for the learning and knowledge, so they also be the customer, we can approach them as to invest in forex markets.

Customers of Starnet Fx can be anyone .

- Anyone can invest in this particular investment and this currency markets but have the proper knowledge about daily financial news and the most part is fundamental and technical analysis.
- Most of the major customers who is doing jobs in finance and or want to invest in mutual funds or some investment plan, they were the major customers like who is in bank, mutual funds, or friends like in IT companies, and many more.
- The focus of this entire service is to satisfaction of customers, and almost 10.5% of people are already invested in this currency market and rest are not aware of this benefits.
- Some of the most prominent brokers are FX pro(15.80 lakhs cleints), Ava trade(16.66 lakhs cleints), IG forex(20.40 clients).

## **MY ANALYSIS**

### **(Actual Work done)**

I have contacted 50 customers daily from my friends who are in jobs in banks and in IT companies and or want to invest in different markets like or in mutual funds or someone interested in Bank FDs, RDs and many more.

Our aim is to telling the customers in right a way i.e first of all we introduce yourself and about our company , and our main head Starnet FX.

Then, we explain customers, why to invest in stock markets or in mutual funds, if they will invest in this currency market , they will get more benefits out of this particular investment.

Then, we explain our particular investment plan of rs-15,000/person to start the minimum trade and and they will get minimum return of rs-20,000 each depending upon their performance and daily updated upon news of google finance and fundmental analysis.

Then we explain details about the fundamental analysis by analyzing the daily news through the best google finance, investing.com and forexfactory.com and tell about what, when, and which currency pair they will invest to get the best return.

For attracting more and more customers we have to keep always update the website, and the best interface according to the customer choice, reconnect old customers, offer new customers

by discount and promotional strategy as they will invest for the time i.e welcome gift.

I have also promoted in various social media platforms like Instagram, Facebook, Linkedin and whatsapp friends and groups.

And I got the best customer out of this and told that I had get the best return from this currency markets and told them to invest as soon as possible quickly and also told them about the free brokerage plan lifetime ever.

I got 4 clients , they invested money of rs-15,000 each and I trained them best of my potential and they got the best return from this markets.

Also still Iam doing my work even when Iam free and trying to convincing people by my social media platforms.

### **Findings:**

- Customer are not aware about this company as this a startup.
- Company is not up to the mark regarding their services and not given proper user interface for smooth trading to the customer.
- Also I studied about the market condition upon different currencies, what happening in the whole market by searching in the daily news and fundamental analysis.

- But in that pandemic, I had complete knowledge in the currencies market and about the market condition.
- I had made some profit and some losses, depending upon the market.
- Also promotional activities in this company was not so good, we have to post everyday analysis and approaches to the customers.

### **Fundamental Analysis**

- Today market for JPY is bullish as it actual better than forecast is good for currency.
- 1.Prelims GDP Price Index = actual—0.9 and forecast=-0.7
- 2.Prelims GDP q/q= actual-0.3 forecast-0.1
- 3.Revised Industrial Production= Actual-6.5 Forecast-6.2
- Overall Market is bullish.





## Technical analysis

As per as the fundamental news,

1<sup>st</sup> of all, I have already analyzed daily news with different websites, as market is down and I have traded for the first time to see my results , whether it should be my right analysis or not.

So, I have traded by taking technical indicators like Moving average , Relative strength Index, and On balance Volume.

USD JPY is up trend goes,

There are 3 level , one is profit which is on good position at take profit , rather than break down.

It also move down, but as per as the news and fundamental analysis it will move up, I think.

Over 4 hour also, they may not decline drastically, there may be Reversal and the daily time remains same.



# CUSTOMER AWARENESS

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Walmart Inc	\$148.68	↑ 2.13%	⊕
BAC Bank of America Corp	\$41.43	↑ 1.87%	⊕
LOW Lowe's Companies Inc	\$189.73	↑ 0.93%	⊕
NFLX Netflix Inc	\$515.84	↓ 0.79%	⊕
MSFT Microsoft Corporation	\$286.44	↓ 0.66%	⊕
AMZN Amazon.com, Inc.	\$3,320.68	↓ 0.63%	⊕

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rakesh00933 We Mostly traded in currencies pair .  
By comparing with daily fundamental analysis...so I st need to the basic things.  
We compared with INVESTING.COM  
GOOGLE FINANCE  
FUNDAMENTAL INDICATORS  
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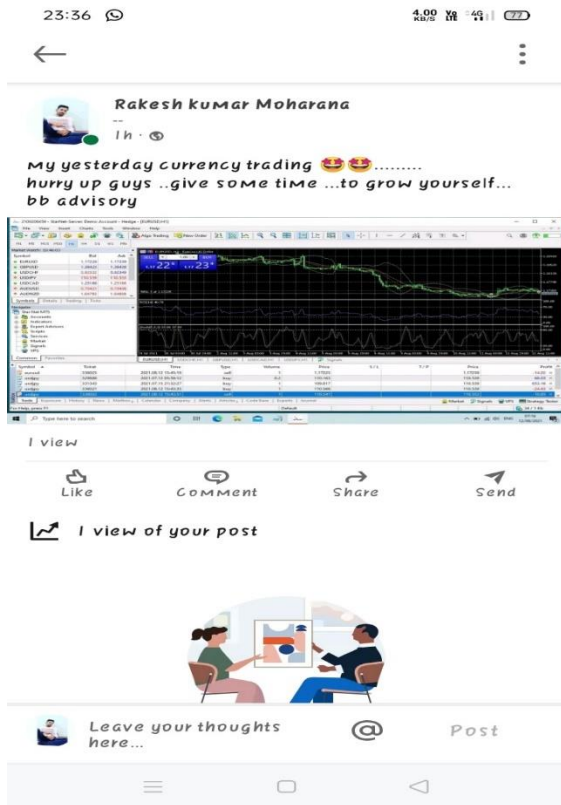
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## Suggestions:

- I need to suggest that company have to promote their services of trading have to be in a systematic manner.
- Promotional have to be in latest news and offers some discount to new customer.
- Customer should be aware about the company and the services they offer and give a proper training to the customer.
- Marketing strategy should be for the long term.
- Investment plan should be less than 5000 per customer.
- Promotion should be done through social media platforms like Insta, FB, Twitter, LinkedIn.

## **DECLARATION**

I hereby declare that the project entitled is an outcome of my own efforts under the guidance of Dr. Chinmaya Kumar Rout.

The project is submitted to the Biju patnaik University of technology (BPUT), Rourkela, for the partial fulfillment of the Master of business administration 2020-2022.

I also declare that this project report has not been previously submitted to any other university.

Date:

Rakesh kumar moharana

Place: Bhubaneswar

## **CONCLUSION**

The introduction of new technology has been changing the attire of trading, the brick and mortar trading are slowly giving place to click currency trading.

The technology is aiding globalization and integration of financial markets across the globe, customer's expectation for new products and alternatives delivery channels has been rising. BB Advisory is trying to offer today, what customer would be expecting tomorrow. From current situation of COVID-19, also it can be known how important digital forex trading is.

All types of transaction and trading services can be availed right from the comfort home, on part of Star Net FX which is leading financial service provider in India imparted with the latest technologies in trading services, it can be seen that the customers view points towards it services are positive and majority of them are satisfied with the trading services.

By providing and improving its service quality, it can maximize customer satisfaction and become a market leader and world class in providing digital services.

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