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Mestrado em Gestão de Informação
Master Program in Information Management

A Marketing plan for Smart Bengali Idiomatic Proverb Service

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Project Work report presented as partial requirement for
obtaining the Master's degree in Information
Management(Specialization in Marketing Intelligence)

NOVA Information Management School
Instituto Superior de Estatística e Gestão de Informação
Universidade Nova de Lisboa

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DEDICATION

Specially dedicated to...

Effort, dedication and commitment were fundamental elements for the completion of my Master project, but even more important was the support of my family and friends. Specially to my mother, I dedicate this achievement to her because without her support love and understanding I would never have been able to achieve my goal.

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ABSTRACT

Bengali is one of the most verbal communications, graded seventh in the globe bearing in mind the situation of the country. This paper offers an online model for smart Bengali Idiomatic proverb service as well as intelligence marketing plan for revenue. In present circumstances Google translator service is not respectable, specially proverb translator because Google is not tranquil interpreted Bengali proverb precisely and nobody has planned to provide Bengali Idiomatic proverb service that will bring revenue. Now a day's information is actual significant for real decisions making. The information can be gained from several bases and can able to use different kinds of tools for effective decision making. Marketing Intelligence is a new topic in marketing, there are not several possessions in works. The marketing plans by using information system sustained from marketing intelligence. Kotler's definition says, Intelligence Scheme of marketing is more than a scheme of information gathering or a set of information technologies. Software marketing make vital tactical decisions to exploit profits and success of the business (Öztürk, S., Okumuş, A., & Mutlu, F. 2012). As a result, the proposed project aims to improve online Bengali Idiomatic Proverb Service Model for service of excellence as well as create a business model canvas with marketing plan to observe current market situation of proposed service model that will forecast sales of profit. Therefore, the proposed research has used technological model to get good decision for marketing plan. Good decision assists to increase high number of productivity and profitability because computerized systems which assist the marketing decision to improve marketing plan (Dragomir, C., & Surugiu, F. 2015). In this case, the proposed project has chosen four different types of steps. There are Bengali Idiomatic Proverb Service Model, Online payment model, Business Model Canvas with Marketing plan. The propose project has used visual studio.net, HTML, CSS, nine building blocks for Business model canvas and kotler's and keller's marketing plan to develop a model for Bengali Idiomatic proverb service.

KEYWORDS

Key words: Bengali Idiomatic Proverb Service Model (BIPSM), Payment Model (PM), Business Model Canvas (BMC) and 5 elements of Marketing plan (MP).

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List of Abbreviations and Acronyms

BASIS	Bangladesh Association of software and Information Service
BCC	Bangladesh Computer Council
BCS	Bangladesh Computer Society
BIPSM	Bengali Idiomatic Proverb Service Model
BMC	Business Model Canvas
GUID	Graphical User Interface Design
MA	Morphological Analysis
MP	Marketing Plan
PS	Pricing Strategy
SPM	Service Payment Model
SWOT	Strength, Weakness, opportunity and Threats

1. Introduction

Electronic innovativeness progressively reflects information as a significant resource. The challenge contains via entirely the combination methods of information, data or application systems to build a marketing intelligence platform (POPA & G. 2012). The significance of marketing intelligence in any organization is acceptable because is unbearable to develop a good plan without collection and appropriately examining the info from the market (Grigorut, C. 2004). Info and the marketing knowledge detained by the association about users, market rivalry, suppliers, delivery channels, usually around the atmosphere in which it functions, can be simply handled by means of those technologies precise to the computerized schemes which assist the marketing decision (Dragomir, C., & Surugiu, F. 2015). Kotler's definition says, Intelligence Scheme of marketing is more than a scheme of information gathering or a set of information technologies. Marketing intelligence is a continuing and cooperating structure of persons and actions used to gather information, sort, examine, evaluate, and allocate relevant, timely and precise information for usage by marketing decision makers to improve marketing planning and execution (Dragomir, C., & Surugiu, F. 2015). Marketing Intelligence will attain high marketing productivity and profitability. Therefore, the propose research has used technological model to get good decision. Good decision assists to increase high number of productivity and profitability (Dragomir, C., & Surugiu, F. 2015). As a result, the core area of the mission to improve online Bengali Idiomatic Proverb Service Model for service of excellence as well as create an organizational chart with marketing plan to observe current market situation of proposed service model that will forecast sales of profit. In this case, the proposed project has chosen four different types of steps. There are Bengali Idiomatic Proverb Service Model, Online payment model, Business Model Canvas with Marketing plan. Bengali Idiomatic Proverb service model can able to show Bengali to English proverb translation or English to Bengali Proverb translation. Past literature review is based on Morphological analysis and marketing related information. Morphological analysis is a rule base analysis that contains grammar and the grammar is useful to make a sentence. The past literature review has showed how translation system is working. The propose research get an idea from past analysis. The idea is helpful to develop a Bengali Idiomatic Proverb Service Model but cannot able to translate sentences. The propose study has provided only proverb translation service model and it's forecasted sales of profit. The past literature has analyzed Bengali to English Sentences, but the proposed research has designed Bengali Idiomatic Proverb Service Model for getting revenue. The proposed research has combined morpheme. Morpheme is a word, which is based on Noun, pronoun, adjective and preposition. Therefore, the study has combined multiple word together to get the whole proverb. The study has also developed a payment model for user to get a service of excellence. Bengali Idiomatic Proverb service model and payment model is evaluated based on few numbers of questioners. So, author can able to justify user behavior, understand about the service usefulness and easy to create a Business model canvas with marketing plan to forecast sales of profit. Therefore, the author has developed an initial organizational chart, which is called Business Model Canvas. Business Model is helpful to get an initial idea about organization but is not contained vast information. So, author has included Business model canvas with marketing plan because computerized systems which assist the marketing decision to improve marketing plan (Dragomir, C., & Surugiu, F. 2015). In present marketplace, there is no participant of Bengali idiomatic Proverb Service except volunteer converter (example, Google, BabelFish, Prompt and ConveyThis). In present circumstances Google translator service is not respectable, specially proverb

translator because Google is not tranquil interpreted Bengali proverb precisely. Other volunteer translator is not translating any kind of Bengali Idioms. Bengali to English proverb service model have not been done yet (for an example: crying need, Proverb translation is different than normal meaning) and nobody has planned to provide Bengali Idiomatic proverb service that will bring revenue. In this circumstance, the propose project has taken an advantage for this specific service. Bengali people are a cultural society inhabitant to the historic region of Bengali in south Asia that has divided in Bangladesh and India. Bengali Language is extremely hard, demanding and attractive language. There are a huge number of Bengali populations in Bangladesh and India Kolkata region. Therefore, language demand is increasing based on the population. They speak Bengali, which is indo Arian Language of the eastern Indian subcontinent, evolved from the Magadha Prakrit and Sanskrit languages. Bengali is the main verbal communication spoken language in Bangladesh and second most commonly spoken language in India (India, 2015) and National Anthem in Bangladesh that were composed in Bengali (National Anthem,1905). The language has spreading in many countries when people are migrated in different countries (Ethnologue, 2012). Many conference paper and Journal (for an example: source side suffix stripping for Bengali to English SMT and so forth) has published about Bengali to English language translation demand.

1.1. Motivation

Eastern South Asia recognized as Bengal, which comprises current day Bangladesh, The Indian state of West Bengal and parts of Indian state of Tripura and Assam. There is a substantial figure of studies identifying fences, chances, and confronts. According to the studies Idioms, it must have believed how at present rising technologies (BIPSM) might hold up additional feature of the entire appointment procedure. Such as enabling and appreciating the proverb to converse for knowledge using computer technology. Since the circumstances of the state investigate on Natural Language, conversion is very significant. Specially, the processing of Bengali linguistic are totally ignored almost in all translators. Bengali is an irregular language and there are many influences of POS tagging (parts of speech tagging). The relation between Noun, Pronoun, verb, adjective and prepositions are important issue for Bengali to English Idioms. In this Research, Morphological Analysis will improve Idiomatic Problem that issue has found from Google Translator. Idiom is a phrase or proverb that has a meaning, which is different from the meanings of its individual parts. Morphological Analysis (Noun, pronoun, verb, adjective and preposition) technique has used to build Idiomatic Proverb when translating. It is frequently hard to interpret a phrase as of single verbal communication to one more without incurring several alters in sense or practice. Phrase can be bi-gram, tri-gram and a lot of additional. Bi-gram is a two-utterance verb whose sense is changed by the addition of a participle which is a preposition makes use of with a verb to shape an idiomatic appearance (Dixson, 2011) (For an ex: natural word which is Brood on wherever the usual utterance sense which is to feel bad mind). Currently the meaning is same but using proverb. In this case, the problem has found to enhance in Google translator and another Bengali to English translator, hence it has not been providing accurate Bengali to English Idiom translation. Base on this research, this study has proposed to add Idiomatic words, which have not been have translated in terms of this issue to translate Idiomatic words and to accurate results based on Morphological Analysis technique. The system will display when user will input the Bengali idioms that will show the output English idioms by using Morphological analysis. Morphological information (beyond tokenization) has shown to be useful for much NLP (Natural Language Processing) application. Morten et al. (S. Das gupta, M. Khan, 2011) demonstrated that

Morphology helps Arabic Parsing and improved parsing languages for Russian, Turkish and Hindi (Hrafn Loftson, 2007). Morphological analysis of Bengali words to build UNL (Universal Natural Language) where to translate Bengali to English as well but not to translate idioms. Morphological and Idiomatic tactic to get the whole intentions of this scheme, work equation that translate Bengali words (Idioms) and translate into English on the foundation of the arrangement and provide preferred outcome with high correctness. Bengali is about 220 million natives and about 250 million total speakers. Bengali to English Idiom translation is one of the major problems when translating Bengali to English idiomatic word. There is more than 500 of Idioms that Native speakers using. This means that communication with native speakers of Bengali and English can be quite a confusing experience. Idioms may be able to guess the meaning from context but if not, it is not easy to know the meaning. Idioms has used in formal and informal speech, conversation, writing and part of standard speech in Business, Education and Media and is also guide the people on how to improve their communication skills present day Bangladesh and the Indian state of West Bengal. The proposed research has reviewed several papers and journal, but idiom translation has totally ignored. Bubblefish translator, stimulate translator and even Google translator are the example of their success but Bengali to English Idiom translation still have not done yet even Google translator is not translating correct output. All the current researchers are implementing Bengali to English software and solve with different problem using Morphological analysis, but no one can develop business plan for getting profit after using this software.

1.2. Objective of the project

The research has proposed Marketing plan for Smart Bengali Idiomatic Proverb Service that people can learn and gathered Proverb knowledge from Electronic dictionary. User can get the software from collaborate company, Send via online link or via post. The propose software is not to give free service but user can get in affordable price. There is an online payment opportunity. User can pay online and get the service.

1.2.1. General objective

The propose project aims to to improve online Bengali Idiomatic Proverb Service Model for service of excellence as well as create a business model canvas with marketing plan to observe current market situation of proposed service model that will forecast sales of profit.

1.2.2. Specific Objectives

- (i) To compare different kinds of techniques for correct technique selection of Bengali Idiomatic Proverb Service Model (BIPSM).
- (ii) To improve Bengali Idiomatic Proverb Service Model for communication.
- (iii) To develop a payment model for service of excellence
- (iv) To create a Business Model Canvas with Marketing plan to observe current market situation of proposed service model that will forecast sales of profit.

The project has focused on different types of literature review to find correct technique selection for justify Bengali Idiomatic proverb (ex: musuldhare bristi pora: cats and dogs) service model. The propose research has discussed model-based marketing technique that involve Morphological analysis, online payment service model and Business Model Canvas with Marketing plan. Base on the past analysis, the propose research get an idea how to create a Bengali idiomatic Proverb Service Model, payment model and Business Model Canvas with marketing plan for smart Bengali proverb service. The propose project has built Bengali Idiomatic Proverb service model base on morpheme. Morpheme is a word, which are noun, pronoun, adjective, adverb, and preposition. Online payment model has given product delivery service. The propose research model has evaluated based on user survey to make easier decision for marketing plan. Marketing plan contains important information. As a result, the propose study has built Business Model Canvas with Marketing plan that contain enough information for profit forecasting.

1.3. Document structure

The Document consists of six chapters. Chapter 1 is an overview of the project and presents the main objectives of the project. Chapter 2 illustrates the Project scheduling. Chapter 3 discusses different types of literature review for Bengali proverb service. It gives the brief idea of translation system and payment model, Business model canvas and marketing plan. Project shows the language demand and position in the world, usefulness and importance of the Bengali community who are residing local and internationally. Base on the demand and importance of the language, the proposed research has decided to make suitable methodology to satisfy the objectives of the project. Chapter 4 shows the evaluation model to justify the Bengali Idiomatic Proverb service model. Chapter 5 is about develop Bengali idiomatic proverb service model. Bengali Idiomatic Proverb Service Model must show how service will translate. Secondly, the propose service has discussed about online payment Model for service delivery. Thirdly, the propose service will evaluated based on user survey. Finally, the project creates a Business model canvas with marketing plan for this proverb service and to show forecasting sales of profit.

2. Work Plan

The propose research is to build Bengali Idiomatic proverb service Model to improve proverb compare to Google, bubleFish, Prompt, Bing and payment model development for user to pay for service which provide graphical user interface for digital payment model using web api but not Mobile payment service. The research is also design Business Model Canvas of Bengali Proverb service, Finally, the main purpose of the research is to create a Marketing plan for proverb service to show estimated forecasting profit or not.

2.1. Tools and technology

Especially this research project is theoretical base, it is not needed so many software, but this project is using visual studio.net to develop software service. This is very important tools for this propose project.

Visual Studio.Net is helpful to develop a Bengali Idiomatic Proverb service Model. The platform, which is based on VisualBasic and C#. Using technology, the process is easier for documenting, designing and Model development. The proposed project has used HTML and CSS code to design a user interface for Bengali Idiomatic Proverb service model.

2.2. Calendar- initial schedule

The project milestone has shown Introduction, Literature Review, Project Design, Idiomatic Service, Online Service, Evaluation, Business Design and Estimated Forecasting Market. Introduction has described project overview and objectives, Literature Review has described Technique selection, Project Design has discussed about project methodology, Idiomatic service has shown Bengali Proverb Service Model, Online service has discussed about online proverb service payment model. Business Design has shown about Business Model Canvas and finally, estimated forecasting market has discussed about Marketing plan. The project has also shown the start and end date in the Table. The following Table2.1 has shown the initial milestone of proposed research:

Milestone of the project	Deliverable	Start date	End Date
Introduction	Project overview and Objectives	15.03.2017	11.04.2017
Literature Review	Technique Selection	11.04.2017	10.05.2017
Project Design	Methodology	10.05.2017	14.06.2017
Idiomatic Service	Bengali Proverb Service Model	17.06.17	30.08.17
Online service	Online proverb service Payment Model Design	02.09.2017	14.10.2017
Evaluation	Bengali Idiomatic Proverb service survey	15.09.17	10.10.17
Business Design	Business Model Canvas	15.10.2017	10.11.2017
Estimated Forecasting Market	Marketing Plan	10.11.17	21.12.17

Table 2.1: Proposed project Milestone

2.3. Project Plan

Below we present the project plan for the Bengali idiomatic software service that will show estimating profit forecasting of software use and regarding the main constraints and milestones to achieve. The following Figure 2.1 has shown the project Gantt chart.

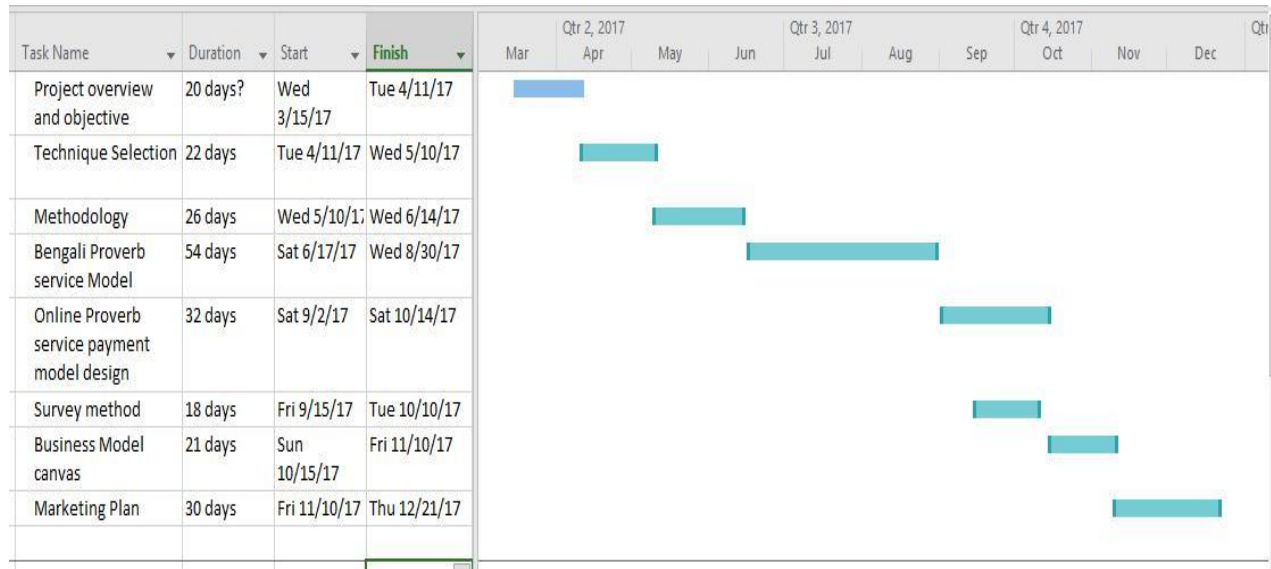


Figure 2.1: Gantt chart

Bengali Idiomatic Proverb service plan has started from 15.03.2017 and finished 12.21.17. Project plan consists of project overview and objectives, Technique selection, Methodology, Bengali Proverb service model, Payment Model Design, Evaluation of Bengali Idiomatic Proverb Service Model for survey, Business Model Canvas and Marketing Plan. Technique selection has taken 04.11.17 to 05.10.17. Methodology has started 05.10.17 and Finish 06.14.17. The project Bengali Proverb Service Model has developed an initial framework for Business profit and started 06.17.17 to 08.30.17. Prototype development of Bengali Proverb Service Payment Model Design has started 09.02.17 to 10.14.17. Survey method has based on 80 people for evaluation purposes. Survey method has started from 9.15.17 to 10.14.17. Business model canvas has started from 10.15.17 to 11.10.17 and finally, the project has created Marketing plan to reach the current. Marketing plan has started from 11.10.17 to 12.21.17 Bengali Idiomatic Proverb Service implementation has started 17.08.17 to 30.09.17. Bengali Idiomatic service evaluation has based on user survey, which has started 02.10.17 to 25.10.17. Finally, the project has created Marketing Plan for estimated forecasted profit.

3. Literature Review

This Research has explained the goals and strategy of the Literature Review. Designing Business and IT in agile alignment has become an increasingly matter for organizations. According to a good Business-IT, alignment can help an organization to keep up with their competition and can able to achieve by developing enterprise Model. There are four parts in the literature review: First, different types of Translation System Analysis, second payment model, third and fourth, Business Model Canvas with Marketing Plan. The propose study review different types of literature and to observe the way of translation system implementation to improve Bengali idiomatic Proverb Service model for service of excellence, which is a relation with payment model. Then the author has also analyzed Business model canvas with marketing plan because computerized systems which assist the marketing decision to improve marketing plan for revenue (Dragomir, C., & Surugiu, F. 2015).

3.1. Translation system

Md.Khalillur Rhaman and Narzu Tarannum et al (Rhman, K. 2012) has proposed Bengali to English translator based on Morphological semantic and syntactic analysis. There is a lot of Bengali to English Research paper has published. Here is some of the research paper publication has included in the literature review. The significance of study on Natural Language Translation is not ignorable. Machine translations for several languages like Spanish-English, Japanese-English, French-English, Arabic-English and Malay-English already have successfully done. Bubblefish translator, stimulate translator and even Google translator are the example of their success but Bengali to English Idiom translation still have not done yet. Hence, Bengali to English is completely dissimilar language. Google translator is also translating Bengali to English word but there is a lot of problem when translating Bengali to English Proverb or English to Bengali Proverb. Bengali language also has verbs, lexicon, nouns, pronoun, adjectives, and adverb and prepositions which is similar with English parts of Speech. The research has shown the verb is 46; lexicon contains 1480 nouns, almost all pronouns, 650 adjectives that can also use as adverb and 19 prepositions. The architecture has depicted in Fig 3.1 shows the first system receives Bengali Text from the user then performs.

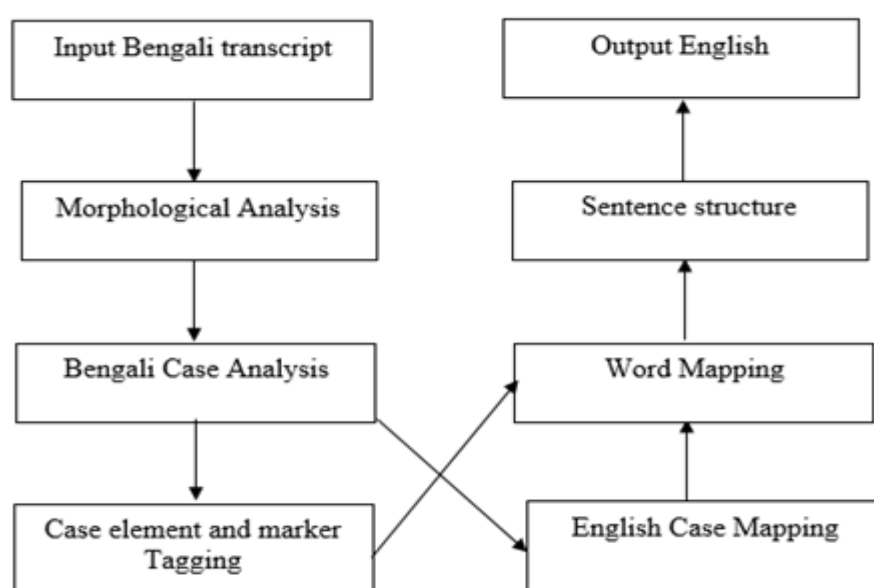


Figure 3.1: Bengali Translation (Rhman, K. 2012)

3.1.1. Case analysis

Case Analysis is a relationship between a verb and constituent, which is often a noun or pronoun or an adverb, in a sentence has called case structure. Table 3.1 has shown the structure of case analysis and Table 3.2 has shown about modality and prepositional information. Modality information is under nominative means of that deed and the base of the deed. On the other side, prepositional information is under associative case.

Nominative Case	Associative Case	Means of that deed	The base of the deed
Karta	Karma	Karan	<u>Adhikaran</u>
Modality Information	Propositional Information	Modality Information	Modality Information
\Subject	object		

Table 3.1: Case Analysis (Rhaman, K. 2012)

Modality Information	Propositional Information
1. Tense	1 Who
2 Aspect	2. Where
3 Possibility	3. When
4. Causative	4 What

Table 3.2: modality and prepositional information (Rhaman, K. 2012)

3.1.2. Karta (nominative case)

Karta Corresponds to english subjective case that indicates the subject of a finite Verb.

3.1.3. Karma (associative case)

Karma indicates the direct object of a verb. Fig 3.2 and Fig 3.3 has shown about translated 'parts of speech'.



Figure 3.2: Bengali Parts of Speech of karak (Rhaman, K. 2012)

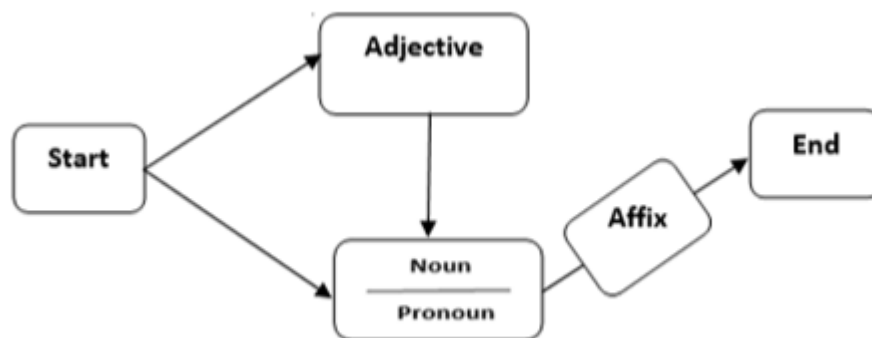


Figure 3.3: English Parts of Speech (Rhaman, K. 2012)

3.1.4. Karan (means of that deed)

The consideration cause of that exacting deed by which it is done or organized is called the means of that deed (the Karan).

3.1.5. Adhikaran

There are four steps to make Bengali case representation, which is Karta, Karma, Karan and Adhikaran. Karta is subject, Karma is object, Karan is called kiria, which is verb, and Adhikaran is same with Karan.

3.1.6. Verb

Verb is very important to make a sentence. A linguistic specialist will analyze each verb than it has represented in lexicon. In the case analysis, there are some verb restrictions of categories, but it has successfully done. Verb symbol to retrieve person and tense. There are variety number of verbs but not to study all. There are 300 origin verbs in Bengali dictionary. The features and modality information are not so boundaries but extremely alike for Bengali verbs. Verb lexicon to map three forms for each English verb with a single Bengali verb. Noun, pronoun and adjective lexicon are directly mapped from Bengali to English. The following Table 3.3 describes about verb, present, past and past participle.

Present	Past	Past participle
Advance	Advanced	advance
Draw	Drew	drawn
Awake	Awoke	Awaken
Fly	Flew	flown
Do	Did	done

Table 3.3: Structural design of verb (Rhaman, K. 2012)

3.1.7. Bengali to English Mapping

Bengali to English mapping has based on subject, verb and object where karta karak is subject, Karma karak is object and Kiria is verb. All other cases added at the end of the SVO with proper adjective and preposition. Once the categorization has completed in Bengali analysis, it would be easier to find the position with proper marker. The following Table 3.4 has shown the English Mapping.

Karta Karak	Kiria	Karma Karka
Subject	Verb	Object

Table 3.4: English Mapping (Rhaman, K. 2012)

3.1.8. Existing Interface

Word-by-word translation of Bengali sentence Construction which is the grammatical way of English translation. For an example: I love mom. Here I, is subject/pronoun, love is verb and Mom is object. The following existing interface has shown in Fig: 3.4.

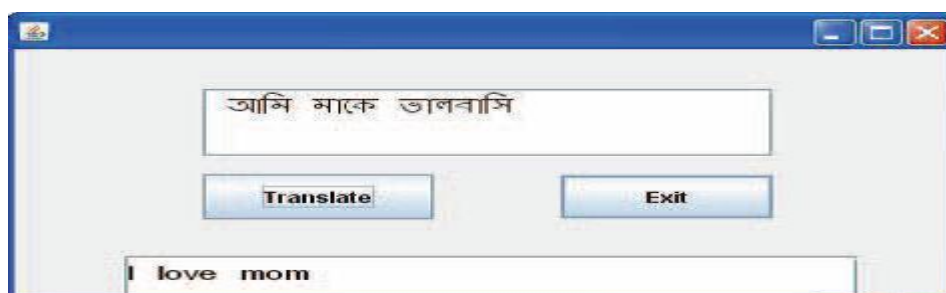


Figure 3.4: Existing Interface (Rhaman, K. 2012)

The grammatical way of Bengali Sentence translation from English. The following Table 3.5 has shown sentence translation:

Subject/Pronoun	Object	Verb
I	Mom	Love
আমি	মাকে	ভালবাসি

Table 3.5: Sentence Translation(Rhaman, K. 2012)

The above existing research has analyzed Bengali and English Grammar for translating English to Bengali sentences. The Grammar is analyzed for software implementation purposes to translate sentences. The following Table 3.6 has shown the Pseudo code to implement Bengali to English sentences.

1. Read text and split word by word
2. Start while loop input word then searches verb array
3. Compare verb lessens
4. Conditional statement matches with array of verb that initialize attributes of the verb.
5. Else Search in verb array
6. Noun array initialize translation of input words
7. Incremented word
8. Terminate while loop
9. If verb not found verb array initialize "is"
10. Start for loop search verb with variations
11. Terminate for loop
12. Translation initialize to subject then verb recognition
13. Start for loop of first object word then
14. Translation = Translation + preposition + Noun

Table 3.6 : Pseudocode for finding verb lexicon

Base on the existing research the propose service has combined several words together (Noun, pronoun, Adjective, Adverb which is morpheme) and make a proverb. The propose service build the proverb into the system directly and match with corresponding translated proverb then to display the output.

3.2. Morphological syntactic and semantic technique

Md Nabwab Yousuf Ali, Jugal Krisnan Das, S.M. Abdullah Al Mamun, Md. Ershadul H.choudhury et al (Ali, N. Y., Das, J. K., Al-Mamun, S. M. A., & Nurannabi, A. M. 2008).) has proposed a method is sounded Morphological syntactic and semantic rules to progress Bengali UNL (Universal Networking Language) lexicon, important Morphological, syntactic and semantic regulations for analyzing Bengali web lexicon in joining with change to the UNL, to shape UNL- Bengali Dictionary Morphological Analysis is needed to classify the real sense of the world. Morphological syntactic and semantic method is rule-based examination which pos is classification means shares of language classification such as Noun, Pronoun, adjective, verb, preposition, conjunction and interjection. The following Table: 3.7 has shown symantic and syntactic examination.

Abstract Noun	Verbal Noun	Collective Noun	Proper Noun	Common Noun	Material Noun
Represent quality	Indicates the name of verb	Indicates names of people or things	Indicates specific things(name of river)	Common names of particular things	The names of the materials
“সুখ”, “দুঃখ”.	<u>Jawa,kora</u>	শ্রেণী, সমাজ	<u>Dulal,Padma</u>	মানুষ, গাছ	জল, বাতাস
Happy, Sad	Go, do	Class, Society	Person name	Man, cow	Water, air

Table 3.7: Symantic and syntactic analysis (Ali, N. Y., Das, J. K., Al-Mamun, S. M. A., & Nurannabi, A. M. 2008)

3.2.1. Morphological Compound Word Analysis

Bengali has many compound words. Mostly all of them are combinations of Nouns, Pronouns, adjectives and verbs added with each other. The following Table 3.8 has shown the different types of compound words.

Noun+Noun	Noun+Adjective	Adjective+Noun	Pronoun + Noun
= Noun	=Adjective	= Adjective	= Noun
Ex: Ma + Baba	Ex: hat (Noun)+gora(adj)	Lal(adj)+tupi(Noun)	Amar(proNoun) Bag(Noun)
Mother and Father	Hat+gora =Hand Made	Lal + tupi = Red cap	Amar + bag= My bag

Table 3.8: (Ali, N. Y., Das, J. K., Al-Mamun, S. M. A., & Nurannabi, A. M. 2008)

Syntax and Semantics of any natural language is complex and ambiguous. UNL is an attempt to address machine translation (MT) to express syntax and semantics of languages in a unified way through a rich set of syntactic and semantic attribute as well using knowledge base to represent information, meaning, sentence by sentence. Therefore, Morphological syntactic and semantic rules are very important for language translation. The existing research has only analyzed the Bengali grammar because grammar is important to implement the software process.

3.3. Morphological Analyzer Technique

Priyanka Das and Arjun Das et al (Das, P., & Das, A. 2013) has proposed a Bengali Noun Morphological Analyzer. Bengali Noun Morphological Analyzer implemented at first on the semi-

manually created database of 87697 inflected words list tokens. The first implementation of developed Linguistic Resource Knowledge is applied on an unknown Bengali corpus database containing 6157 tokens. At The initial stage of this research a linguistic analysis is done which leads to framing of the normal suffix list which is later used in normal suffix extraction. Linguistics Resource creation comprising of Noun, Pronoun, Adjective roots with and without its suffixes. The linguistic knowledge is implemented in developing the finite state grammar which gives way to the development of Bengali Noun Morphological Analyzer. The following Figure3.5 has shown Bengali Noun Morphological Analyzer.

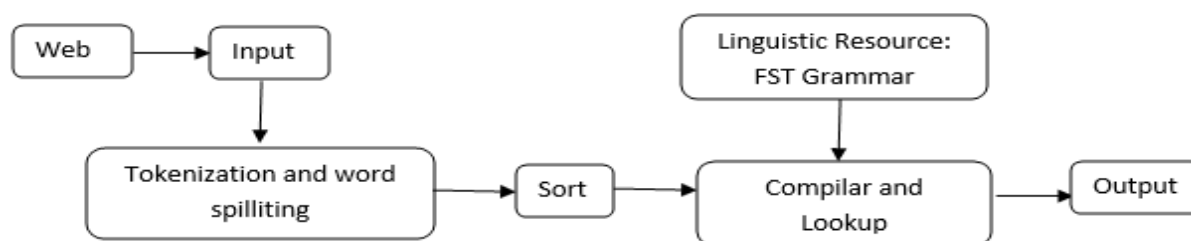


Figure 3.5: Bengali Noun Morphological Analyzer (Das, P., & Das, A. 2013)

3.4. Morphological Filtering Technique

Pulak Purkait and Bhabotosh Chanda et al (Pulak, P, Purkait, K& Bhabatosh, 2010) has proposed a Morphological Filtering technique. The procedures are progressed in 80's nevertheless there are no vital studies on the practicality of Morphological features, which are thinked to be very well-organized in the setting of knowing Bengali numbers. The method has created three usuuls of Morphological features that originated decent adequate for the drive. This method can able to identify handwritten number corrupted on these features silent professionally. Handwritten numbers when imaged to a shoted determination, produces images of dissimilar scope, feature relation as well as mutable standard width. The historical investigation has exposed the resize copys to a static scope and formerly binarize the image by means of otsu's method plummeting inter class change. Morphological introductory and concluding through a trivial size shaping part to eliminate related sound and to type the picture added condensed. A Morphological skeleton and extract surveyed by a morphological dilation with fixed size shaping part. Some features extracted from the skeleton of the numeral picture and some got from the opened output image. Unimportant turning of the numbers with respect to picture edge overlooked to decrease computational cost. The past studied has shown some Morphological feature and K-curvature feature sets and their helpfulness in credit of ISI Bengali recognition data set. The past research has explored how Morphological features could be useful for handwritten numeral recognition.

3.5. Implications For Search Engine Marketing

Search Engines marketing have become a leading foundation in customer usage of the internet to access. Exploration query helps as the numeral one connected info foundation. The significance of exploration engine in terms of creating online info leading to straight reservation, registering, purchasing and payment for commercial. As such search engine is an online powerful entry for customers to access connected info as well as significant delivery network for communication, travel

and tourism related information and so-forth. Exploration query engine marketing has become one of the significant tactical tools for communication, tourism and different kind of online service for society and business. Customer care on the internet and occupy straight to their possible products or services. Such as online translation like Google, Bing and so-forth. Marketing organizations are also successfully accepted because of SEM practices. One of the Exploration engine marketing to recognize exploration engine user's behavior, primarily queries to search and keywords are used. Online consumers are penetrating websites in reply to search enquiries. The Bengali Idiomatic Proverb service area which is simplified and facilitated by the technological interfaces. Smart Bengali Idiomatic Proverb service area is a vital pointer among the user's info essential around Bengali Idiomatic proverb service and the info is examined. Exploration engines have the possible to affect an online user's impress and info correlated business for communication to understand proverb local and International level. The most important factor in influencing the Bengali Idiomatic Proverb service information search. The project goal is not involved search engine optimization to improve the ranking of a website, but search engine marketing helps to improve Bengali idiomatic proverb service model to get proverb knowledge, which is based on alphabetical order and its keyword. Therefore, user can query the information faster and feel great interest about the service. As a result, forecasted Bengali Idiomatic Proverb service model will increase faster revenue. So, the project main goal is to improve Bengali Idiomatic Proverb service model for communication and to create a Business Model Canvas with marketing plan of improving proverb service model for current market situation that will forecast sales of profit for Bengali Idiomatic Proverb service. Exploration Engines marketing in linking the online consumers specially to search proverb information. Search Engine for proverb-related information for communication. Search queries are strings of words that reproduce the user exploration determined and info essential founded on search plan. Therefore, user can search and find the info easily. The suggest study has conducted types of query keywords, which is based on alphabetical order, types of entire queries and associations of the keywords categories. Exploration engines permit users to arrive search queries while also providing search results. Search engine advertising approaches with better notify market intelligence. Several important decisions were made for acquiring product or service in online. So, user satisfaction will increase and generate more revenue (Xiang, Z., & Pan, B. 2011).

3.6. Overview of Online Payment Model

The propose research has described the importance of E-commerce. Why online payment is necessary? E-commerce provides the capability of buying and selling products information, or services on the internet. Internet marketing has also known as web marketing online marketing and internet marketing. Online marketing establishes a long-term relationship with customers. Online marketing meets user need, pricing, distributing and promoting products and service to produce a profit. Wired marketing is working twenty-four hours and seven days services. Internet Marketing provides the flexibility, efficiency better security of e-paying taxes, licenses etc. Internet Marketing includes software as a service, promotional method, search engine, direct email and link. Marketing is an organization procedure responsible for identifying, anticipating and satisfying customers. Internet technology has used to support these aims. The internet marketing provide service base on customer needs and wants. Customer can access information and make purchase from online. Online Marketing is achieving customer satisfaction over online channel and site is not difficult to use. There is a several Benefits of Electronic Marketing, which is extremely low risk, Reduction in cost, save time

Faster response both marketer and user. As a result, the propose research has built a payment Model (Kaur, P., Pathak, A., & Kaur, K. 2015). Payment Model has shown how user will get the service and pay for the service from online even user can get manual service opportunity. Online Shopping is one of the most important applications on the internet. Online Shopping is the interest of both users and business. The propose research has analysed few literature reviews about product/service payment Model. The process of paying is an essential part of customers' online buying activities, Electronic payment mechanisms that integrate payment such as price, availability and delivery into the purchasing process. The purpose of the existing research has based on cryptographic web-shopping scheme, which is attribute-based credential. Attribute base online web shopping transaction consists of several elements. The following Figure 3.6 has shown the online shopping transition.

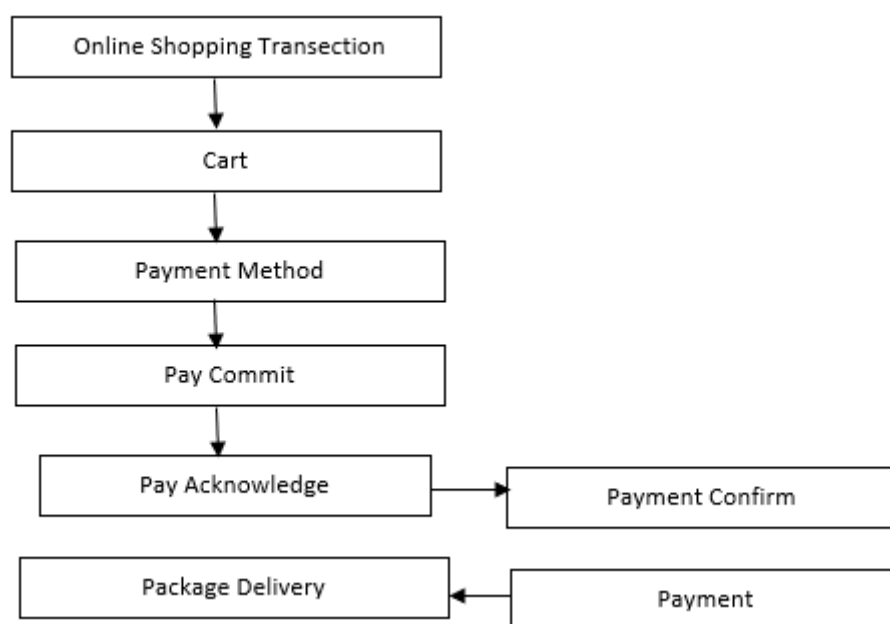


Figure 3.6: Online Web Shopping Transection

Purchaser initializes a cart and fills it up at the Web shop. The shop issues a credential when the cart is ready. Purchaser receives a credential from the Bank that certifies using payment method (Cash, Bank Transfer, Credit Card, PayPal, Bitcoin etc.). Purchaser returns to online shop and proves Pay commit. If the prove is correct, then online store issues an acknowledgement credential. Online store has accepted base on pay commit using pay Acknowledgement credential and ready to pick up package for delivery. Online store present pay confirms token to the Bank and claim its payment (Hampiholi, B., & Alpár, G. 2017). the propose research get an idea base on existing web-shopping, how the web model has designed and perform online transaction. The propose research has applied an idea base on existing web shopping transaction to build payment model. Payment Model explains how the service will reach to the user. Model base decision is necessary for evaluation purposes, but it is not containing marketing information to start the business.

3.7. Overview of Marketing Model

Marketing Model has based on Business model canvas and Marketing plan. Marketing information about the marketing environment of an organization has not over emphasized. In terms of reason, the obtainable research work is extremely very important to today's decision-making, the continued

existence, the achievement and sustainability of business. The paper intended to examine and to show how marketing information system could assist in achieving or attaining spirited edge. To inform these issues of rivalry, marketing intelligence for business become very important. The importance of marketing information is so noticeable. Marketing manager or executive make labours to make examine and use dependable marketing linked information. Market intelligence and information had never been more pressing. Seller must rotate to marketing intelligence when buyer's reply to dissimilar features, styles and other qualities. How vendor raises their trademark, product unity, publicity and sales support, and Marketing tools is one of the significant tools that afford information. Marketing Intelligence needs the considerate of idea marketing information system. Opportunity and threats are the most significant evidence that has notified. Environmental scanning is one of the significant factors for all marketing activities. Marketer needs useful and up to date information base on opportunities and threats in Marketing Intelligence. Environmental scanning is a process which marketing managers and executives monitor the business environment. Environmental scanning is one of the key issues of Marketing planning for any organization that directly related to the capacity of management. According to make flow of information sources marketing information system assists to take marketing decision easier. Marketing information depends on market data. Organization employee are often occupied and not succeed to go by on significant method then company advise them to notice intelligence back to the company in terms of cause Marketing intelligence is a one of the significant parts in the organization. Marketing information system assists to decrease the cost of purchases and intermediaries. Marketing Intelligence has important benefit that contains decision-making, faster, less expensive, more complete information, a wider range of data to be gathering and applied; check the product/service functioning, market segmentation and cost. Marketing decision describes as a compilation of information, systems, devices and methods with sustaining software and hardware. Marketing Decision is significantly base on two types of process decision making under confidently or under not confidently. The decision has based on some objective to achieve by assigning the resources. Organization needs information to produce good product or service for customer satisfaction. Many organizations believe in the use of price as a strategic tool. Buyer need better information about how buyers respond to their different products. Web marketing can add significant base on service or product, cost and generally marketing tactics. Marketing shows significant method in the company to complete the significant function of combine the business with the association. Therefore, marketing information system holds well organized procedure of information needed by a vendor in terms of this because marketing information system will be much accessible and helpful (Godhy Osa Igbaekemen, Ph, D. 2014). As a result, model base decision is important to get faster information. Marketing intelligence is important since the quality of the marketing plan in terms of marketing information for decision-making process. As a result, the propose Bengali Idiomatic proverb service model has decided to create marketing plan with Business model canvas that contain enough information., Business model Canvas can be used to define how an organization creates, delivers and captures value or how it intends to do that in the future, but it is not contain vast information to run the organization.

3.8. Positioning Cloud Computing in Machine to Machine

Cloud computing have been a focus for more and more concentration from manufacturing and explore community. The obtainable document has discovered the manufacturing moves of cloud computing and place it into the real company advantages. Cloud computing follows a crucial role of

how a company makes, brings and confines worth for the end consumers. The Business Model Canvas provides as a rule to demonstrate the genuine worth of cloud computing for Machine-to-Machine actors. Business Model Canvas is one of the suggested tools to support business and IT clarification. There are nine basic building blocks in the business model. There are key partners, key activities, key resources, cost structure, value proposition, customer relationships, channels, and customer segment and revenue streams. The right part of the model has called the customer-focused side and the left one has called the infrastructure side. The author has focused the infrastructure side. The reason is to enlarge the value while reducing costs. It is mostly because the attendance of cloud computing service suppliers. It is mostly because the attendance of cloud computing providers modifies the setting. The author has focused the impact of cloud computing based on key partners, key activities, key resources, and cost structure and value proposition. The following Table 3.1 has shown the Framework of the Business Model Canvas base on Cloud-Computing (Juliandri, A., Musida, M., & Supriyadi. 2012).

Key Partners

Cloud Computing in Machine-to-Machine Business Models has three key service providers. There are interactions as an armed forces supplier, phase as a service giver, Software as a service giver is the foundation of the Business Model. Cloud Computing benefits the business enterprise to keep into follows the external form to permit connects to current expert imminent and arranged manufactured goods. For an example, view associates are Vodafone and Teleport. They dynamically present their stage as a service key for Machine-to-Machine Service release. Base on the five elements cloud computing allowed CSP to center its notice to add to the value surface, which were client associations, channels, customer segments and revenue stream.

Key Activities

The corporation must inclusive the most important actions to make business model which key activities. Computer Service Provider from the daily activities such as performing software upgrade, providing technical training maintenance machine-to-machine platform for IT staffs. The following Table 3.8 has shown the Business Model canvas.

Key Resources

Key resources for Business Model of cloud computing consist of Strategic Business partnership person, legal person and service management person. The corporation and legal person are accountable to run the secretarial of the cooperation between cloud computing service providers. Service management group is in charge on behalf of every day progression as well as to the service intensity contract.

Cost Structure

The fee formation of Business Model Cloud Computing consists of in four different categories: data centre facilities fee, cloud service fee, marketing and support cost and transparency cost. In many cases, there is no requiring providing the advantages because Cloud computing service contributors have their have data centre in the country. Base on the usage every month Computer service provide immediately contain reimburse for the cloud service fee. Cloud Computing wants reorganizes of management resources but no require employing motorized and production side. The following Table 3.9 has shown Business Model Canvas for machine to machine with cloud computing.

the past analysis Business Model canvas follow the significant role not only for cloud computing but also significant to every area of the association to explain a consumer difficulty or to please a client require. Business Model Canvas is a diagram that only offers universal information. It has not provided detail description about the plan. In terms of the reason, the propose research has also included Marketing plan with Business Model Canvas that will provide genuine, realistic and clear detail information about estimated forecasting profit description base on Bengali Idiomatic proverb service.

3.9. Strategic Planning and Enterprise Architecture

Now a day's groups modify additional quickly than before. Technological advances are significant that get all elements of the culture. The reason of the Business Model Canvas is to assist an association to also describe and outside surroundings. In the case of an association make decisions that their present market manufacturing is no longer good-looking. The different path is suggested based policy model (Aldea, A., Iacob, M. E., Quartel, D., their business. An organization does not have much documented information about their int & Franken, H. 2013).

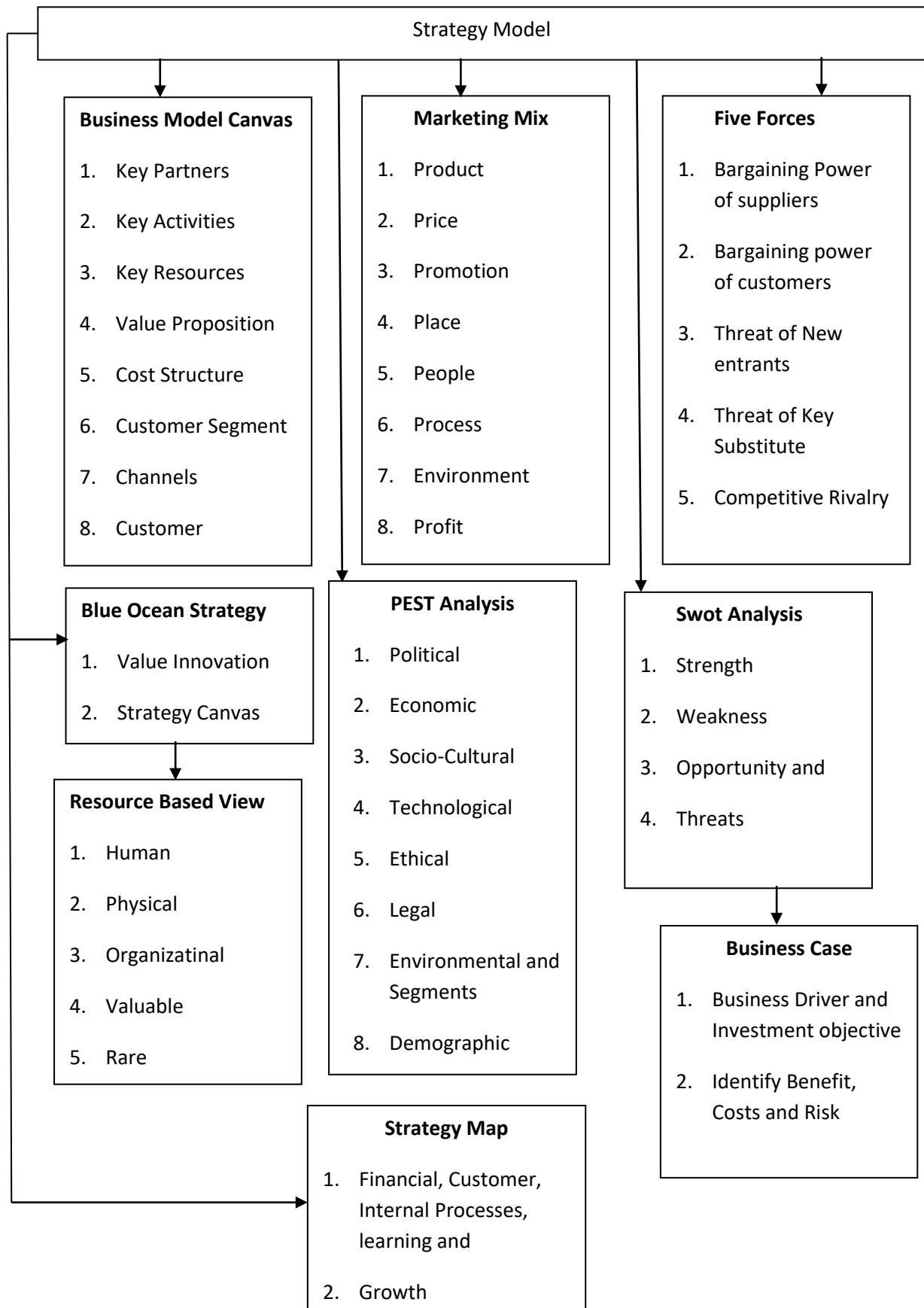


Table 3.10 Strategy Model

The above Table 3.10 has shown Strategy Model. The study designed the methodology base on strategy Model. Strategy Model mixed with Business Model Canvas and Marketing Plan. The Author did not mention about the Marketing plan, but the method has taken most of the element from marketing plan with Business Model Canvas. The paper has analysed Business Model canvas, Marketing Mix, Swot Analysis, Blue Ocean Strategy, Pest Analysis, Five Forces, Resource Based view, Strategy Map and Business Cases, but the proposed project has used “Kotler and Keller” Marketing Plan. The proposed Marketing Plan has included Marketing Mix, Swot analysis, Five Forces, identify benefit, cost and risk, which is a relation with Business case, Financial cost estimation for future profit forecasting and create a business model canvas to take an initial idea about organization.

3.10. Developing Social Marketing Plan

The purpose of the existing paper is to build up a viewpoint to show vital or stable to the compliance of healthcare promotion by discovering the Marketing plan from the formal or clerical point of view. Such as modern publicity, program is going forwards in fitness skill and cost of care in the recent monetary calamity. The excellence of healthcare and advertising step is the confidential healthcare carry out in Romania. The existing paper has analysed the marketing plan on health care market to obtain better consequences. The paper looks at how marketing executives look gradually more difficult management decisions and emphasizes the importance of marketing in the internal organizational configuration. The attitude has analysed between four selected variables (price Strategy, promotion strategy, quality of Healthcare and marketing planning). A structural equation model tested afterwards in program. The results are concluding to the analysis. The steps and importance of the elaboration of strategic marketing plan has defined in Figure 3.7.

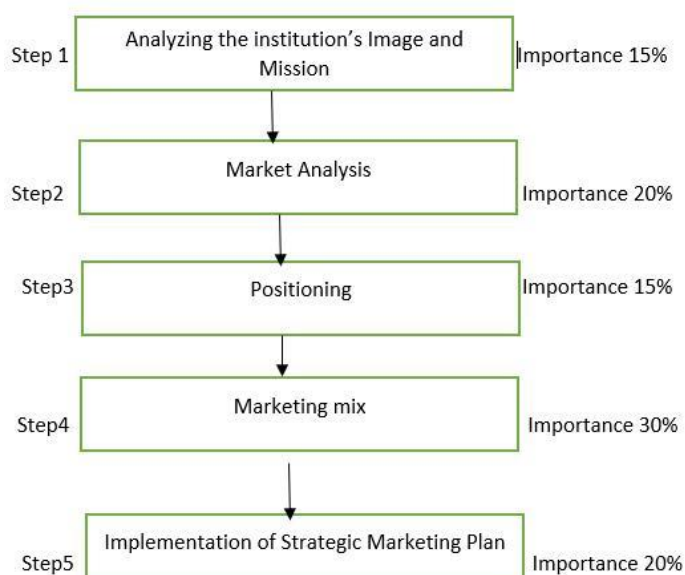


Figure 3.7 The importance of strategic Marketing Plan

The existing author has described analyzing the institution's image and mission, market analysis, positioning, marketing mix and implementation of strategic marketing plan. The current author has not described all the steps in past strategic marketing plan. The current author has focused, what kind of service the existing project want to provide and its marketing plan. The author has taken an idea from past resources, how the existing author provide a service with marketing plan. current

author has described and included positioning and Marketing mix, which is necessary for proposed research plan. Marketing mix also depends on product, place, price and promotion. Past study has described the following positioning and marketing mix, which is useful for current project.

Positioning: Positioning depends on promote Analysis which patients and contributor. Accordingly, image and procedure will become added vital factor. A advertising superintendent and subordinate president selected to execute a commissions such as caring out current knowledge, assisting in preparing advertising, broadening an announcement system, enrolment and fund raising. Nobody give promise that indorsing training to be accomplish, must be enduring method. The presented paper has conferred about invention strategy, Distribution tactic, price and promotion approach which is based on promoting series in Healthcare.

Product Strategy: The existing paper has made available Health care overhaul which is insubstantial. Healthcare Institutions are looking to raise explore actions. Product or service reflections are the own, including doctors, nurses, organizational side, the hospital, the structures, tools, competence and activities being practiced.

Distribution Strategy: Hospital site is secured. Polyclinic services casing different kind of section of the urbans. There is path involving the number of resident and figure of beds of community Hospital. payment room for polclinic overhauls outside the Hospital might be lower price than providing added facility on the hospital venue.

Price Promotion: Price endorsements are unpleasantly powerful destructive tactics and companies are enlarging using. Charge offers may contaminate to unlike consulting money offs or hospital overhauls. The existing research has promoted Less Charging contributions or remuneration per expense or other economical offering. Charging might be the major reason to select the overhauls of an explicit hospital.

Promotion Strategy: Promotion depends on product, distribution and pricing. When the approach will fit, increase product attractivity to know about product and its demand. There are two kinds of endorsement policy which is alert endorsement and insensible support. Mindful offering is standed on publicizing, shortest mail, emailing etc. On the other hand, unconscious support is standed on word of mouth, end to end publication, emailing, internet contact and open day marketing program and announcement combine using media. Promotional movement standed on worth which is a large amount of significant matter contrary to delivery approaches. For an example: stock and delivery 20% and assessing and support 30%. Existing research has combined Four policies, which are significant price approach, promotion tactic, quality of health care and advertising map (Amaria, B. A. 2013).

In conclusion, the propose project has analysed several marketing plans but the author is not satisfied base on past analysis because the existing marketing plan is not clear and realistic. As a result, the author is not getting expected information from past analysis even existing literature review has discussed about swot analysis, porter's five forces, cost, environmental analysis, situational analysis and marketing mix so-forth. In this circumstance, the propose project has taken five elements of Marketing plan, which is based on "Kotler and Keller" that contain strong information.

3.11. Marketing Planning Tool for SME'S (Small Medium Enterprises)

Marketing Intelligence systems contribute heavily to tactical and strategic decision making. Decision making more and more complex for business. Smart Bengali Idiomatic Proverb service can improve a business competitive advantages and increase its profit. The main goal is to improve a model for smart Bengali idiomatic proverb service and create a Business Model Canvas with marketing plan of improving proverb service model for current market situation that will forecast sales of profit. Marketing planning process containing environmental scanning, goal setting and marketing planning. Effective decision forecasts provide the basis for the standard SWOT Analysis – strengths, weaknesses, opportunities and threats. Goal setting step is also a complex part of the planning process because Bengali Idiomatic Proverb service is forecasting the business sales of profit. Computer intelligence service turns toward internal information which must be assessed and translated into useful data. Computer intelligence service of internal marketing mix data commonly referred to as the 4p's - product/service, place, promotion and price. The current project has taken an idea about internal marketing mix and use for forecasting sales of profit. Product or service measures for product performance is often complex. Computer Intelligence service at this level is a simulation model. The model has market forecasting, product specification, promotion and place, pricing and final forecast. Computer intelligence service support of the business sales of profit. Computer intelligence service that effectively supports the organization benefit and increase the profitability. Marketing planning step is the heart of marketing planning process because the project focus is generating intelligence service for forecasting sales of profit. Marketing Intelligence is likely to be that sales of profit will be greater than forecasted. Marketing planning step driven by the marketing mix inputs, CIS provides the product or service forecasts that enable product or service marketing plans (Lackman, C., & Lanasa, J. M. 2013).

3.12. Marketing Intelligence in Software Industry

Marketing Intelligence is a new topic in marketing, there are not several possessions in works. Now a day's information is actual significant for real decisions making. Marketing Intelligence system bring this data to marketing managers. Marketing intelligence system supports executives to make and regulate marketing ideas. The information can be gained from several bases and can able to use different kinds of tools for effective decision making. Marketing information systems which delivers precise, effective and full data and information connected to marketing that organization can able to make an intelligent decision. Therefore, the propose project has improved a Bengali Idiomatic Proverb service model to provide accurate information and create a marketing plan to forecast sales of profit. Marketing intelligence has absolutely connected to achievement on profitability of the society and the relation is based on Marketing information system. According to Kotler marketing intelligence deliver present info about marketing atmosphere to assist executive to establish and create a marketing plan. Marketing intelligence system can be well-defined as influential what data is required to get best decision. The marketing plans by using information system sustained from marketing intelligence. Software marketing make vital tactical decisions to exploit profits and success of the business. Marketing intelligence bases, offers the chance to get data. The information is based on several kinds of sources and tools to analyse the situation for effective decision making (Öztürk, S., Okumuş, A., & Mutlu, F. (2012).

4. Methodology

Many researchers have developed Bengali to English translator in different way like word by word translator, sentences and so forth, but nobody has focused Bengali proverb except Google translator. Google translator is not still precise to translate Bengali proverb. Bengali to English proverb service model have not been done yet (for an example: crying need, Proverb translation is different than normal meaning) and nobody has planned to provide proverb service that will bring revenue. The challenge contains via entirely the combination methods of information, data or application systems to build a marketing intelligence platform (POPA & G. 2012). Info and the marketing knowledge can be simply handled by means of those technologies, precise to the computerized schemes which assist the marketing decision to improve marketing plan and execution (Dragomir, C., & Surugiu, F. 2015). The proposed research has used technological model to get good decision for marketing plan. Good decision assists to increase high number of productivity and profitability (Dragomir, C., & Surugiu, F. 2015). As a result, the key area of the project has shown to improve online Bengali Idiomatic Proverb Service Model for service of excellence as well as create an organization chart, with marketing plan to observe current market situation, which will forecast sales of profit. Organization chart is also called a Business Model Canvas. Therefore, the current study has chosen four different types of steps. There are Bengali Idiomatic Proverb Service Model, Online payment model and Business Model Canvas with Marketing plan. Bengali Idiomatic proverb service model has also evaluated base on survey method. Survey method has analysed questioners from users. So, author can able to justify user behaviour, understand about the service usefulness and easy to create a Business model canvas with marketing plan to forecast sales of profit. Therefore, the author has developed an initial organizational chart, which is called Business Model Canvas. Business Model is helpful to get an initial idea about organization but is not contain vast information. Therefore, author has included Business model canvas with marketing plan because computerized systems which assist the marketing decision to improve marketing plan.

4.1. Proposed Method

The proposed research has conducted in four sections. There are Bengali Idiomatic Proverb Service Model, Payment Model, Evaluation, Business Model Canvas with Marketing Plan. The Research methodology framework in Figure 4.1 has started with Literature Review. There are different kind of resources review in the literature part and get an idea to use in the project. Intelligence Marketing helps to gather a proverb knowledge for communication. The literature study has looked data about translation system of Bengali Translation, Payment Model, Business Model Canvas with Marketing Plan. The following Figure 4.1 has shown the propose method.

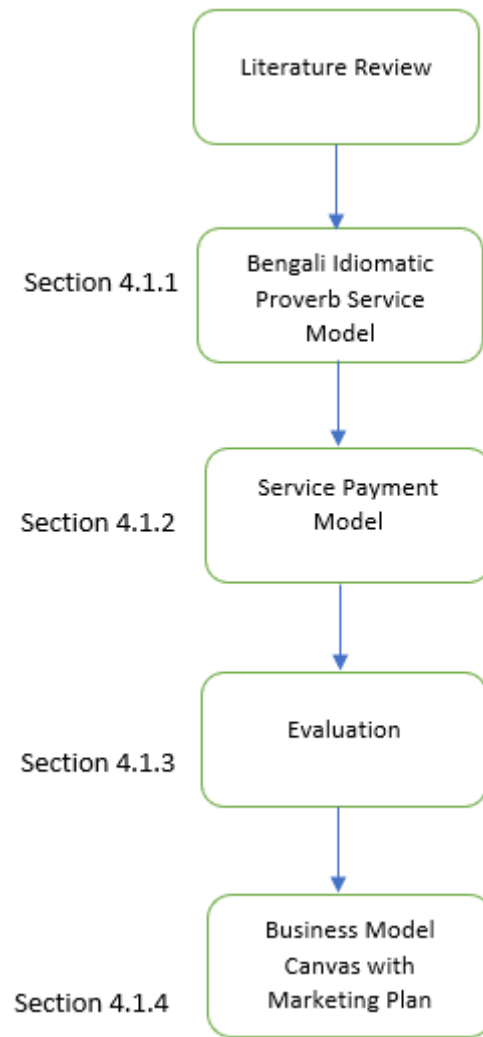


Figure 4.1: Proposed method

Section 4.1.1 has discussed about Bengali Idiomatic Proverb Service Model. Section 4.1.2 has discussed about Service Payment Model. Section 4.1.3 has discussed about Evaluation process. Evaluation is based on survey method, which is Bengali Idiomatic Proverb Service Model and payment Model. The model-based survey method has taken easier decision and has decided to make a Business Model canvas with marketing plan that contains enough information. Section 4.1.4 has discussed about Business Model canvas with Marketing plan to show estimated forecasting profit to prove Bengali Idiomatic Proverb service will bring profit or not to bring profit. The past literature review has analysed translation system based on morphological analysis. Morphological analysis is a rule-based analysis that contains grammar and the grammar is useful to make a sentence. The literature review has showed how translation system is working. The proposed research gets an idea from past analysis. The idea is helpful to make a Bengali Idiomatic Proverb Service Model. The past literature has analysed Bengali to English Sentences, but the proposed research has developed Bengali Idiomatic Proverb Service Model. The proposed research has used Morphological word to develop a Bengali Idiomatic Proverb service model. Morphological word is called a Morpheme. Morpheme is a word, which is based on Noun, pronoun, adjective and preposition. Therefore, the study has used morpheme. Several Morpheme has combined to make a Proverb Service. The model

has given a service of excellence. Therefore, user can able to get Proverb knowledge after payment confirmation. The evaluation has done by few numbers of people after creating the model. Designing Business and IT in agile alignment has become an increasingly matter for organizations. Marketing Research, Ecommerce Marketing Intelligence and Marketing Information Systems are used to gather and analysed data from various part of the Marketing plan. Systems can help marketers, competition consumer needs, product and distribution channel etc. software program assists designing market research studies, segmenting markets, price setting, and budget, advertising and analysing activity. A decision model is important for forecasting marketing plan. The following Section 4.1.1 has created Bengali Idiomatic Proverb Service Model for communication that people can learn, gather and use the knowledge in different places.

4.1.1. Bengali Idiomatic Proverb Service Model

The proposed research designs the implementation plan for translator system. User input Bengali Idiomatic Proverb then the system displays English idioms. One the other hand user input English proverb then the system displays Bengali Proverb. Morphological analysis is a rule base analysis that contains grammar and the grammar is useful to make a sentence, but the grammar is not necessary to develop Bengali idiomatic proverb service model. The past literature review has showed how translation system is working. The proposed research gets an idea, about how the existing system has worked. The idea is helpful to develop a Bengali Idiomatic Proverb Service Model. The past literature has analysed Bengali to English Sentences but the propose research has developed Bengali Idiomatic Proverb Service Model for revenue. The Following Figure 4.2 has shown the translator implementation chart.

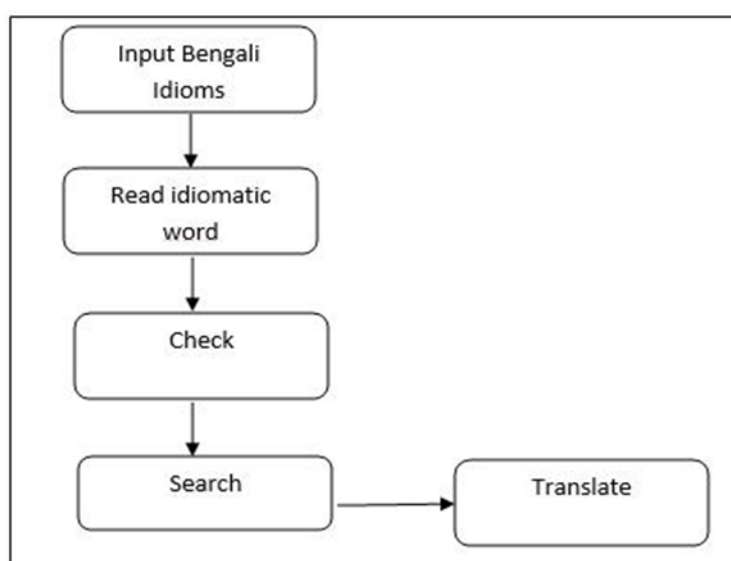


Figure 4.2 Translator Implementation Chart

Bengali Idiomatic proverb service model has combined Morpheme. Morpheme is a word, which is based on Noun, pronoun, adjective and preposition. Therefore, the proposed research has combined multiple word together to get proverb. First, User input Bengali idiomatic word or English idiomatic word. Second, system read the whole multiple word. Third, Bengali Idiomatic proverb service model interface has designed on alphabetical order, type of keyword and type of whole proverb to get the information after query, which will work as a search engine. Therefore, user will check the information easily to avoid typo error and get more interest to use this service of excellence, which is a relation with online payment model. As a result, System will check the input words whether it

match the corresponding output. Forth, Search result will show the expected translated proverb, which is based on nested if, elseif, else condition. Enter Bengali/English Idioms. Declare Bengali/English Idioms. Declare array of idioms where type is string. Start loop zero to length negative one. If BengaliIdioms.array tolower equal to array length zero, then show the corresponding output. Elseif BengaliIdioms.array tolower equal to array length one then shows corresponding output. Continue nested elseif statement until English to Bengali idioms are translated. Start loop for English Idioms. If EnglishIdioms.Array to lower equal to array length zero, then show result. Else if EnglishIdioms. Array to lower equal to array length one then shows result. Continue nested elseif condition unless stop query. Else message Box show the error message. Payment model is a service of excellence, how user will get the service and payment from online. The following section 4.1.2 has shown the payment Model.

4.1.2. Service Payment Model

The proposed project builds a payment Model. The model shows how user will get service from online. User will pay directly from online payment site. The following Figure 4.3 has described online payment Model for user.

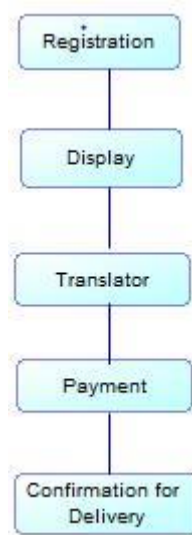


Figure 4.3: Payment Model

User enter Idiomatic service website for registering information, display Registration Validation, try proverb interpreter facility, choose payment decision and finally, payment confirmation for Delivery. Payment Model chart has converted to use case diagram for detail understanding. Use case is a list of activities, events or actions, characteristically significant relations among a role and a system, to achieve the aim. User visits the website and register. After successful registration user can take the decision for try. After try, there is an option for purchase or not to purchase. Select payment will display after choosing purchase decision and finally payment confirmation for delivery the service via post or send via link or download from online. The following Fig 4.4 has shown the Use case diagram for payment Model.

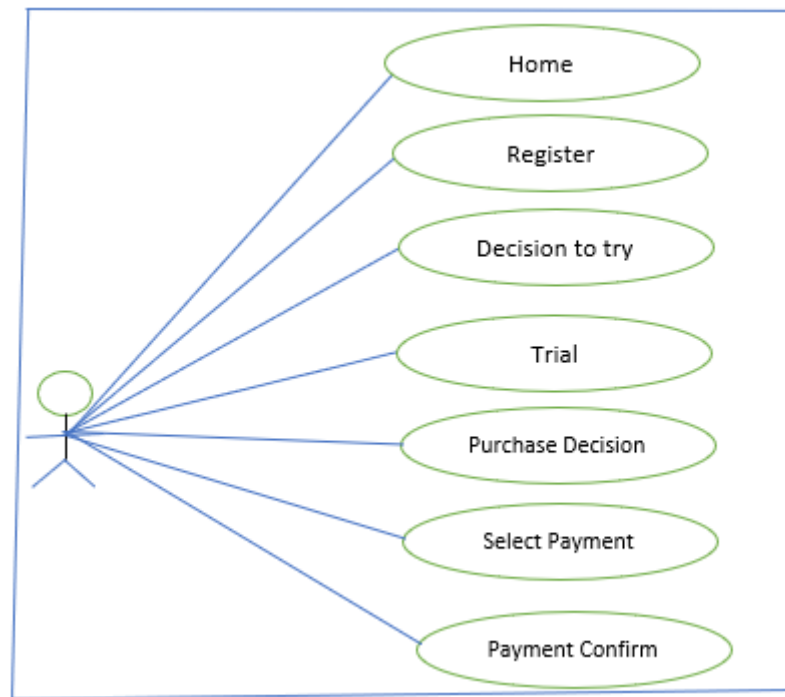


Figure 4.4: Use case payment Model

User will get the initial idea from Home page. In the online payment, user will register details based on information provide from the system. User can able to return online shop and try to take decision for service. If user can take decision for try, then trial option will translate the proverb service. If the proverb is correct, then online payment issues an acknowledgement credential for purchasing decision. There are two different method for payment which transfer via Bank or Master and credit card. Online payment present pay confirm token to the Bank and claim its payment. After payment confirm the Bengali Idiomatic proverb service has ready for delivery to use. Bengali Idiomatic proverb service and payment model have presented for evaluation purposes. The following section 4.1.3 has shown the evaluation of Bengali Proverb Service.

4.1.3. Evaluation

The project has made few questioners for user to survey Bengali Idiomatic proverb service process. In section 5.4 has described user comment about Bengali Proverb Translator Service. User survey has based on service usability, efficiency, correctness, user interest, usefulness and overall opinion about payment Model. Propose project survey the questionnaires manually and send to my friend. The survey has consisted of six questionnaires. The questionnaires have distributed 80 people. Eighty people have divided in four groups. There are Businessman, Professional, student and Doctor. After Evaluation, The following section 4.1.4. has shown the Business Model Canvas with Marketing Plan.

4.1.4. Business Model Canvas with Marketing Plan

The proposed project has taken quick decision, whether the Bengali idiomatic proverb service can able to accomplish the current goal or not. The proposed research has used technological model to get good decision for organization. Good decision assists to increase high number of productivities and profitability (Dragomir, C., & Surugiu, F. 2015). As a result, the study has used Business Model canvas with marketing plan to forecast current market revenue. Business Model Canvas can able to

define how an organization creates, delivers and capture value or how it intends to do that in the future. Business Model Canvas as a guideline to show the Bengali Idiomatic Proverb Service and Business Model Canvas is one of the important Business charts that will show the initial idea of the organization. As a result, the literature studies from the business model that has determined the needs of the service (De Reuver, Mark, Harry Bouwman, Timber Haaker, 2013). The author has focused on nine building blocks (Osterwalder, Pigneur&al.2010) of Business Model Canvas in Bengali Idiomatic Proverb Service. There are key partners, key Activities, Key Resources, Value Propositions, Customer Segments, Channels, Customer Relation, Cost Structure and Revenue.

Marketing Plan

Business Model Canvas has provided general information. It has not described details. Business Model Canvas is not shown enough information and it is not able to take decision properly because to get lack of sources. AS a result, the proposed research has also included Marketing Plan because computerized systems which assist the marketing decision to improve marketing plan (Dragomir, C., & Surugiu, F. 2015). In this circumstance, user can able to gather improved proverb knowledge as well as to grow revenue. Kotler's definition says, Intelligence scheme of marketing is more than a scheme of information gathering or a set of Information technologies. Therefore, the proposed research has followed "Kotler and Keller" marketing plan, which has described high level description (Kotler, P., and Keller, K.L.2015). Marketing plan has provided clear details information about estimated forecasting profit after taking decision from the model. The past analysis has also conducted implications for search engine marketing, Marketing intelligence and business characteristics in software industry and Marketing planning tool for SME's because the study assist to make several important decisions for acquiring the goal. In terms of reason, user satisfaction will increase and generate more revenue (Xiang,Z.,& Pan, B.2011). Strategic planning and Enterprise Architecture have described Strategy Model, which is one of the marketing plans of literature review. Strategy Model consists of Marketing Mix, SWOT Analysis, Five Forces, Strategy Map and Business Case. The study has analysed Marketing strategy, Market Analysis, Position, Marketing Mix and implementation of strategic Marketing plan but none of the literature review of Marketing plan has not clear, genuine and realistic. The past analysis has not forecast cost and profit analysis. The past literature review has discussed most of the element of marketing plan, but the analysis has not provided estimated profit forecasting. After analysis from the literature review, the proposed research has developed a Marketing plan based on Kotler and Keller. A marketing plan also comprises an account of the present marketing circumstances of a trade. Target market and marketing mix that a business will use to achieve their marketing goals (Staff, Entrepreneur. "Marketing plan." Entrepreneur. Retrieved 2016). Marketing plan contains strong information for model base decision. The proposed study has described five component of Marketing plan. There are Executive Summary, Situational Analysis, Marketing Strategy, Financial Analysis and implementation control. Executive summary is a short description of marketing plan to highlight the plan purpose. Situational analysis refers to a collection of method to analyse an organization's capability (for an example: competitors, Swot analysis, porter's five forces model and so-forth). Third element of marketing plan is marketing strategy, which requires the advertising suggesting, competitive placing, sectioning and aiming. Approaches frequently state how to regulate the marketing combine to help, which can able to take a decision. The forth part of marketing plan is monetary outcrop to forecast expenses and revenue. The final strategy of marketing plan is implementation and control, which should ensure the achievement of strategic objectives adopted by the company. The detail Marketing Model has explained in chapter five.

5. Prototype Development

Globalization procedure and rapid moves on in skill have brought huge modifies into the market position, novelty is a significant and dangerous issue for the associations to make worth and sustainable viable benefit in today's difficult, altering surroundings and rising abilities, which permit them to attain advanced presentation. Therefore, no sampling is necessary. The novelty has measured as a hazardous attribute for organizations. Modernization assists the association to continue their spirited place in the market. Achieving achievement in the novelty depends on the collaboration between marketing and technology department. Knowledge is one of the key solutions in planned decision-making. Technology plan is one of the main significant practical plans in every organization. Technology should sustain the tactical goals of the association. One the other hand marketing strategies are the significant strategies for creating forecasted Marketing Model. Intelligence marketing assists organizations can join their marketing and technology strategies for enhancing new act. Therefore, Technology and Marketing are inter-related and there is a very good relation between both and have significant effect on innovative performance for decision-making process (Ghorbani, H., & Fakhimi, A. 2013). Technology helps a marketing plan for good decision and marketing plan consumes more information to forecast sales of profit. Marketing Intelligence has a strong possible opportunity to achieve a great revenue (Dragomir, C., & Surugiu, F. 2015). There are four parts of the development process model. The development process includes Bengali Idiomatic Proverb Service Model, online Payment Model and Marketing Model that contains Business Model Canvas with marketing plan for Bengali Idiomatic Proverb service.

5.1. Bengali Idiomatic Proverb Service Model

The challenge contains via entirely the combination methods of information, data or application systems to build a marketing intelligence platform (POPA & G. 2012). The significance of marketing intelligence in any organization is acceptable, because unbearable to develop a good plan without collection and appropriately examining the info from the market (Grigorut, C. 2004). Info and the marketing knowledge handled by means of those technologies precise to the computerized schemes which assist the marketing decision (Dragomir, C., & Surugiu, F. 2015). The intelligence found formerly used to support marketing associated decisions. Marketing intelligence system assist to get current decision precisely. Marketing Intelligence will attain high marketing productivity and profitability. So, the proposed research has used technological model to get good decision. Good decision assists to increase high number of productivity and profitability (Dragomir, C., & Surugiu, F. 2015). Therefore, the author choice of this development process and steps to make the project more precise, realistic and easy to get decision. First step of the project is Bengali Idiomatic Proverb service model. User input morphological word. Morphological word is a morpheme. Consequently, Morpheme is a word, which contain Noun, Pronoun, Adjective and Preposition. The proposed project has used morpheme which is a combination of word. The Study has taken the whole bunch of multiple word in the system. The system will read the input proverb. The proposed study declare proverb with string, where the array length is sixty-four. The array of length starts from zero to sixty for Bengali to English proverb and alternatively English to Bengali Proverb. Search and check engine

are working base on condition that can apply in the system. The whole process is working nested if, elseif statement, that can able to translate Bengali to English proverb or English to Bengali Proverb. As a result, the flow chart has shown, if Bengali Proverb is matched with English proverb then Proverb service can able to translate expected output. On the other hand, if search engine is not matched with English Proverb then proverb service will show the error message. Moreover, If English Proverb are matched with corresponding Bengali proverb then Proverb service will translate Bengali Proverb. Otherwise, it will show the system error. The implementation of the proposed service is direct because the study has provided only Idiomatic Proverb translation and it is not translating the sentences. The search engine has based on if, nested elseif, else condition to translate proverb. There is one to one relationship. The proposed service is user friendly and less complex. As a result, user can understand the system easily and smoothly. The following Figure 5.1 has shown the Idiomatic proverb service flowchart.

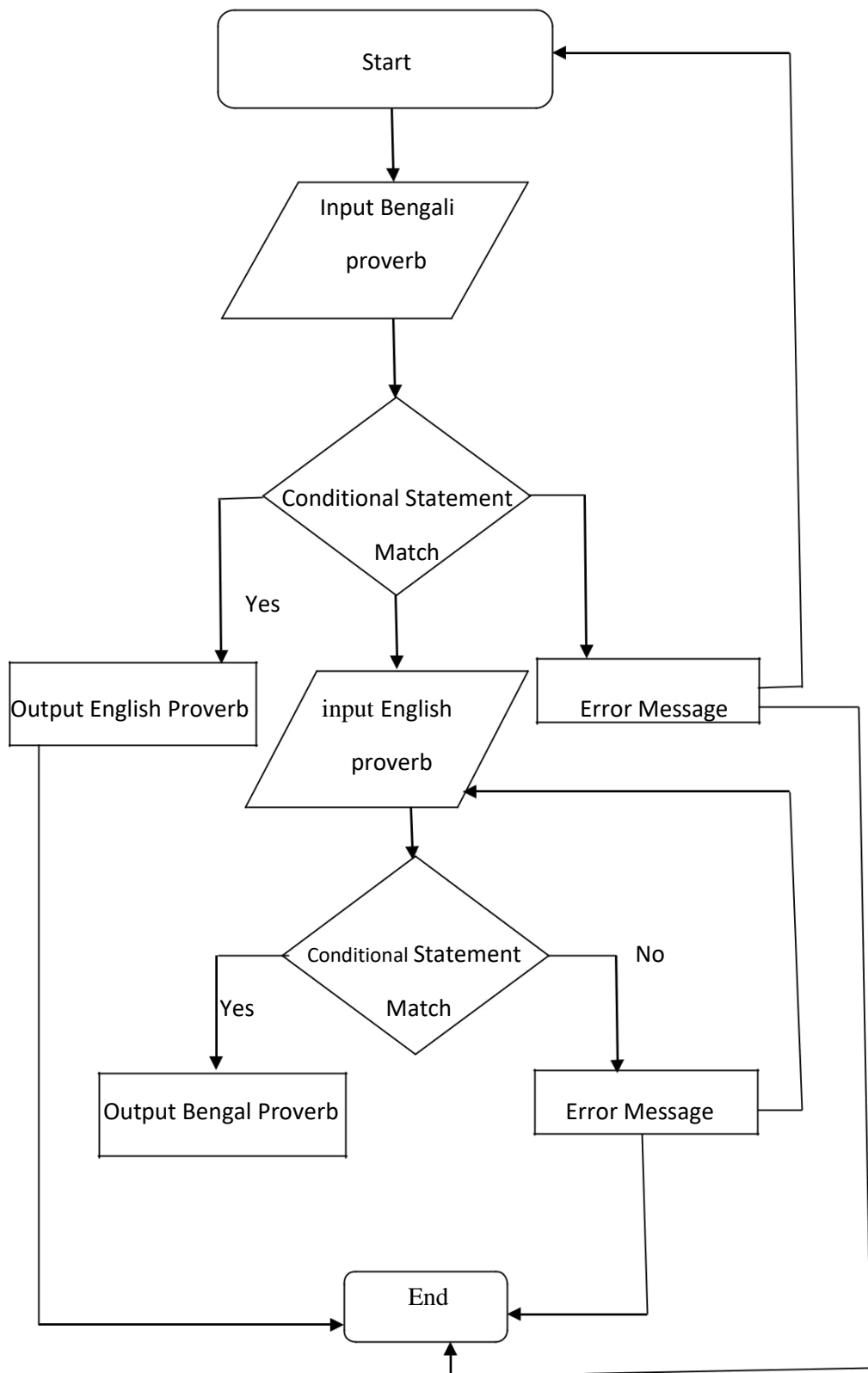


Figure 5.1: Bengali Idiomatic Proverb Service flowchart

The following Figure 5.2 has shown the Bengali translation Service Pseudocode. The pseudocode has described the algorithm, how the search engine is working to translate Bengali Proverb.

```
1. Enter Bengali/English Idiomatic Word
   Where IW is Idiomatic word use in Dictionary
2. Declare Bengali/English Idioms
3. Declare Array of Idioms where type is String
4. Start loop Zero to length negative one
5. If BengalIdioms. Array toLower equal to Array length Zero then
   Show the corresponding output
6. Elseif BengalIdioms.Array toLower equal to Array Length one then
   Show corresponding output.
7. Start loop for English Idioms
8. If EnglishIdioms.Array toLower equal to Array Length zero then
   Show result.
9. Elseif EnglishIdioms.Array toLower equal to Array Length one then
   Show result
10. Else MessageBox show the error message
```

Figure 5.2: Translation Service pseudocode

The following Figure 5.3 has shown the Main Form of Bengali Idiomatic Proverb Service Model. Main Form has designed on NOVS IMS Images and described about courses, Major, Name and Supervisor name. The main Form has also shown the translate button in bottom right corner to continue the next page.



Figure 5.3: Main Form

User can query the Proverb in alphabetical order, using keyword or type of whole proverb in the system. User can able to input Bengali Proverb and click the button Show English Idioms then

proverb service will translate the corresponding English Proverb. The following Figure 5.4 has shown the translation of English to Bengali Proverbs.

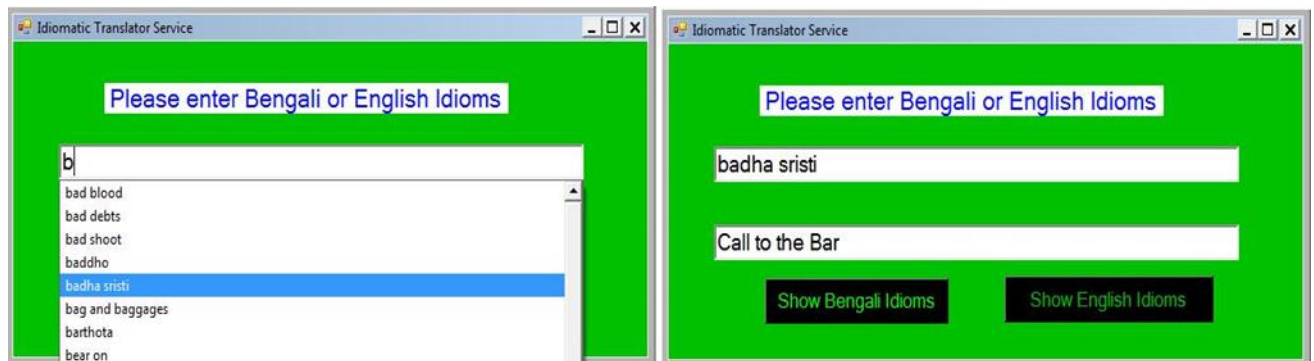


Figure 5.4: Translate Bengali to English Idioms

For an Example, user choose and select the Bengali Proverbs badha sristi and click Show English Idioms, then system will display Call to the bar. The following Figure 5.5 has shown the translation of English to Bengali Proverbs.



Figure 5.5: Translate English to Bengali Idioms

User choose and select the English Proverbs and click the button Show Bengali Proverbs then service will display corresponding Bengali Proverb. For an Example, user choose and select the English Proverbs bad shoot and click the button show Bengali Idioms then the service will display Vul anuman. Bengali Idiomatic Proverb has a relation with Payment Model. Payment Model has shown the user service of excellence, how user will get the service from online.

5.2. Payment Model

Payment Model contains Flowchart and Model development process. Payment flowchart has described the way to get the online service. Home page will provide the information. User must fulfil user registration form. True information is directly going to Decision for trial. if the registration is not able to match with the service criteria the service will ask to enter correct info. There is a trial option, after using the trial version then user can able to take decision for purchase. If user click purchase, then service will show the payment type either Bank Transfer or Payment via card. If user enter the correct info for online payment service, the system will display successful payment for delivery.

payment service helps people to purchase easily and on the other hand, the service provider will gain huge revenue. The following Figure 5.6 has shown the payment Model flowchart.

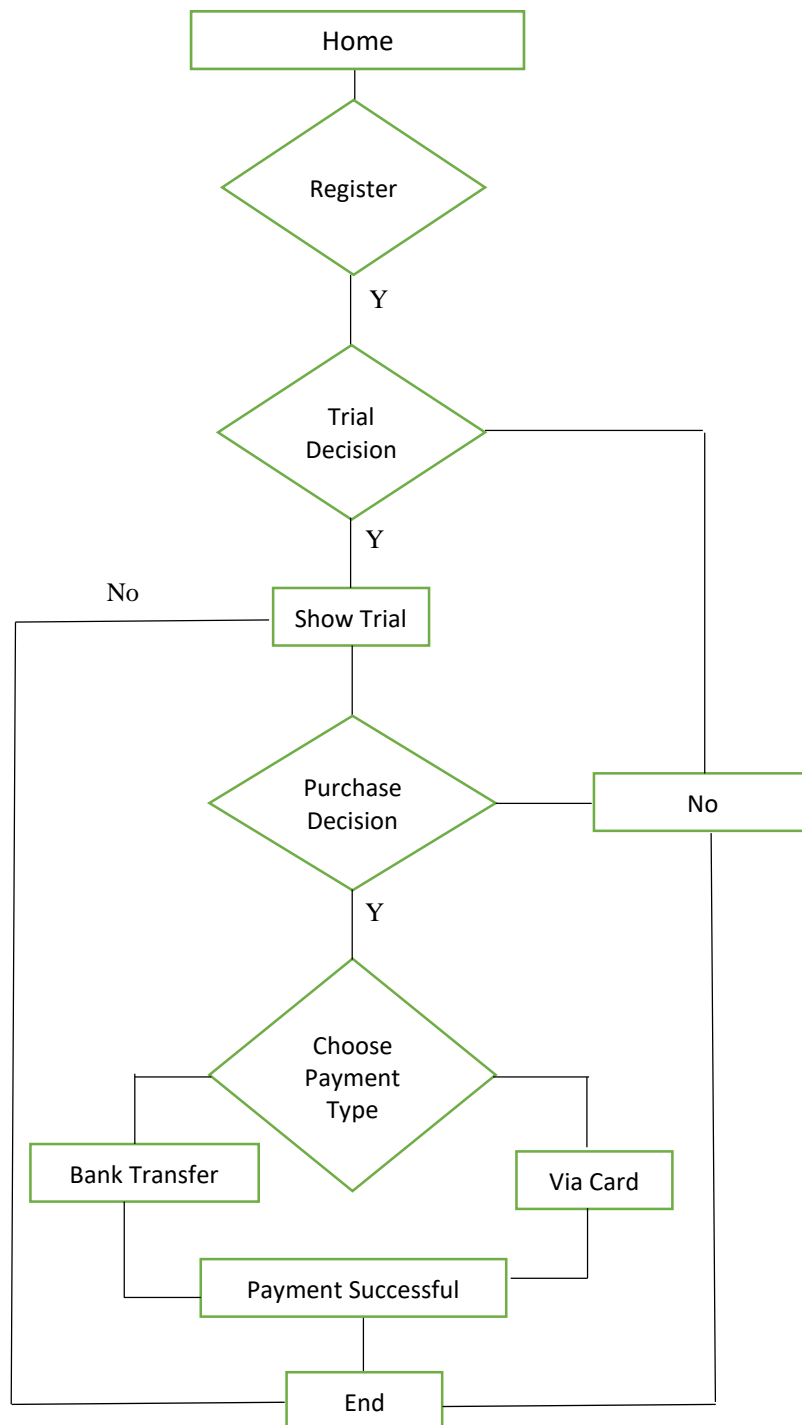


Figure 5.6: Payment System Flowchart

The following Figure 5.7 has shown the Home page about Bengali Idiomatic proverb Service model. The page displays the Bengali Idiomatic proverb Service importance and is also trying to make interest to gather knowledge about proverb.



Figure 5.7 Home Page

The following Figure 5.8 has shown user Registration dialogue box. User registers their information from Bengali Idiomatic Service from web portal. User will fill their details like name, address, country, city, Postal Code and Mobile Number to continue for payment. User cannot proceed without filling the required field. User will save the information after completing the require field and click next for trial decision. The proverb service validation is based on regular expression.

Figure 5.8 User Registration

The following Figure 5.9 has shown the trial decision.”. After Registration If user click next then trial decision dialogue box pop-up and ask do you want to try the proverb service. If user wants to try the service, then click “yes” or user can able to exit from the service then to click “No”.



Figure 5.9 Trial Decision

If click 'yes' then trial dialogue box will pop up. User enter the Bengali Proverb and click the button, which is called, show English Idiom then result will show the interfaces. The following Figure 5.10 has shown the Trial Dialogue Box.

Figure 5.10 Trial

The following Figure 5.11 has shown the Purchase Decision. There is a decision process whether user want to purchase or not to purchase the service. If user want to purchase then Purchase decision Dialogue Box will display and system will ask, Do you want to purchase? Meanwhile, user will take decision, which is based on "Yes" or "No".

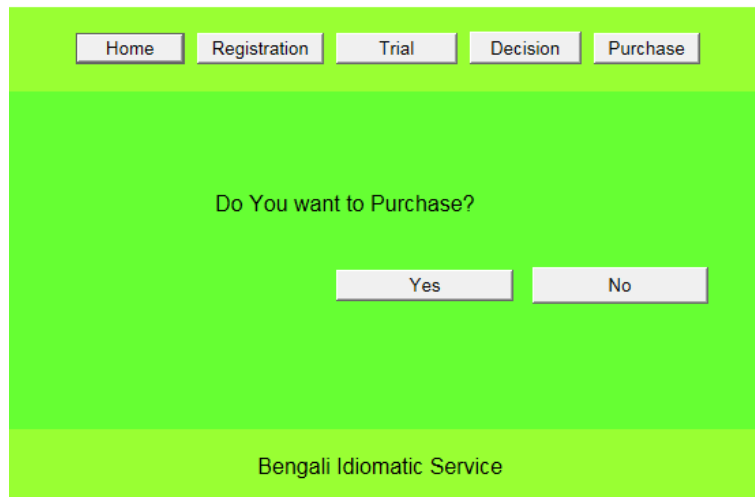


Figure 5.11 Purchase Decision

If “Yes”, There are two types of payment method available to pay for Bengali Idiomatic Proverb service. One is Bank Transfer and another is purchase via card from online. The following Figure 5.12 has shown the payment method selection.

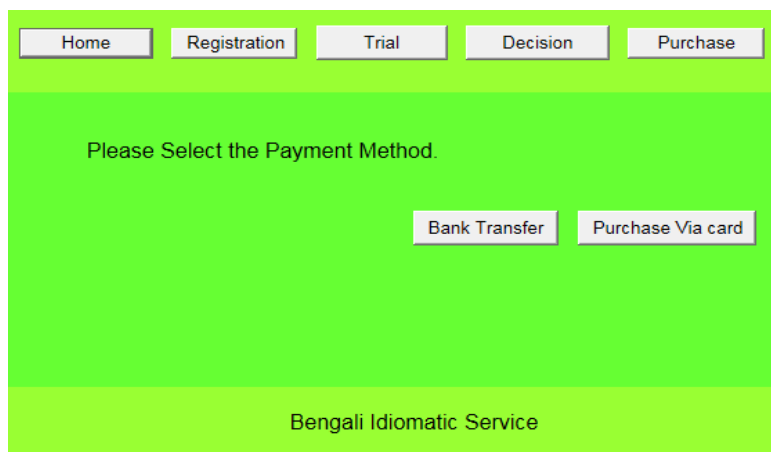


Figure 5.12 Payment Method Selection

The following Fig 5.13 has shown the Bank detail to pay for Idiomatic proverb service model. For an example, now the service has displayed two kinds of Bank information, which is Brac Bank and Santandertotta. Use can able to transfer money, which is based on Bank Account details.

Bengali Idiomatic Service	
Bank Transfer	
Bank Account Details:	
Santander totta	Brac Bank
BengaliIdiomaticService	BengaliIdiomaticService
Conta:	Account No:
NIB :	NIB
IBAN :	IBAN
SWIFT:	SWIFT
Country:	Country:
Bengali Idiomatic Service	

Figure 5.13: Transfer via Bank

The following Figure 5.14 has shown transfer money via card. The service is available for Master or visa card but is not accepting paypal now. Consumer will provide information, which is based on cardholder name, email, payment type, card no, card security code and expiration date. The data will save only to provide accurate information and then proceed for next.

Purchase Via Card

CardHolder Name Cardholdername is required

Email Email is required

Pay Amaount : \$5.99

Payment Type Select Payment Type Payment is Required

Card No Card No is Required

Security Code Security Code is Required

Expiration Date Month Day Year Month/ Day/ Year is Required

Figure 5.14: Transfer via card

The following Fig 5.15 has shown information retrieval dialogue box for successful payment to deliver the service. Now the service is not ready for delivery because the online service is not still activated. Normally user can access the service from online directly or send the link to their email. The payment model of Bengali Idiomatic proverb service is run by local host server (http protocol). Payment details retrieval can able to process total user information. The information will display valid data for successful payment. When user will input the payment details and ready to purchase then payment retrieval will show cardholder information. As a result, the service provider will understand of successful payment for deliver.

BengaliIdiomaticService

Payment Details

CardHolder Name	Marlyn
Email	marlyn@gmail.com
Payment Amount	\$5.99
Payment Type	Master
Card No	5566773344228855
Security Code	
Expiration Date	january 16 2019

Payment Successful

Figure 5.15 Payment details Retrieval

5.3. Evaluation of Bengali Idiomatic Proverb Service Model

Bengali Idiomatic Proverb service evaluation is based on user usability, efficiency, correctness, interest and usefulness and the propose research has also distributed questionnaire base on online Payment Model. The propose research evaluation has occurred from user survey. The limited number of people has surveyed Bengali Idiomatic proverb service. As a result, sampling is not necessary. The charts are a way of showing information about different groups of the main categories. The chart has used to show the different categories of group. Bengali Idiomatic Proverb Service groups are consisting of 80 users. The groups have divided in four categories, which are Businessman, Doctor, Student and Professional. Bengali Idiomatic Proverb service questionnaires has distributed to this group. The following Figure 5.16 has shown the bar chart about usability survey Report from user. A legend or key has usually provided to indicate the shadings/colours represent. The bar chart has shown the four different colours. Businessman has indicated blue colour; Doctor has shown Red colour, student represent green colour and blue colour has shown for professional. Usability analysis is based on the number of users to support or not to support about Bengali Idiomatic Proverb service Model. The bar chart has shown the Bengali Idiomatic Proverb Service Model usability survey. Purple colour has shown the high number of proverb service usability that has indicated professional, which is 74% out of 100%. 55% out of 100% Business man has supported the Bengali Idiomatic Proverb Service Model usability. Business man is the second higher position that has indicated blue colour. The percentage of much usable is little bit less than usable.

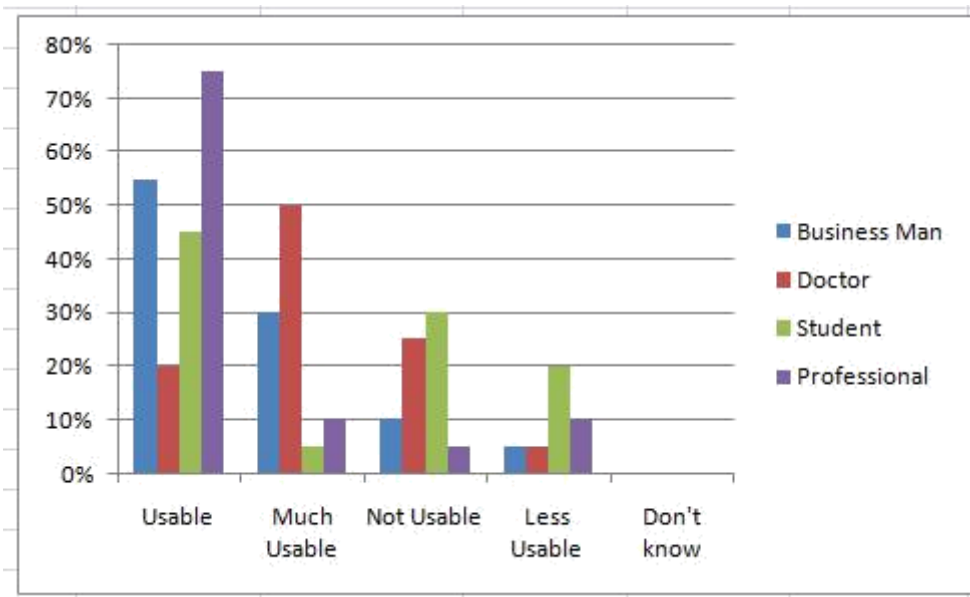


Figure 5.16: Usability Survey from user

50% Doctor has supported Bengali Idiomatic proverb service usability and has indicated red colour. The bar chart has shown 30% of student has not supported about Bengali Idiomatic Proverb Service usability. The number of 45% student has agreed about Bengali Idiomatic Proverb Service Model usability that has indicated in the green colour of bar chart. 5% of professional is not agreed about Bengali Idiomatic proverb service usability. The number of less usable and not usable percentage are very low which is 5% and the colour has indicated red, blue and purple. After analysis of bar chart, the propose Bengali Idiomatic Proverb service usability is higher compare to other.

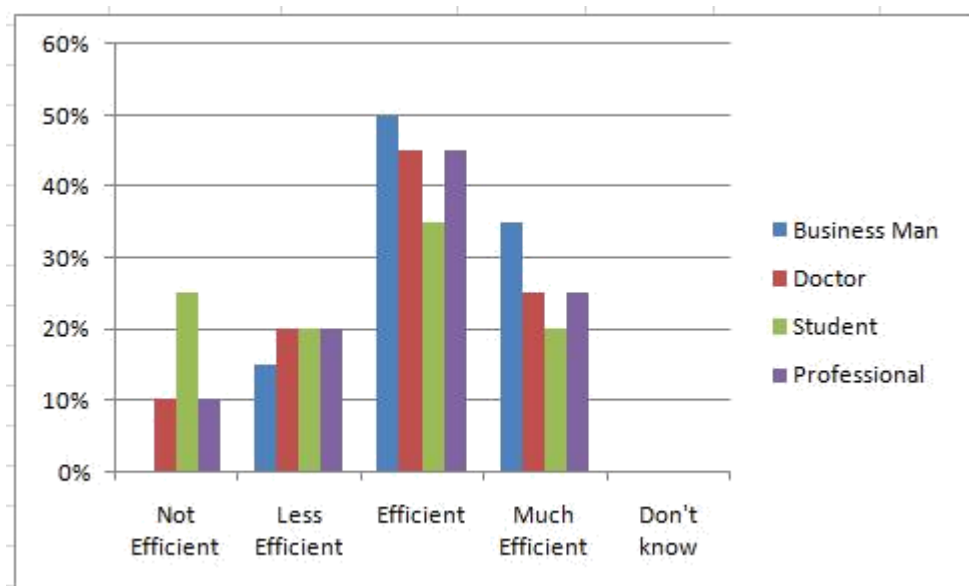


Figure 5.17: Bengali Idiomatic Proverb Service Efficiency

The above Figure 5.17 has shown the bar chart about Bengali Idiomatic Proverb Service Model Efficiency. Efficiency analysis is based on user survey. Blue colour has shown the high number of Bengali Idiomatic proverb service efficiency that has indicated Businessman, which is 50% out of

100%. The second higher efficiency is red and purple that has indicated Doctor and Professional. The number of efficiencies is same between Doctors and professional which is 45%. The number of less efficient is same, which is 20% and less efficient is indicated three colours red, green and purple. They are Doctor, Student and Professional. The high number of not efficient is student, which is 25%. The low number of not efficient is Doctor and Professional that has indicated red and purple colour, which is 10%. The blue colour indicates Business man. The number of much efficient is higher compare to Red, Green and Purple. The survey record has shown, Bengali Idiomatic Proverb Service is efficient because the number of efficient is high.

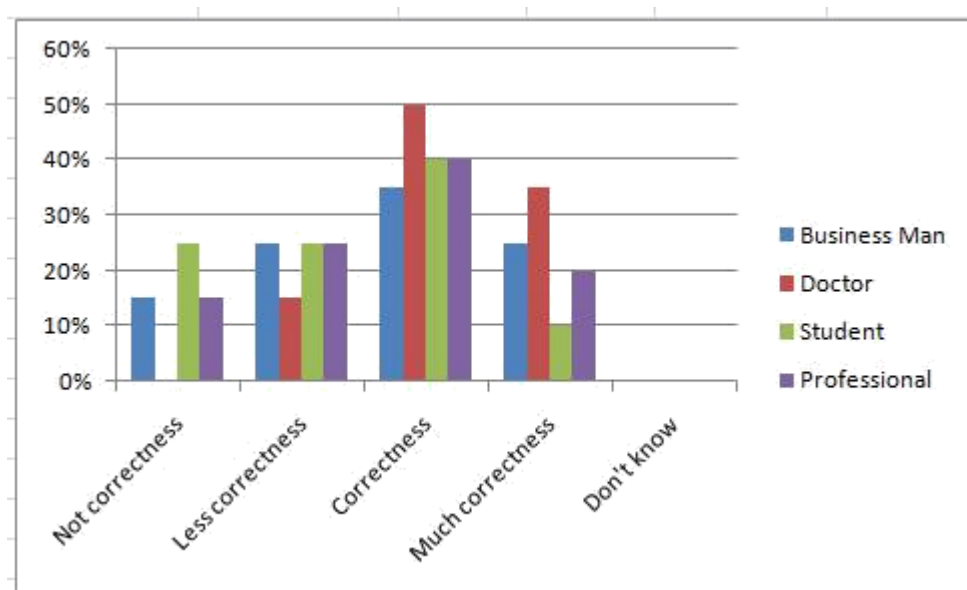


Figure 5.18: Bengali Idiomatic Proverb Service correctness

The above Figure 5.18 has shown the bar chart about Bengali Idiomatic Proverb Service correctness. The survey method has shown Bengali Idiomatic Proverb Service Model Correctness as a chart format. The bar chart has shown four colours. Blue colour has shown Business man. Red colour means Doctor, Green colour means student and purple colour has indicated professional. Red colour has shown the high number of Bengali Idiomatic proverb service Model correctness that has indicated Doctor, which is 50% out of 100%. The second higher correctness is green and purple that has indicated Student and Professional. The number of less correctness is equal between Students and professional which is 25%. Red colour has indicated the number of less correctness compare to green and purple colour. 15% Doctors are not much happy about Bengali Idiomatic Proverb Service Model correctness. Green colour has indicated the number of much correctness is lower compare to blue, red and purple. Student has commented lower number of much correctness, which is 10%. The higher number of not correctness is 25%, which is indicated to students. Finally, the number of correctness is higher compare to not, Less and much correctness.

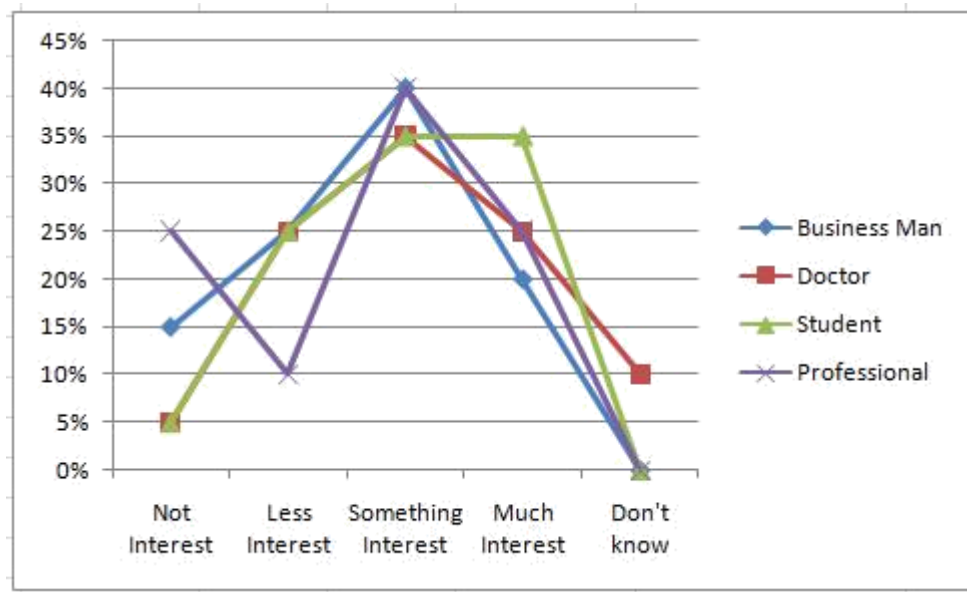


Figure 5.19: User interest from survey

The above Figure 5.19 has shown the line chart about Bengali Idiomatic Proverb Service interest. The interest is based on user survey. The line chart has shown four colours. There is Blue, red, green and purple, which is same as above graph. Blue colour has shown business man. Red colour means Doctor, Green colour means student and purple colour has indicated professional. The high number of blue and purple colour has shown something interest about Bengali Idiomatic Proverb Service Model. The high number of something interest is 40% which is indicated Business man and Professional. The number of something interest is slightly lower which is 35% and refer to Doctor and Student. The lower number of Doctor and Student has shown no interest about Bengali Idiomatic Proverb Service Model, which is 5% and is refer to red and green colour. One the other hand, the higher number of not interest is 25% and is refer to purple colour. The high number of green colours has shown much interest compare to Blue, Red and Purple colour. The high number of much interest is student, which is 35%. Second higher number of much interest is Doctor and Professional. The second higher number of much interest is red and purple colour and the number of much interest is 25%. Finally, the number of something interest is higher compare to much, less and not interest.

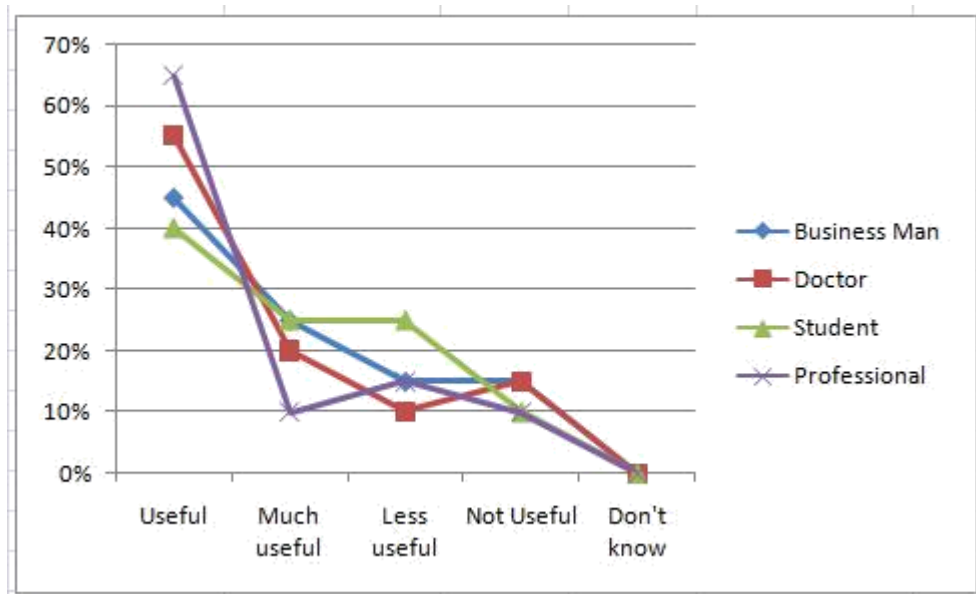


Figure 5.20: Bengali Idiomatic Proverb Service Model Usefulness

The above Figure 5.20 has shown Bengali Idiomatic Proverb Service Model Usefulness. The line chart has shown Bengali Idiomatic Proverb Service survey report. The high number of professionals has shown Bengali Idiomatic Proverb Serviced Usefulness. The line purple colour has touched above the line 60% but below 70%. Purple colour has indicated professional. High number of usefulness is 65%, which is indicated purple colour. On the other hand, low number of not usefulness is 10%, which has shown green and purple colour. Green colour refers to student. Much usefulness is lower than usefulness but higher than less usefulness and not usefulness. Much usefulness is same both Businessman and student. The number of much usefulness is 25% that has referred to blue and green. The line chart has shown the high number of less usefulness is 25%, which is refers to green colour. Green colour has shown student in the line chart. Meanwhile, the lower number of less usefulness is 10%, which is refers to green colour. In conclusion, the line chart has shown Bengali Idiomatic Proverb service is useful because the number of useful is high.

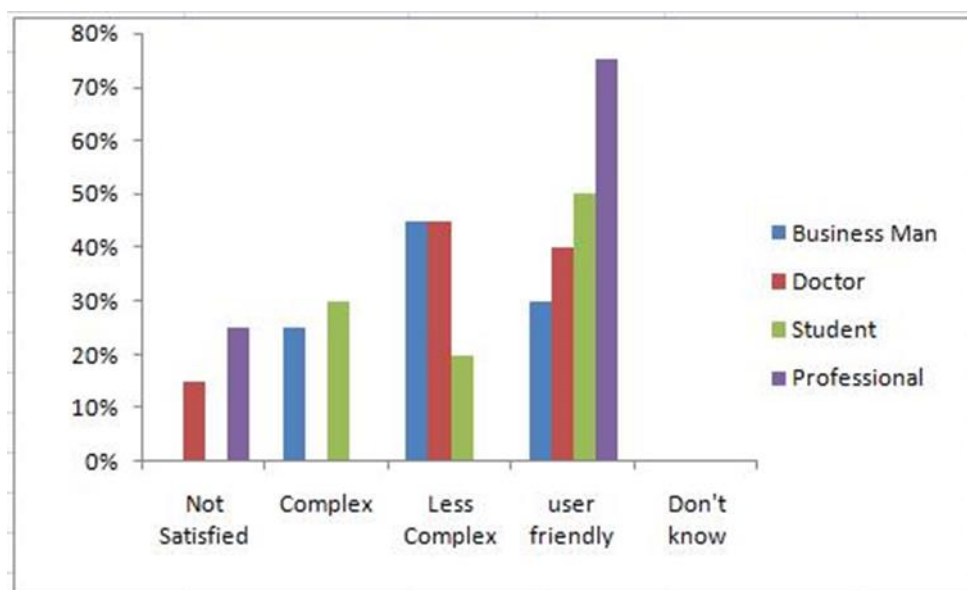


Figure 5.21: Bengali Idiomatic Proverb Service Payment Model

The above bar chart 5.21 has shown Bengali Idiomatic Proverb Service Payment Model. User has surveyed Bengali Idiomatic Proverb service payment model. The survey record has based on complex, less complex, user friendly and not satisfied. The legend has shown different kind of colour in the bar chart. In the bar chart, Blue colour has indicated Businessman, Red colour has indicated Doctor, Green colour has indicated student and purple colour refers to professional. The bar chart has shown, the number of user friendly is huge. The purple colour has touched above 70% and below 80%. Purple colour is higher than compare to red, green and blue colour. The higher number of user friendly is 75%, which is refers to purple colour. The lower number of user friendly is 30%, which is refers to Businessman. The second largest number of user friendly is student that refers to green colour and the percentage of user friendly is 50%. Higher number of fewer complexes is 45%, which is refers to blue and red colour. The bar chart has shown the lower number of students has supported, Bengali Idiomatic Proverb service is fewer complexes. The number of 20% student has commented about fewer complexes for Bengali Idiomatic proverb service, which is refers to green colour. The number of complexes is 30%, which is refers to green colour. The low number of not satisfied is 15%, which is refers red colour. Finally, Bengali Idiomatic Proverb service is user friendly because the number of user friendly is very high.

5.4. Business Model Canvas

The proposed project use Intelligence Marketing Technique to provide Bengali Idiomatic proverb service. Bengali Proverb Service Model development has based on Morpheme. Morpheme is word like Noun, pronoun verb and adjective that can able to provide service of excellence. Bengali Idiomatic Proverb service model and payment model has taken easier decision to prove the service is demandable, useful and interesting. At the same time, the propose service has developed Marketing Model to reach the current aim because Marketing Model contains enough information for estimated forecasting profit analysis. The proposed research has used technological model to get good decision for marketing plan. Good decision assists to increase high number of productivity and profitability (Dragomir, C., & Surugiu, F. 2015). In terms of reason, the study has used Business Model canvas with marketing plan. Therefore, the proposed Bengali Idiomatic Proverb service has created Business Model Canvas with Marketing Plan that contain enough information. There are nine building blocks in Business Model Canvas (Osterwalder, Pigneur & al. 2010).

Key Partners: Key partners are other institutions that the organization partners with on a regular basis. These can be Educational Institute, IT industry and Bengali language society. IT technology providers are key partners in the new business model. Institution and Bengali Language society is also a key partner for advertising and promoting new business model about Bengali language proverb service.

Key Activities: The majority significant behaviour in executing a company's value proposition. Key activities are fundamental to the association such as research, appraisal, increasing model in topics of worth to the people. Steady information collection and study to understand people and promotion of traditional festivities are added to the Bengali Idiomatic Proverb Service Model. The activities are to spread and promote Bengali Idiomatic Proverb Service. the following Fig 5.22 has described proposed Business Model Canvas.

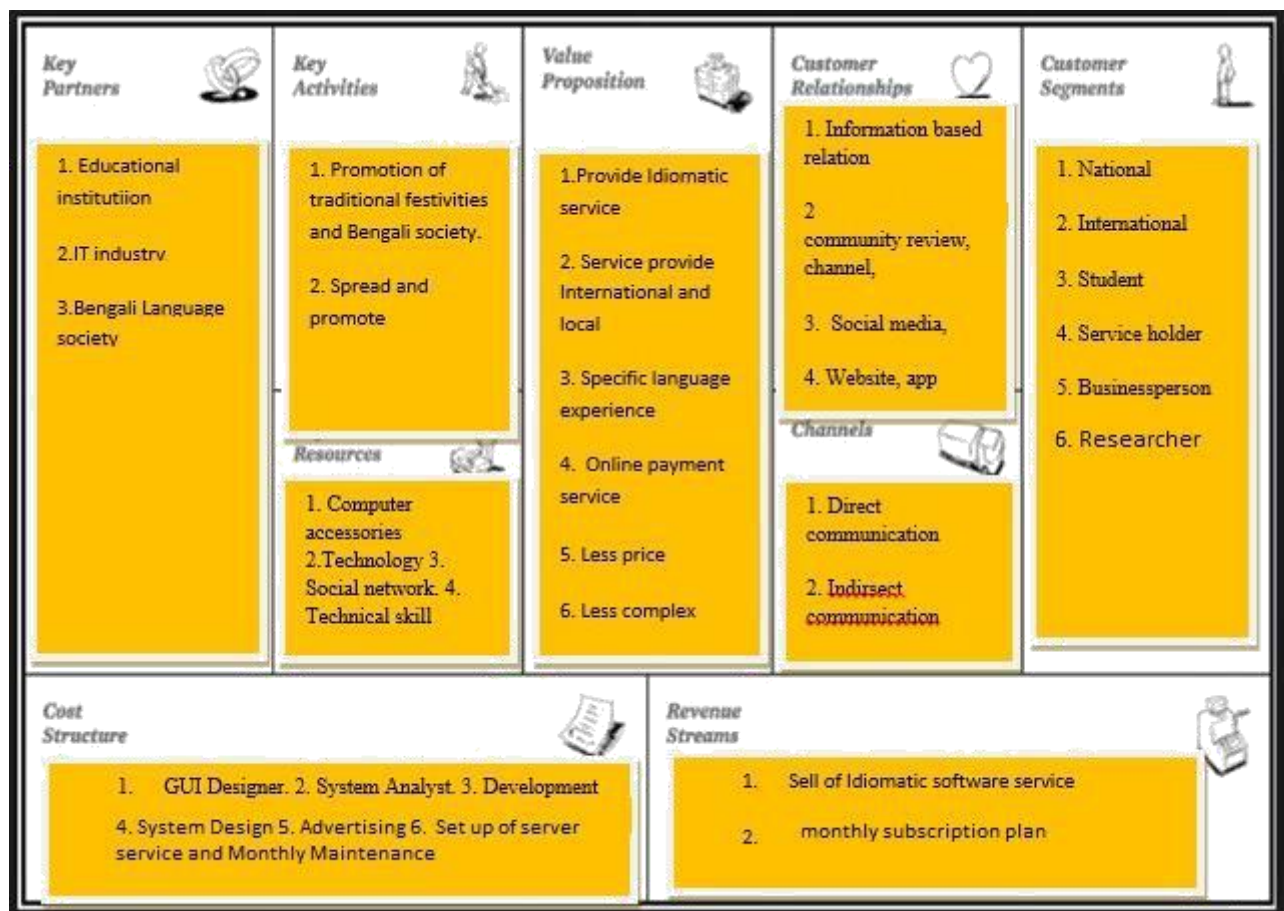


Figure 5.22: Business Model Canvas (Osterwalder, Pigneur & al. 2010)

Key Resources: Key capital is the major resources that respectively association must attain. The possessions that are essential to make worth for the customer. They are measured a benefit to a business which is compulsory to continue support the corporation. The proposed resources are Computer, laptop, IT accessories, Social Network and Technical skill (skill person base on IT and Marketing)

Value Propositions: The set of products and services presents to assemble require of its client. The software will provide only Idiomatic Proverb service. International and local Bengali citizens can right of entry this software. users can right of entry software to their home nation or overseas nation. Consequently, Service user will get specific language experience. The service only provides Bengali idiomatic proverb experience. Other services are not included now. The user can able to get facility from online and there is also an online payment opportunity. The value of this software is an identically smaller amount and user-friendly. The software service is not also critical to access.

Customer Segments: a range of sets of clients can be fragmented based on the dissimilar wants and characteristics to make sure suitable completion of business plan meets the traits of a chosen group of customers. Bengali Idiomatic Proverb service customer segment focuses on National or International travellers, Student, Service holder, and Businessperson, and Doctor.

Channels: Channels stand for how Bengali Idiomatic proverb service can able to bring their worth propositions to their clients. A corporation can bring its worth plan to its aimed customers all the way

through dissimilar channels. There is the straight or not direct message for this future service. The web-based payment model for Bengali Idiomatic proverb service has been added to deliver the modernized value proposition. As a result, the user can communicate from online and communicate directly from IT store and partner companies.

Customer Relation: Customer relationship considers, the way the organization builds and maintain the relationship. The propose Bengali Idiomatic proverb service, which is information base relation with clients (For an example: online service relation, email, twitter, Facebook and media relation) The Bengali Idiomatic proverb service relation will be based on website, app, social media, community review, channel and to provide information about online service to use.

Cost Structure: it describes the most monetary consequences while operating under different business models. The business model focuses on minimizing all the cost and to get good profit. There are several costs to implement this service which is System Design, GUI Design, System Requirement Analyst, Model Development, Advertising, monthly maintenance and Marketing cost. The propose Bengali Idiomatic Proverb service key cost is Technological and Marketing cost.

Revenue: Revenue streams are the sources of funds that make the organization sustainable and how the Bengali Idiomatic Proverb service generate Revenue such as Online payment platform to provide Bengali Idiomatic Proverb service, a subscription plan that users can subscribe monthly. The users can purchase not only from online but also purchase from different IT store and different organizational booth. Bengali Idiomatic Proverb service will update, add a new feature and include the new idea for the given service. As a result, Revenue will increase. The proposed project Revenue stream mostly remain base on Bengali Idiomatic Proverb Service Model.

5.5. Marketing Plan

The Proposed Idiomatic Proverb Service and Portal aims to be an aggregator of the Bengali Society. It could make an entire Bengali proverb service Translation. It is not only to focus Bengali Idiomatic Proverb service model but also to develop online Payment model. How user can get the service from online portal to provide users with an unforgettable experience. The study has already described a business model canvas, but Business model has not able to provide detail information for decision-making. The author has developed a primary organizational chart, which is helpful to get an initial idea about organization but is not contained vast information. So, author has included Business model canvas with marketing plan because computerized service which assist the marketing decision to improve marketing plan (Dragomir, C., & Surugiu, F. 2015). Kotler's definition says, Intelligence Scheme of marketing is a set of information technologies. Marketing intelligence is a continuing and cooperating structure of persons and actions used to gather information, sort, examine, evaluate, timely and precise information for usage by marketing decision makers. "Kotler and Keller" marketing plan has followed high-level description. There are five element of marketing plan. The current research has described competitive information and environmental scanning, swot analysis and Porter's five forces of situation analysis. Marketing Strategy depends on Marketing Research, Demand forecast, target market, financial situation like price, cost and revenue and communication plan for implementation control. This kind information is very useful for market analysis. After analysis the model, the author has decided to create a marketing plan for estimated profit forecasting of Bengali Idiomatic Proverb service. Therefore, the propose study has described

marketing plan to gather actual information. The following Table 5.1 has shown the marketing plan, which is based on “Kotler and Keller” et al (Kotler, P., and Keller, K.L. 2015) and described each elements of marketing plan.

Marketing plan	Description
1. Executive Summary	Short idea about plan
2. Situation Analysis	1. Competitive information and Environmental scanning. 2. SWOT Analysis 3. Porter’s five forces
3. Marketing Strategy	4. Marketing Research, Demand forecast and Target Market, 5. Language market 6. Idiom importance in bengali society 7. Market segment and positioning statement 8. B2B targeting, Vals Segmentation and B2C targeting. 9. Brand positioning and strategy competition 10. Service definition
4. Financial Analysis	14. Price 15. Cost Structure 16. Revenue
5. Implementation Control	16. Description process.

Table 5.1: Maketing Plan

5.5.1. Competitive Information and Environment Scanning

In a world where Software services are rocking and becoming exhausting. There must be a special care with the development of new Service. The first step is to analyse rather if it is indeed new or not. Specifically, in the field of translation, user can find expected translation from internet. It is a specific service that translates only idioms (Proverb). It is true that Google translator also translates idioms, but some are correct. The proposed Idiomatic Software service provides correct information for user that user can get unforgettable Idiomatic Experience. One can find portals, User Registration, purchase decision, purchase selection and finally pay from online before getting idiomatic software service. Most of them target to a specific objective: Demand of proverb and its uses, Registration, Payment, Price and look for interest to learn idioms from translator system etc.

Thinking that technology should help people and, in this case, the tourists, a new service provide information base on their own translator service website but present something new and helpful. The service provides in the niche era of marketing: segment, target and show value to your public. It gets even harder in a wild competitive market as translator that is the third industry provide free service on Google.

Therefore, as said up above, there are many translator websites and apps, but the proposed project is planning to act in a very specific field of Idiomatic service translation in Bengali Society, Idiomatic service translation, the competition gets weaker. First, Google translation is not still performing well about idiomatic Proverb service. There is no another translator translate Bengali to English translation or English to Bengali translation like Bing, Prompt and BubbleFish e.t.c. It just has kind of information about idiomatic service. Second, most of other translator websites have just general information for other language but not information for Bengali language translation that cannot imagine. Therefore, Bengali Idiom translation will far away. Therefore, it will focus on the main Bengali community. There are top ten translator sites, but this proposed project has described six best translator sites. There are Google, Bing, prompt, Linguee, Bubble Fish and ConveyThis translator. Five best translators have provided free translator service but there is no Bengali translation appear compare to five best translator service and Idiom translation is far away except Google translator. ConveyThis is one of the important translators but this is not giving free translator service when translate Bengali to English or English to Bengali. It needs to take permission for translating Bengali translator service and Idiomatic translation is far away. One the other hand, ConveyThis provide free service other language (Top ten free translation tools).

Google Translator

It may just be the strongest competitor. It is the first reference people think off when searching for translating Bengali to English and English to Bengali language. Google translator also translate Idiomatic (proverb) Expression but many of them has shown incorrect translation and few are correct. According to Bing this is the second most Free searched translator service after Google, but It is not providing Bengali language translator service and Bengali Idiomatic service is far away.

Prompt

Prompt is providing free translator service but there is no Bengali translator service of prompt sites. Therefore, it is to be kind of indirect competitor.

Linguee and Bubel fish

Linguee and Bubble Fish is providing free translator service as well but there is no Bengali translator service of these both sites. It is also same as Prompt. The following Figure 5.23 has shown the comparison between BengalIdiomaticSoftwareService with Google Translator, Prompt and BubelFish.

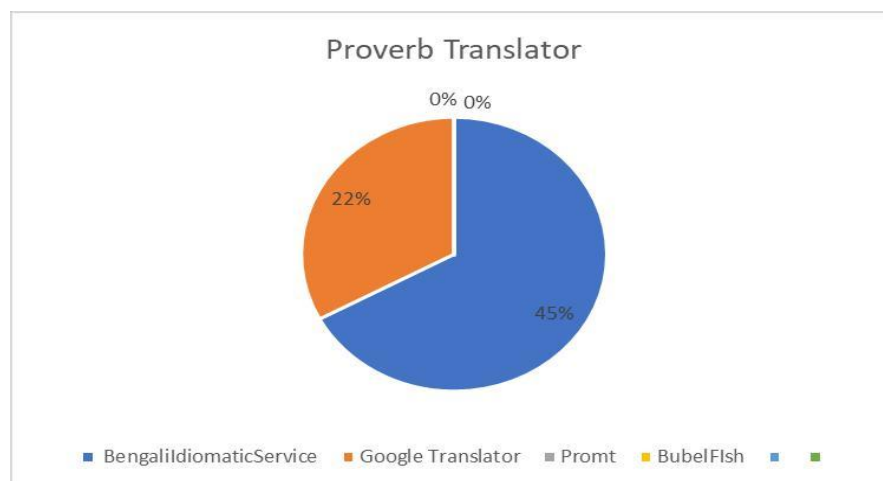


Figure 5.23 Proverb Translator

Google has translated Bengali to English proverb in 0.22 and BengalIdiomaticService has translated 0.45 percentages out of 100 percentages, but still Google translator is a good competitor against BengalIdiomaticService but other translator (Prompt and Bubel Fish) is not translating the Proverb.

Conveythis

ConveyThis is not providing free service for Bengali language translation. It needs to take permission to translate Bengali language. It is to be a direct competitor as it just serves the purpose of translating Bengali language without giving free information about the Bengali word. ConveyThis is still not providing Idiomatic service yet. It has a slight chance to threaten the business. Still there is no main competitor about this Idiomatic translator.

5.5.2. Idiomatic Translator SWOT

Strengths

There is Useful content to explore, First Idiomatic Proverb service, Bengali Idiomatic Proverb learning improvement to use Bengali Idiomatic Proverb service.

Weakness

High investment needed for Idiomatic proverb service, need more IT development skills, Enter high number of Idioms into the system.

Opportunity

Bengali language recognized, awarded at international level and one of the top 10-language ranking in the world. Great Bengali language statistics has based on number of native speakers. People look more interest to use for communication, learn, read, listen and travel one place to other.

Threats

High number of free translator portal and apps that may attracts users (Google translator, Bing, BabelFish, Prompt and ConveyThis etc). Bangladesh is still developing the proverb service because user is not still founded the correct output from service provider.

5.5.3. User Trends

The percentage of Digital payment service is increasing in the world every year but still cash payment is higher (BCG, 2016). In Bangladesh circumstances, Digital payment system is very low compare to other Developed countries. The proposed project, user can pay the service by cash, Bank transfer and Digital payment service by online but not Mobile payment service. High number of populations is increasing In Bangladesh. Users are not very used to use internet services. There is possibility to purchase middle class users in any special holidays. The cost of service is lower in any special holidays. Internet demand is increasing day by day. Therefore, technological demand is increasing. As a result, online payment made on the internet is also increasing. Source of BCG analysis has shown the percentage of cash payment and percentage of non-cash payment. The following Figure 5.24 has shown the percentage of payment service.

High number of Population Increasing
Possibility to buy middle class users
Low cost options – in any special holidays
Economic Environment – Purchasing power, credit options
Relation to translator service
Technological Environment – Technology usage is increasing and pay to online
Number of payments made on the internet is increasing: Global Economy survey portal, 2015
Percent of non-cash payment 22% paper, card and digital (Source: BCG Analysis, Euromonitor/Passport, 2015)

Figure 5.24: Percentage of Payment Service (BCG, 2016)

5.5.4. Porter's Five Forces

The proposed project has explained Porter's five forces, which is Threat of new entry, Bargaining Power of customer, threats of substitutes product, Bargaining power of suppliers and rivalry among competitor.

Threat of New Entry - Through competitor analysis, the author concludes that there is still insignificant number of threats for proverb service, considering there is no new Bengali Idiomatic proverb service plan being released until 2018 even strong volunteer service has provided from Google, but Google proverb service translation is not worthy. Google is not still translated Specific Bengali proverb service properly.

Bargaining Power of Customer - Considering Bangladesh is one of the populated countries in Asia and increase internet technology download and usage. It has concluded that the competition in local Bengali Idiomatic Proverb service planning service is still new. Consumer pay directly from online, Bank Transfer, collaborated companies, IT stores and get an offer from different kind of special occasion and holiday offer.

Threats of Substitutes Product - There is no local threat of substitute at this moment unless the new competitor will create any substitute service in the future. On the other hand, there are many free translator service (for an example, Google Translator, BubleFish, Prompt and conveyThis). BubleFish, prompt and CoveyThis is not translating Bengali Idioms and Bengali Proverb. Google translator is translating Bengali Proverb, but this is not worthy. As a result, user is not satisfied to use Google translator for specific proverb service knowledge.

Bargaining Power of Suppliers - Based on data from the industry analysis, the increasing advertising expenditure, Bengali Idiomatic proverb service planning using online platform is quite new in local region, Technological demand is increases day by day in different sector like IT industries, Bengali Language Society and Educational Institutes. The analysis has also divided by population of first language speakers and number of native speakers. It can be concluded the strength of suppliers to the proposed Bengali Idiomatic Proverb Service demand is high. There is no difficulty to enter in the market for develop Bengali Idiomatic Proverb service business policy. Suppliers can cooperate formally or informally because There are no local substitutes are available at that moment.

Rivalry Among Competitor - From the existing competitor analysis, the author has not found any competitor about Bengali Idiomatic proverb service plan except volunteer service like Google or unless the new competitor will create in the future. Google is not the real competitor because Google is only providing volunteer service, which is not very precise.

5.5.5. Market Research Demand Forecast and Target Market

The propose project target market is based on Population and language demand. The target market has focused on income, education, age and technology. In literature review, the propose project has discussed about language and its technical issue.

5.5.6. Market Segmentation and Positioning Statement

Bengali Idiomatic translator service has two markets: the B2C- related to the users of the websites and B2B regarding the direct clients that are the IT Industries, Educational Institution, Bengali Language Society and stores of DVD Manufacturing company.

5.5.7. B2B Targeting

B2B prospect Market based on the number of IT Industries in Bangladesh (Bangladesh Computer Council, Bangladesh Computer Society, Bangladesh Association of Software and Information Service, IT stores and companies), number of Educational Institution, Bengali Language Society.

IT Business

BCC (Bangladesh Computer Council) is one of the vital parts of IT business in Bangladesh. The rule of Bangladesh in 1983 shaped countrywide Computer Council. In 1990, it was modifying afterward to Bangladesh Computer Council. It gives source of revenue and its services to 661 direction organizations and groups (BCC, 2016). BCC (Bangladesh Computer Council) opened a website for education Computer encoding in Bengali Language called eshikkha.net in 2016(E-learning platform, 2016). In 2016, it contacts the rule of Bangladesh value over 12 billion BD currency to join 2600 combination parishads to the internet from side to side optic cable. The software ventures in Bangladesh typically importance on servicing the IT desires of the inhabitant main divisions. Bangladesh at the present has turn out to be one of the likely outsourcing aims in the world. IT ventures as hold up service in the moveable content enlargement, value inserted service key and other services. In association with manufacturing, relations (BCS, BCC and BASIS) and international deal hold up and get better growth of the nationwide division and add to the export of ICT manufactured goods and services. According to the BASIS (Bangladesh Association of Software and Information Service) in 2012, The study has shown the ICT business has grown at 20 to 30 percent per annum. Over 800 listed ICT projects produced total profits of around \$250 million. 50 percent are dedicated to IT maintenance services, and 45 percent offer E-commerce/Web services. Rest of the percentages solves different kind of issues. The International deal Center estimates that approximately 200 IT Business sell abroad their products and services to International markets (USA 68 percent, UK 32 percent, and the Netherlands 9 percent). Still Bangladeshi marketplace has suffered communications, lack of IT facilities, deprived international perceptibility, and power inadequacies that commonly stimulus every day procedure. The internet link in Bangladesh has more stable afterward the cable to India positioned next to the submarine categorization from Singapore (Basis.org.bd, 2014). Base on the review of IT manufacturing, IT services are rising, and it transports

high-quality income for the state. Therefore, Idiomatic Software growth is one of the IT software service that will carry high-quality profit.

Educational Institution

Bengali language learning rate is higher, based on percentage of population speaking Bengali. Education institution is important sector to encourage student but not to force. Student will read, write and learn Idioms (proverb) base on their interest by using Idiomatic Software system. Bangla Academy is one of the important research centers in Bangladesh (Mamun, Muntasir, 2004). The Research project has focused only Bengali Native people to encourage for use this service of learn Idioms (Proverb) but not to discourage foreign people to use this service. For an example, Asian language of literature under University of Washington has offered program base on Bengali literature, Learn and study Bengali at ILI (International Language Institute) in Washington DC. Therefore, foreign people are also learned Bengali Language in their Native country as well. Everybody has a learning opportunity to get knowledge. Bangla Academy is Bangladesh's National Language Authority that publishes Bengali to English dictionary is a book of dictionary and word language from Bengali to English. There are many Book categories, Magazine, Text Books has published from Bangla Academy (Data from Bangla Academy).

Bengali Language Society

The Bengali Idiomatic Service system has mainly focused on Bengali Language Community either Bangladesh or India (Wes Bengal, Kolkata). Brac University is one of the hubs for investigate on Bangla language Processing (CRBLP) and is at present conducting research schemes that contract with Bangla language processing. They are working visual character gratitude, Morphological Analysis, Parts of speech tagging and many more research areas. There are many Bengali technical papers have published and many technological research papers have discussed during literature review in these proposed projects. English is still primary medium of instruction with computers. A large section of Bengali population is not able to reap the benefits of the technology. The goal of SNLTR (The society for Natural language technology Research) is to build technology and values to create computer norm Bangla supported and establish a cooperative surroundings of natural language processing connected events with educational and research establishments as well as with industries. SNLTR (The society for Natural language technology Research) has also many publications about Bangla software for Bengali language (Data has collected from SNLTR). The apparatus and skill of SNLTR is Baisakhi Linux, Bengali Keyboards, Bengali Fonts, Bengali spell checker, Santali Keyboards and so forth. The Bengali culture has enlarged not only in Bangladesh, India but also has enlarged in foreign region as well. For an example, Bangladesh Society in Singapore is called Bangla language and literary society (BLLS) was established in 1994, Bengali Society in Switzerland (information retrieves from swiss-bangla website) and to make worldwide culture of Bengal studies (ISBS) was shaped during the first worldwide assembly of Bengal studies detained in Delhi. The civilization has also institutional an award, Bangabidya Sammanana, awarded outside the Indian subcontinent. 1st Bangabidya Sammanana awarded held in Czech Republic of prof. Dusan Zbavitel. 2nd Bangabidya Sammanana has held in USA of Prof.Ralph Nicholas. The ISBS society successfully collaborated with the University of Dhaka and Bangla Academy. Dhaka to organize the 2nd International Congress of

Bengali Studies during 17th – 20th December 2011 and University of Calcutta, Kolkata, for organizes 3rd ICBS during 19th -22nd November 2013. The Society has also collaborated with the Tokyo University of Foreign Studies, Japan, for organizing the 4th ICBS during 11.14 December 2015(Masayuki Usuda, Shinkichi Taniguchi, Kyoko Niwa, S yako Kanda, Amitava Chakraborty, ISBS, 2016).

5.5.8. Vals Segmentation-B2C Targeting

Bengali similarly identified by its endonym Bangla as legally and habitually attraction in Bangladesh is an Indo-Aryan vocal message spoke in South Asia. It is the general and properly vocal communication of the People's state of Bangladesh (People's Republic of Bangladesh, 2017) and the recognized official vocal communication of added a limited north eastern circumstance of the republic of India, counting West Bengal, Tripura, Assam, Andaman and Nicobar Islands. Around over 210 million speakers' greatest verbal natural linguistic in the world (The world's 100 largest language, 2010) and 156 million speakers in Bangladesh 2016 count (Bengali at Ethnologies 18th Ed, 2015).Considering the statistics of world language in Ethnologies observe the linguistic place of first linguistic speaker base on top 11 idioms by population like Mandarin, Spanish, English, Hindi, Arabic, Portuguese, Bengali, Russian, Japanese, Punjabi and German. The following Table 5.2 has shown the analysis based on number of first language speakers has carried most demandable ranking.

Rank	Language	Primary Country	Total Countries	Speakers (Millions)
1	Chinese	China	35	1302
2	Spanish	Spain	31	427
3	English	UK	106	339
4	Arabic	Saudi Arabia	58	267
5	Hindi	India	4	260
6	Portuguese	Portugal	12	202
7	Bengali	Bangladesh	4	189
8	Russian	Russian Federation	17	171
9	Japanese	Japan	2	128
10	Lahnda	Pakistan	8	117
11	Javanese	Indonesia	3	84.3

Table 5.2 Population of first Language speakers (Paul; Simons; Fennig, 2016)

There are top 11 ranking language out of 20 and Bengali is one of the most demandable position after Portuguese language (Paul; Simons; Fennig, 2016). The statistics has shown the number of native speakers in the 2007 edition of National encyclopedia. There are different countries vary to a considerable extent and given that some countries do not record language in their censuses, any list of languages by native speakers, or total speakers, is effectively based on estimates. Updated result from 2010 has also provided (Parkvall, 2010). The propose project has selected most top 11 languages out of 100 listed languages. The following Table 5.3 has shown the number of native speakers.

Rank	Language	Native Speakers in Millions 2007(2010)	Fraction of World Population (2007)
1	Mandarin	935	14.1%
2	Spanish	390	5.85%
3	English	365	5.52%
4	Hindi	295	4.46%
5	Arabic	280	4.23%
6	Portuguese	205	3.08%
7	Bengali	210	3.05%
8	Russian	160	2.42%
9	Japanese	125	1.92%
10	Punjabi	95%	1.44%
11	German	92%	1.39%

Table 5.3 Number of Native Speakers (Parkvall, 2010)

In conclusion, the propose segmentation can be divided by Population of first language speaker's, Number of Native Speaker's and immigrating Bengali people to foreign Country like Europe, UK, USA, Canada and Australia. There is opportunity for foreigners can also learn Bengali Idioms, but this is not the project focus. This is very important not only for idiom purposes but also to define our communication and the product delivered for each target.

Regarding the age, propose research could not find the available age statistics for translator service usage but there should not be age limit to use technology except the age before 11. Bangladesh is not very technology developed country but recently the number of internet usage is increasing like computer, Mobile and other devices. Internet users in Bangladesh increased to 33 million (Rafiqul Islam Azad, 2013) in total population in Bangladesh and regarding the internet usage, The Global Economy survey data has shown, the internet usage rate is 14.4 percent in 2015

based on total population in Bangladesh. The analysis of technology and internet usage in Bangladesh, the proposed research assume that 10 million people may use the translator service out of 210 million of native speakers and those people are able to know technology and internet use to pay for service.

Niche Market Segmentation

Bearing in mind all for the description of the Bengali local narrator (Bangladesh, India) in 210 million, purposely Bangladesh, on the northern shore of the Bay of Bengal, has delimited by India, with a little ordinary edge with Myanmar in the southeast. Consequently, the study aim is geographically from Bangladesh and India with an age between 18, less than an equal 65. The following Table 5.4 has shown the market segmentation about Geographic, Demographic, Psychographic and Behavior.

Geographic	Demographic
Bengali Native Speakers in Bangladesh: Barisal – Chittagong – Dhaka – Khulna – Mymensingh – Rajshahi - Rangpur – Sylhet Bengali Native Speakers in India: West Bengal-Tripura-Assam-Andaman And Nicobar Island Bengali immigrant in foreign country: Australia, Canada, Europe, Japan, Malaysia, Singapore, UK, USA.	Male and female Income: medium and medium high average salary for family and single person compare to low wages for Bangladesh circumstances Technology: Computer, Laptop and Internet Age: 18 <= 65 Young with less job and depend with family income, Adults with job or retired people
Psychographic	Behavioral
Urban lifestyle Like to use technology and interest to learn Try new things Have different experiences	Light usage: Maybe once in a lifetime or two (update the software to include new things) Ready to buy looking for places to pay where the internet is available like Home, Cybercafé, Markets, Restaurant and other places. Users: majority of first-time users who are interest to learn communicate and understand Idioms (Proverb) from several sources.

Table 5.4 Market Segmentation

The discussion contributes to bring VALS segmentation. Translation services depend on values and lifestyles. Values and lifestyles consist of eight elements. There are innovators, thinkers, believers, achiever, strivers, experiences, makers and survivors. The project vals has matched with four elements depend on values and lifestyles. There are Innovators, Thinkers, Believers and Experiencers.

Innovators: These customers are the high resource group of those who are innovative, accept always-new product or service, like to use technology, learn new things or gather new knowledge in different age group and always try to purchase innovative product or service.

Thinkers: These consumers are the high-resource group of those who are motivated interested, mature, responsible, well-educated professionals, very good knowledge about technology and always access internet for innovative research. The consumers are about to well informed and what goes on in the world and are open to new ideas and social change. Propose study has matched with thinkers whose are really think about new product and service and give a value of new innovative product or services.

Believers: The propose project has focused Conservative and predictable consumers, those behavior always favor local products or services not to like foreign product or service even the consumer has low resources group. The study has also encouraged them to purchase local product or service. The propose project vals has matched with Believers.

Experiencers: consumers are the high-resources motivated and youngest of all the segments. They have a lot of energy and know the technology. Those kinds of consumer always try to experience with new product or service. The project focusses young experiences (between 18-25), who are always trying to use particularly new innovative technology, product and services. The propose project vals has matched with experiencers.

5.5.9. Brand Positioning and Strategy

Positioning

The only Bengali Idiomatic payment portal that offer an aggregator of Bengali Idiomatic Proverb service for the Bengali community relating it to the local regions and service translate traditional Bengali to English and English to Bengali proverb experiences.

Mission

Bengali Idiomatic service is only translated genuine proverb experience. It is not focused normal word or sentence translation.

Promise

The services committed to introduce National, International Bengali Community and traveler in another perspective to visit one place to another, more genuine, traditional and historical way.

Values

- ❖ Bengali Nation
- ❖ Be authentic not just touristic
- ❖ To translate the genuine Bengali Idiomatic Proverb and communicate of each region.
- ❖ Bengali Idiomatic Proverb service is to preserve importance of Proverb in the Bengali community and to understand proverb meaning to communicate one place to another region either local or international Bengali Community.

Key Benefits

- Functional: To fast finding of diverse cultural Bengali Idiomatic (Proverb), service translation. There is an option for Bengali to English and English to Bengali proverb service advantages.
- Emotional: There are value traditions and demand of Bengali Language and its uses. Immersive experience through the interest of the different region's connection to ancestral history, origins, efforts of people and genuine proverb service experience.
- Economic: Fair price, not luxury
- Complexity of Software: not complex

5.5.10. Competition

Specially, there is no direct competitor about Bengali Idiomatic translator service in Bangladesh except compare to volunteer competitor like Google and other related work. Common Sense Advisory is the world's leading providers of translation, localization and interpreting and top 100 language service providers but not to direct competitor for Bangladesh. The translation service has provided worldwide. The following Figure 5.25 has shown the perceptual map.



Figure 5.25 Perceptual Map

The above Figure 5.25 has shown the Perceptual Map. Comparing the perceptual map, conclude that the Bengali Idiomatic Service to be top of mind for history telling in the field of Bengali Language in Bangladesh and considering translating Idiomatic proverb expression.

5.5.11. Service Definition

After Analyzed the perceptual Map the propose brand want to be top of mind for Bengali Idiomatic Translator Service in Bangladesh in a genuine idiom (Proverb) translation.

Educational Institution: Local Institution from the several Bengali regions serving Bengali Idiomatic Translator service to promote its usefulness.

Bengali Language Society: Bangla Academy is one of the local Bengali research centers. It has lot of Bengali books and different kind of software to use. There is a research, culture, library and translation division. Idiomatic service is important usefulness for society. So, Bengali Idiomatic translator service has an immense offer for Bangladesh.

Local and International Bengali Community: this service will spread the local and International community purchase the service via either online or manually.

Stores: Bangladesh has adopted a strong position towards the Bengali Language. There are several software stores across the country that can offer local services from specific regions.

Festivities: Each place has its own history and tradition. There is many national language festivities in Bangladesh. Several kinds of shops are open and expose their creativity, tradition, culture and language such as, Language Movement Day (International Mother Language Day), Independence Day, Armed Forces Day, Victory day etc. Here the software provides Bengali Idiomatic translator

services to translate specific idioms like proverb translation. Let's imagine that Researcher reads the article for his research, but the article is using proverb in some part, but it is important to understand to know the meaning. Furthermore, Researchers were not sure the actual meaning of the sentence because Proverb has different meaning than normal words. Therefore, researcher use this software service to know the actual meaning. As a result, Researcher will search, enjoy and to get interest about specific service information.

So, Idiomatic software Application create more easier life for people. Beside user can get the online payment service from website, create a personal account, save specific information that they can also share with its friend in social platforms.



Favorite Bengali language base on population



Favorite Bengali language base on National and International Bengali Community of native speaker. This means that in a product level analysis completed by a customization option based on the evaluation to improve the service differentiation.

5.5.12. Price Strategy: Costs and Revenue

The Proposed Bengali Idiomatic Proverb service model and payment information will get from online. In the B2B side consider the companies that will list in Bengali Idiomatic Proverb Service, the project developed a revenue plan charging a fee on them with two types of revenue: B2B (Business to business) and B2C (Business to customer) to appear first listed. There are basic and premium plan as well but, in this situation, the propose document have not shown the premium plan. The completed revenue estimation has described below.

Costs

The propose project has forecasted the cost estimation about Bengali Idiomatic software service. The study has mentioned five elements to develop Web application and six elements to develop Bengali Idiomatic Proverb service Development. There are UX strategy has required to know between designers and desire goals of the organization, product, service and feature. UX strategy is also called UX Design and Business Strategy. GUI design to develop an interface of the software service. Frontend developer to develop the software service for users. Consequently, Setup of server service (like apache HTTP server protocol, Web API etc.) has used World Wide Web to state how communications are configured and transmitted. Monthly Maintenance has enhanced service performance or other qualities. The project has analyzed hours, dollars per hour and Estimated forecasting cost. The analyzed has based on Bangladesh Bureau of statistics. The following Figure 5.26 has shown the cost of Web Application Development and Figure 5.27 has shown Bengali Idiomatic Proverb Service Development.

Web Application Development		Hours	\$/Hour	Estimate
		280	20\$	5600\$
	UX strategy	50	8\$	400\$
	GUI Design	150	15\$	2250\$
	Frontend	180	20\$	3600\$
	Setup of server service	10	10\$	100\$
	Monthly maintenance	20	10	200\$
Sub Total				12,150\$
Total + Tax			1300	13,450\$

Figure 5.26 Web Application Development

Idiomatic Service Development		Hours	\$/Hour	Estimate
		300	20\$	6000\$
	UX strategy	20	10\$	200\$
	GUI Design	25	10\$	250\$
	Software installment	2	5\$	10\$
	Software update implementation	180	15\$	2700\$
	System Design	80	15	1200\$
	Monthly maintenance	20	10	200\$
Sub Total				10560\$
Total + Tax				11360\$

Figure 5.27 Bengali Idiomatic Proverb Service Development

Finally, the following Figure 5.28 has shown total 1st year forecasting costs estimation.

Total 1 st year costs Estimation		
Fixed Costs	Variable Costs	Estimate
Development (Web app for payment, Idiomatic Software implementation and maintenance)		24,810\$
Flyers (10000)		30\$
	Email Marketing	200-300\$
	Travelling costs for sales purposes (trip for local area)	300 - 500\$
	Facebook + Newspaper + + Media add	1500\$
Sub Total		26525 -27140\$

Figure 5.28 Total 1st year cost Estimation

B2B Price Strategy

The propose project is new in the market. The software service fee is lower and the propose project service fee has assumed base on lower wages country rate. Bengali Idiomatic Proverb service has charged 5.99\$ for per user delivery. The promotion will offer in the special day. As a result, user will get more interest to purchase service from online. In the development stage, it would be hard to reach and collect many companies. Thus, to develop reliability and assure it is worth to pay to Bengali Idiomatic Software service and will launch online payment web application over the internet. So, the propose project can generate traffic through relevant content and present those analytics to the companies. It has the “look what are missing approach”. This means it would give time to Bengali Idiomatic Software Service to gain market share, develop loyalty with the businesses and then propose premium subscriptions with higher fees based on the conversions. Premium plan will activate base on the user demand for service in the market.

Summarizing: the first months of the implementation of Bengali Idiomatic Proverb service has based on a survival price strategy (Online payment service and few companies) with penetration objective to secure its place in the market and have a letter return on investment.

Revenue

What are the minimum sells to cover the 1st year costs? The propose project need to gather participants with a high number of companies, educational institution, people from Bengali academy and Bengali Language society that to show the service demand and their usefulness. Base Service provider charges 5.99\$ to per direct or indirect user. When partner companies will deliver the service to per user then base service provider will get 50% from actual charges. Therefore, the price of Bengali Idiomatic service is 2.99\$ for partner companies. Base service provider will charge to the Partner companies after deliver the product to per user. This policy is only useful to make a good relation between base and partner companies for B2B purposes. Moreover, if user purchases the service from online then base service provider will give special discount for any kind of country special day (Independence Day, National Holiday, International language day, Labor Day, Mother Day and so forth). Normally, the charge will take 5.99\$. The number of country population is 17 million, but it does not matter any kind of user will purchase the service. The propose Bengali Idiomatic Proverb Service forecasted price estimation is based on population, demand, interest; know technology and ability to purchase the service. This means that the project activities must center B2B and B2C to provide online payment service for user. In the first months need to build strong relationships, engage companies and activate online payment service. The number of companies listed in Bengali Idiomatic services raise this turn into a strong argument to competitors. The following Table 5.5 has shown the subscription plan.

	Basic B2B Subscription	Basic Subscription	B2C	Extra Features-Single Price
Per software service charges	5.99\$	5.99\$		
Fee for partner companies from indirect user	50% of the total			
Special day offer from online subscription		10% of the total		
Ad banner	No	Yes		
Newsletter features (Bengali and English version only)	-	1 article		
Ad banner				0.10\$ per piece
Newsletter banner				Depends on database range

Table 5.5: Subscription Plan

Bangladesh is an enormous inhabited country. World Bank and Bureau of civil aviation security (BCAS) on Bangladesh 2020 has described, the growing rate has deteriorated a little, but the country will have a people of around 170 million by the year 2020. After 1951, the population of the nation raised at a quicker, typical yearly development proportion went up more than 2%. The connected project is estimating the returns based on first verbal speakers and number of inborn speakers (Dr. Saleemul Huq, D. R. A. A. & M. D. 1998). There are two types of subscription B2B and B2C. Bengali Idiomatic Proverb Service is 12 months subscription process. In the first time, presumptuous cooperated associates are five and increase 10, 15, 20 and 25. Accordingly growing amount of subscribe users are 1000, 4000, 5000, 6000 and 7000 in 12 months. The following Table 5.6 has shown Basic Subscription.

Number of partner	Fee	Months	Number of user	50% of the Total
5	5.99\$	12	1,000	35,940\$
10	5.99 \$	12	4,000	143760\$
15	5.99\$	12	5,000	179,700\$
20	5.99\$	12	6,000	215,640\$
25	5.99\$	12	7,000	251,580\$

Table 5.6 Basic Subscription

The following Table 5.7 has shown the number of user's assumption of online payment subscription. Bengali Idiomatic Proverb service has assumed 1500 and consequently 30,000 subscription in 12 months, which has based on number of populations.

Online payment subscription				
Number of Users Assumption	Number of population	Fee	Month	Total
1500	170 million	5.99\$	12	107,820\$
30,000	170 million	5.99\$	12	2,156400\$

Table 5.7: Online payment subscription of B2C (Business to Customer)

The above Table 5.6 and 5.7 has shown the 5-basic subscription of B2B + 1,500 online user subscriptions of B2C as minimum numbers to cover expenses and even get an extra:

$$35,940\$ + 107,820\$ = 143,760\$$$

$$143,760\$ - 27,140\$ = 116,620\$ \text{ profit}$$

There is a worst-case estimation for Bengali Idiomatic Proverb Service. The value would maintain the activity and enough to cover salaries. Bengali Idiomatic Proverb Service is a 12-month subscription process. The propose project conclude that with the income of just part of the business – the monthly and online payment for Idiomatic Proverb service. It could cover the costs with a positive balance. The propose project can also generate more revenue with newsletter, ads, content and special offers sent to the database but is still not implemented yet. According to pricing and financial analysis, the data depends on the Bangladesh Bureau of statistics provides GDP per capita in USD. Bangladesh GDP per capita reached 1675.000 USD in June 2018, compared with 1,544 USD in June 2017. Bangladesh Nominal GDP reached 274.048 USD. Based on the GDP in Bangladesh People has an ability to purchase the proposed service because the price is affordable. The study is not focusing the whole Bengali Population even they have an ability and rights to purchase. There is no any

guarantee, that everybody will purchase the proposed service. Therefore, the proposed service has focused educated, technological, interested to use innovative product or service and income is higher than average salary. The total Bengali Population in Bangladesh is 167,284,477, as of Tuesday, January 15, 2019 based on the latest united nations estimation and Bangladesh has an estimated 2018 population of 166.37 million. Also, Bengali is the second most spoken language in India. India Population of West Bengal is estimated to be 100,193,142, which is over 100 million Bengali speakers. Therefore, the proposed project has forecasted pricing and financial analysis, which is based on only 5000 people out of 266.37 million Bengali speakers. As a result, forecasted pricing and financial analysis is very affordable, convenient, trustable and realistic.

Customer Adoption: The propose project focus on five stages of the innovation adoption model: Awareness, interest, evaluation, trial and adoption. Decision based on interest and purchase for online payment application of Idiomatic software service. On the other hand, Bengali idiomatic Proverb service focuses on to translate Bengali to English proverb or English to Bengali Proverb.

1. Awareness – the stage is to introduce Bengali Idiomatic service to the target market.

Objectives:

- Bengali Idiomatic service exists;
- What is the relevant for, which means, the purpose of Bengali Idiomatic software service?
- Can help to communicate, understand the meaning and use in different places.

Tactics in the Stages:

- There is a YouTube video about Bengali Idiomatic Proverb Service and its platform, how the proverb service works and payment information as well. How user will purchase the Bengali Idiomatic proverb service from online.
- Email marketing campaigns with affiliation networks.

2. Interest – There is stage where people are ready to know more. Now the people know what Bengali Idiomatic software service is. It is important that the sources of information about it are available to people that look for more information.

Objectives:

- To guide the user, providing access to all the information.
- Provide a website for payment that people can purchase the Bengali Idiomatic proverb service from online
- Key partnerships to enhance the sources and references in the web link bloggers posts and Facebook authority pages.

3. Evaluation- There is stage in which consumers decide to try or not to try the product. Consumers will analyses, compare and evaluate the product/service. If can keep track of the consumer until this stage then it will be a positive response, if user already know its usefulness and how it works.

Objectives:

- High number of page registration.
- Try the service from online
- Payment method selection
- Low bounce rate of the software

4. Trial - The user will try product/ service but does not download the software service from online but try the service from online. As a result, user can know about the Bengali Idiomatic translator service and its usefulness then will make the decision if it will be worthy to use or not to use.

Objectives:

- To meet the needs of the user.

Tactics:

- Email Marketing to new users welcoming them.

5. Adoption - the software is ready for consumer to use or look for relevant information about Bengali Idiomatic software service.

Objectives:

- Purchase the translator service from online to gather Idiomatic knowledge for communication.
- Translating Bengali to English/ English to Bengali Idiomatic Proverb
- To recommend of Bengali Idiomatic Proverb Service to friends and family

Marketing Channels

The project adopts a strategy that involves several channels with a true holistic vision. Therefore, a multichannel adoption is the right strategy for this project. Below the project will find an explanatory table with this multichannel perspective that covers all possibilities. The following Table 5.6 has

shown the Marketing channel of Idiomatic proverb translator. The number of intermediaries involved in Bengali Idiomatic translator project is numerous. Considering that the project will establish a type of selective distribution strategy, i.e., Bengali idiomatic proverb service model for everywhere. The following Table 5.8 has shown the Marketing channel.

Direct Communication (Zero level)	Indirect Communication
Online Bengali Idiomatic proverb service Email marketing Face-book Twitter Email Phone	IT Industries Educational Institution Bengali Language society

Table 5.8 Marketing Channels

5.5.13. Marketing Communication

Bengali Idiomatic proverb translator will be a new service for Bengali community. There are two types of relation B2B and B2C. Marketing communications strategy and actions will be oriented for this two-distinct group. The first phase is to build engagement with the companies. After Bengali Idiomatic Proverb Service need to activate online payment application. The project is also planning to sell space in the website for Bengali Society near future, stores, Bengali Festivities etc., be available to the users and can start to promote Bengali Idiomatic proverb translator as a platform. B2B communication Matrix has based on personal communication. The proposed service has communicated with collaborated company personally and make an agreement. The propose service provider send the service to the collaborated company, without is not taking any charge. The service provider will take charge only after selling the service to user. The propose service provider is not taking full amount of price from collaborated company or institution. Service provider will take 50% off from collaborated company. As a result, propose service provider can develop strong relationship with collaborated organization. One the other hand, service provider will get an advantage of direct marketing of publicity where Companies interconnect straight to clients through a variation of media as well as cell phone document messaging, automated mail and so forth. There is an also named distinct publicity to the association. Customers can able to make connection with online payment service directly and try to deliver a service of excellence. The following Table 5.9 has shown marketing communication matrix. Electronic message marketing is the choice to interconnect none personally as well. There is a performance of act essential to direct commercial message to possible and present client. Customer will get reduction in numerous times, respectively public holiday and country special day for develop strong public relation.

B2B	B2C
Personal communication	Mostly non-personal Communication
Personal selling	Online/Social media
Direct Marketing - tele + email marketing	Email Marketing
	PR

Table 5.9 Marketing Communication Matrix

The following Table 5.10 has shown about communication platforms. The propose communication platform for Bengali Idiomatic proverb service is online and social media marketing, public relation and events. There is an online payment website that user can get information and interest to purchase the service from online. User can get Bengali Idiomatic Proverb Service Information from Home page. There is also providing collaborated service provider information, user registration, trial info and online purchasing method to get the service from online. Therefore, online payment service is to provide a service of excellence. User and service provider can also communicate with email, face book and twitter. There is also needing to develop strong partnerships with bloggers for advertising to grow public relation.

Online and Social Media Marketing	PR	Events
Online payment Website	Partnerships with bloggers	Street Promotion
Email		
Face book		

Table 5.10 Communication Platform

Bloggers transmit the value of Bengali Idiomatic Proverb service translator. Therefore, they can try to write and promote it near their communities and followers. Street promotion is another strong communication platform. Street promotion is useful for any kind of special day like Bengali language and Independence Day of Bengali society.

5.5.14. Advertising Program

Bengali Idiomatic Proverb Ad Messages

- In Bangladesh, Idiomatic software service can provide genuine tastes, experiences and knowledge about Idiomatic proverb translator
- Bengali Idiomatic software service is the best and effortless way to be translated Bengali to English and English to Bengali Idiomatic Proverb.
- With the Software Service can avoid Bengali Proverb translator tricky.

Bangladesh is a country rich of tradition, history, culture and hospitality. The uniqueness of Bangladesh amongst with its history of Bengali language turns it their demand of language in Bengali Community.

5.5.15. Objectives

B2C

- To have 400-600 visits per day, in Bengali Idiomatic service website, in the first six month of activity and 1000 in the next (Visit 4000 a day so the propose project expect that much as a niche market)
- To register 7000 of this idiomatic proverb service per month

B2B

- To write few specialized articles per month about partner
- To have 40% of Educational Institution listed on Bengali Idiomatic Service in 36 months
- Key partnership to enhance the sources and references in the web link bloggers posts and Facebook authority pages: to have at least 5 to 10 good collaborates in 12 months.

5.5.16. Ad and Communication Planning for the year of 2018

Ad and communication planning cost depends on email marketing, commercial activity (B2B), street promotion like flyers and face book ads. The propose study has assumed communication cost, which is based on country wages. The following Table 5.11 has shown the cost of Ad and Communication.

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Cost
Email Marketing (affiliation)													800€
SMS Marketing													600€
SEO													650€
Google and YouTube promotion													200€
Facebook Ads													600€

Table 5.11 Cost of Ad and communication

To attain this vision the propose document are considering Bengali Idiomatic Proverb service as a creative Marketing Organization that can translate proverb and its focus area B2B segment that ensure the relation with different segment and user can pay directly from online to provide a service of excellence. There is no high range of wages in Bangladesh compare to highly develop country. The proposed research has estimated high standard cost compare to lower country wages to make strong communication platform. The proposed study assume email marketing cost is 800€, SMS marketing 600€, Search Engine optimization (SEO) 650€, Google and YouTube promotion 200€ and Face-book ads 600€. The proposed service forecasted communication cost is higher than average wages of Bangladesh Bureau of statistics GDP per capita in USD. The communication cost is on contractual basis. As a result, communication marketing service providers will happy for this estimated budget. Some of the companies in Bangladesh has also provided digital marketing communication services and packages. The current research has also gotten an idea about estimated cost of communication plan from that company website (For an example: ZAMAN IT Solution). The company will send email proposal/plan to commercial email of Bangladesh. These persons are the highest organization of company like CEO, CTO, Project Manager, General Manager, Managing director, chairman, president, Director etc. Therefore, the company (Zaman IT Solution) will charge 12,000 BDT (143.127\$) for email marketing. SMS marketing is one of the finest marketing events to spread target persons. The company (Zaman IT solution) will charge 15,000 BDT (178.949\$) for SMS Marketing. Search Engine Marketing (SEO) is very significant for each site for long period commercial and will charge 15,000 BDT (178.949\$) for SEO, 2000 BDT (23.8495\$) for Facebook marketing, 10 BDT (0.11\$) per video advertisement for YouTube Marketing and 10 BDT (0.11\$) per click on advertisement for Google Marketing. Therefore, the proposed project estimation cost of communication plan is higher than their expectation. As a result, the cost of communication plan is more concrete.

Finally, the past analysis has shown Morphological analysis, Online payment model, cloud computing in machine to machine, social marketing plan, Marketing planning tool for small medium enterprise, marketing intelligence and business characteristics in software industry, implications of search engine marketing that has described technological Model. Strategy Model consists of Marketing Mix, SWOT Analysis, PEST Analysis, Five Forces, Strategy Map and Business Case. The combination methods of information, data or application systems to build a marketing intelligence platform (POPA & G. 2012). The significance of marketing intelligence in any organization is acceptable because is unbearable to develop a good plan without collection and appropriately examining the info from the market (Grigorut, C. 2004). Info and the marketing knowledge detained by the association about users, market rivalry, suppliers, delivery channels, usually around the atmosphere in which it functions, can be simply handled by means of those technologies precise to the computerized schemes which assist the marketing decision (Dragomir, C., & Surugiu, F. 2015). Kotler's definition says, Intelligence Scheme of marketing is more than a scheme of information gathering or a set of information technologies. Marketing intelligence is a continuing and cooperating structure of persons and actions used to gather information, sort, examine, evaluate, and allocate relevant, timely and precise information for usage by marketing decision makers to improve marketing planning and execution (Dragomir, C., & Surugiu, F. 2015). Marketing Intelligence will attain high marketing productivity and profitability. Therefore, the propose research has used technological model to get good decision. Good decision assists to increase high number of productivity and profitability (Dragomir, C., & Surugiu, F. 2015). As a result, the main goal of the project to improve online Bengali Idiomatic Proverb Service Model for service of excellence as well as create a business model canvas with marketing plan to observe current market situation of proposed service model that will forecast sales of profit. Finally, the proposed Bengali Idiomatic proverb service has proved to assist user for communication as well as the service model is interesting, usefulness and profitable for future organization.

6. Conclusion

Bengali Idiomatic Proverb service is necessary for the demand of Bengali language. Technology should help people. There are many translator websites and apps but the propose project is planning to act in a very specific field of Bengali Idiomatic proverb service translator in Bengali society. The propose document has described six best translator sites out of top ten translator. Five best translators have provided free translation service and there is no Bengali Proverb translator appears in Babelfish, Prompt, ConveyThis and Bing. Google translator is one of the strongest competitors for this proposed research but is not still satisfied to translate Bengali Idiomatic proverb translation and nobody has planned to provide Bengali Idiomatic proverb service that will bring revenue. Bengali Idiomatic proverb translator is necessary for Bengali people to communicate one to another. Bengali Idiomatic Proverb service has provided learning facility to gather proverb knowledge for communication as well as revenue plan to forecast profit. Marketing Intelligence is a new topic in marketing, there are not several possessions in works. Intelligence Marketing is one of the important techniques that help people to get service. How people can purchase from online to get Bengali Idiomatic Proverb service. The marketing plans by using information system sustained from marketing intelligence. Software marketing make vital tactical decisions to exploit profits and success of the business (Öztürk, S., Okumuş, A., & Mutlu, F. 2012). The information can be gained from several bases and can able to use different kinds of tools for effective decision making (Öztürk, S., Okumuş, A., & Mutlu, F. 2012). The proposed project aims to improve online Bengali Idiomatic Proverb Service Model for service of excellence as well as create a business model canvas with marketing plan to observe current market situation that will forecast sales of profit. Therefore, the author has developed four different models. There are Bengali Idiomatic Proverb service model, online Payment model, Business Model canvas and Marketing Plan. The proposed study has used Visual Studio. Net to develop Bengali Idiomatic Proverb Service Model. Proverb service Model has translated Bengali to English proverbs or English to Bengali Proverb. Morphological analysis is a rule-based analysis that contains grammar and the grammar is useful to make a sentence. The past literature has analyzed Bengali to English Sentences, but the proposed research has developed Bengali Idiomatic Proverb Service Model as well as marketing plan to forecast profit. The proposed research has combined morpheme to develop a Bengali Idiomatic Proverb service model. Morpheme is a word, which is based on Noun, pronoun, adjective and preposition. Therefore, the study has combined multiple word together to get the whole proverb. First, User input Bengali idiomatic word or English idiomatic word. Second, system read the whole multiple word. Third, System will check the input words whether it match the corresponding output. In terms of reason, Bengali Idiomatic proverb service model interface has designed on alphabetical order, type of keyword and type of whole proverb to get the information after query, which will work as a search engine. User will check the information easily to avoid typo error and get more interest to use this service of excellence, which is a relation with online payment model. In this case, Bengali Idiomatic proverb service model can able to satisfy the goal to translate Bengali Proverb for communication and service of excellence to get the information on time. As a result, user can also able to pay the service from online. Forth, Search result will show the expected translated proverb, which is based on nested if, elseif, else condition. Bengali Idiomatic proverb service has also presented for evaluation purposes. The evaluation has based on questionnaires from user survey report. The percentage of survey result of Bengali Idiomatic Proverb service is high after analysis of survey report. The project agenda is not only to improve Bengali Proverb but also to show revenue. According to the project agenda, the

proposed research has used technological model to get good decision for marketing plan. Good decision assists to increase high number of productivity and profitability (Dragomir, C., & Surugiu, F. 2015). In terms of reason, the study has used Business Model canvas with marketing plan. Business Model Canvas has generated nine building blocks which is based on key partners, key activities, value proposition, customer relationships, resources, channels, cost structure and revenue. the author has developed a primary organizational chart, which is helpful to get an initial idea about organization but is not contained vast information. So, author has included Business model canvas with marketing plan because computerized systems which assist the marketing decision to improve marketing plan (Dragomir, C., & Surugiu, F. 2015). Therefore, author has satisfied to forecast Bengali idiomatic proverb service model revenue and proved that to improve Bengali Idiomatic proverb service is useful and profitable because technology assists to get easier decision for marketing plan, which will forecast revenue. Kotler's definition says, Intelligence Scheme of marketing is more than a scheme of information gathering or a set of information technologies. Marketing plan has developed, which is based on "Kotler and Keller" that contains situational analysis, marketing strategy, financial analysis and implementation control. The proposed research has used penetration strategy. According to pricing, the research hasn't made any questionnaires about pricing, but the study forecast the price which is based on Bangladesh Bureau of statistics. The set of prices is 5.99 USD. Therefore, Bangladesh people has an ability to purchase the proposed service because the price is affordable and cheaper. The study targets Bengali Population in local and International level. Bangladesh has an assessed 2018 population of 166.37 million founded on the up-to-date united nations approximation. Bengali is the second greatest verbal linguistic in India. India inhabitants of West Bengal is assessed to be 100,193,142, which is more than 100 million Bengali speakers. Consequently, the proposed project has forecasted pricing and financial analysis, which is based on only 5000 people out of 266.37 million Bengali speakers. As a result, forecasted pricing and financial analysis is very affordable convenient, trustable and realistic. At the same time, it is important to keep the quality of the relationship between all the stakeholders, especially in this case of market. It is expectable that the number of partners in the B2B side will very significant due to the prospective market analyzed. User can get the service directly from the company, IT stores or purchase via online. Therefore, it will require a special effort to keen on with all of them with constancy avoiding loss of interest.

6.1. Contribution

Bengali Idiomatic proverb translator is necessary for Bengali people to communicate one to another. Bengali Idiomatic Proverb service has provided learning facility proverb to gather proverb knowledge for communication. Considering the result of analysis, Bengali Idiomatic proverb service business idea will focus on helping user to learn, communicate and gather knowledge. The main user of this service will be researcher, student, professional, Doctor, Businessman and traveler, while the revenue stream will come from proverb service. The main feature of this service will be the proverb translation of local and international Bengali community. The aim of the propose project is to analyses estimated forecasting profit. In this situation, the model will support to take decision easier whether the service will bring profit or not to bring profit. The propose study has developed four different models. There are Bengali Idiomatic Proverb service model, online Payment model, Business Model canvas and Marketing Plan. The propose study has used Visual Basic to develop Bengali Idiomatic Proverb Service. Proverb service Model has translated Bengali to English proverbs or English to Bengali Proverb. The study has designed base on flow-chart and created an interface,

how the service will work. Bengali Idiomatic Proverb service is using morpheme to translate Proverb. Morpheme is different kind of word like Noun, Pronoun, verb, adjective and so-forth. The study has analyzed different type of literature review to gather an idea. Bengali Idiomatic proverb service model literature review has analyzed base on Morphological analysis and to observe how the existing system has developed (for an example: some author has used Morphological grammar, Morphological database system and so-forth to the purpose of implementation). After analysis, the propose study get a potential idea but not to take full concept of literature review. As a result, the propose project has used nested if, elseif statement using morpheme for Bengali Idiomatic proverb service model. Bengali Idiomatic proverb service model has connected with payment model that how people get the service from online. Payment model has designed with use case diagram and flowchart. The propose project has also developed an interface for the Model. The model is executed in local server. HTML and CSS code has used in visual studio.Net (C#) to develop Model. The both models have presented for evaluation purposes. The study has created questionnaires for user survey. The survey has made by six questionnaires. There is usability, efficiency, correctness, interest, usefulness of Bengali Idiomatic proverb service model and user opinion about Bengali Idiomatic payment model. The propose project has distributed questionnaires to 80 people. 80 people have segmented in four different groups. There is Business man; Doctor, student and Professional to comment propose project survey questionnaires. The desire time has taken three months to get result. Therefore, the propose project has taken quick decision, whether the Bengali idiomatic proverb service can able to accomplish the current goal or not. The percentage of survey result of Bengali Idiomatic Proverb service is high after analysis of survey report. In this case, the propose project has decided to develop a Business model canvas and Marketing Plan that contain enough information for decision making. Marketing plan analysis estimated forecasting profit and to provide information about current market situation, which is based on “Kotler and Keller” five elements. Finally, the current result has proved, Bengali Idiomatic Proverb Service Model is useful and profitable. In addition, the project contribution is using the technology to improve proverb for service of excellence, as well as to increase the revenue at the same time.

6.2. Limitation and Recommendation for Future Works

Bengali proverb translation is very demandable and necessary based on Residents of first verbal speakers and Number of natural speakers. Intelligence Marketing procedure for smart Bengali Idiomatic proverb service to estimate forecasting marketing profit. The project can able to work Desktop, laptop, Ipad and ipod but is not working in cellular devices. In modern age, Android Portable apps are common compare to other devices. Bengali Idiomatic Proverb service has not established in Android devices. As a result, Customers cannot able to download the service from handset in terms of the reason proposed plan assume fewer user. This is one of the significant problems for Bengali Idiomatic proverb service. The software service needs to make more gorgeous that customer can get conceivable data from online. Now, the proposed plan has highlighted three significant issue to run service in the market. The proposed project has not developed yet automatic messaging system after purchase the service from online, security system and increase more proverb in the service that user can able to get 100 percent proverb knowledge and deliberated to comprise expressions as well. Consequently, the proposed service will include more item like expressions in

Future. Therefore, the service will gain more profit and search engine optimization includes in future also, which can able to progress the position of an online Bengali Idiomatic Proverb service site. The proposed service is a startup process and need to survive at the beginning. The study needs to start relationship with collaborated company, marketing mix, communication channel for advertisement to activate the service in terms of marketing decision, which will gather bunch of useful information for organization of future implementation. This could help organizations obtain accurate estimates on how profitable the pursuit of certain strategies could be. In conclusion, Bengali Idiomatic proverb service is a model for future implementation because the proverb service is not still activated online.

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Annexes

Bengali Idiomatic proverb translator survey form: The survey form has given with several people to evaluate this software service usability, about software efficient, correctness and interest about Bengali Idiomatic translator and to get overall general opinion, how this software is useful and provide user opinion about payment model development that user can satisfy or not.

Please provide your detail Information.
Name:
Age:
Profession:
1. What is your thinking about Bengali Idiomatic Software Usability?
<input type="radio"/> Not Usable
<input type="radio"/> Less Usable
<input type="radio"/> Usable
<input type="radio"/> Much Usable
<input type="radio"/> Don't know
2. Is the Bengali Idiomatic Software Service Efficient?
<input type="radio"/> Not Efficient
<input type="radio"/> Less Efficient
<input type="radio"/> Efficient
<input type="radio"/> Much Efficient
<input type="radio"/> Don't Know
3. What is your opinion about Bengali Idiomatic Software Service Correctness?
<input type="radio"/> Not Correctness
<input type="radio"/> Less Correctness
<input type="radio"/> Correctness
<input type="radio"/> Much Correctness
<input type="radio"/> Don't Know

4. Do you interest about Bengali Idiomatic Software Service?

- ☐ Not Interest
- ☐ Less Interest
- ☐ Something Interest
- ☐ Much Interest
- ☐ Don't Know

5. Please provide your overall general opinion about Bengali Idiomatic Software Service?

- ☐ Not Useful
- ☐ Less Useful
- ☐ Useful
- ☐ Much Useful
- ☐ Don't Know

6. What is your thinking about payment Model development?

- ☐ Not satisfied
- ☐ Complex
- ☐ Less Complex
- ☐ User friendly
- ☐ Don't know