

Report On
Creating a Roadmap to Success for AST International Limited

By

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ID: 17304068

An internship report submitted to the BRAC Business School in partial fulfillment of the
requirements for the degree of
Bachelor of Business Administration

BRAC Business School

BRAC University

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Declaration

It is hereby declared that

1. The internship report submitted is my own original work while completing degree at BRAC University.
2. The report does not contain material previously published or written by a third party, except where this is appropriately cited through full and accurate referencing.
3. The report does not contain material which has been accepted, or submitted, for any other degree or diploma at a university or other institution.
4. I have acknowledged all main sources of help.

Student's Full Name & Signature:

Mohammad Yahia Rafi
17304068

Supervisor's Full Name & Signature:

Mahmudul Haq
Associate Professor, BRAC Business School
BRAC University

Letter of Transmittal

Mahmudul Haq
Associate Professor,
BRAC Business School
BRAC University
66 Mohakhali, Dhaka-1212

Subject: Submission of internship report on “Creating a Roadmap to Success for AST International Limited”.

Dear Sir,

With due respect, it is my pleasure to let you know that I have completed my internship report on “Creating A Roadmap to Success for AST International Limited” under your guidance and supervision. The report is submitted herewith the letter of transmittal.

I have joined AST International Limited as a Human Resource Executive on July 01, 2021. I have attempted my best to finish the report with the essential data and recommended proposition in a significant compact and comprehensive manner as possible. I trust that the report will meet the desires.

Sincerely yours,

Mohammad Yahia Rafi

ID: 17304068

BRAC Business School

BRAC University

Date: January 27, 2022

Non-Disclosure Agreement

This agreement is made and entered into by and between AST International Limited and the undersigned student at BRAC University, Mohammad Yahia Rafi, ID: 17304068.

Acknowledgement

I am grateful to the Almighty Allah for providing me with the opportunity to work in a promising IT Company like AST International Limited. I feel blessed to have skillful and experienced co-workers in a friendly work environment. This motivated me to put more effort in my work while having the opportunity to explore the work of other departments as well. The experience I have gained over this short period will hopefully benefit me and my organization in the long run as well.

I would also like to take this opportunity to thank my academic supervisor, Mr. Mahmudul Haq, Associate Professor, BRAC Business School and co-supervisor, Mr. Md. Shamim Ahmed, Lecturer, BRAC Business School. Under their supervision, the report has been written successfully while following the guidelines as provided. During such difficult times as the pandemic due to COVID 19, the communication has been smooth. The suggestions provided by my academic supervisor is noteworthy as he pointed out the important bits that could make my internship report more refined and concise. Although it is very difficult to manage everything properly during an online semester, my academic supervisor didn't let that be an issue at all. My academic supervisor and co-supervisor always have my utmost respect for their contributions in my internship report.

At the same time, I want to express my appreciation towards my on-site supervisor, Mr. Shamun Ahmed, Chief Administrative Officer, AST International Limited. His continuous support during the whole period was vital for me as it was very difficult to balance work and academics together initially. He guided me throughout and helped me with any information and resources I required for the internship report. He helped me ease into the organization's work culture and assisted me in learning the know-hows of the organization. On top of that,

he gave me the opportunity to work with various departments in the company which brought out the creative side of myself.

In addition to that, I am also thankful to all my respected colleagues as they were very welcoming from the start and embraced me as a valuable part of AST International Limited. The work culture of the company enabled me to utilize my knowledge and time perfectly.

Lastly, I would like to BRAC University for arranging the internship program as it helps students like me experience a smooth transition into the corporate world from their academic phase.

Executive Summary

AST International Limited's vision to provide innovating and sustainable IT solutions that is impactful in this advancing world. A fresh new approach to launch new businesses and make it stand out from others is what they specialize in. This internship report depicts my assistance to help create AST International Limited's roadmap, including both short-term and long-term achievements. It focuses on my involvement, understanding, initiation and measures in developing the roadmap for the organization.

This internship report, "Creating a Roadmap to Success for AST International Limited" consists of 3 different chapters that exhibits my information as a student and an employee, information regarding AST International Limited and the project regarding the roadmap.

The first chapter includes my information as a BRAC University student, my information as an employee of AST International Limited and job scope. Additionally, job benefits, problems and difficulties along with recommendation etc. are elaborated as well.

Coming to the second chapter, the organizational part is explained in details. From the company's management, marketing, financial and operation practices to the company's overall analysis is discussed here.

Lastly, in the third chapter, my project, "Creating a Roadmap to Success for AST International Limited" is analyzed and interpreted. Through utilizing company resources and information, the company's goals and objectives for short-term and long-term growth are explained here. This helps to explain AST International Limited's ambitions to reach to the very top in the IT industry of Bangladesh and globally as well. The company's roadmap will provide a solid guideline to how it wants to evolve and take the next step accordingly.

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List of Acronyms

AST	Advanced Software Technology
HR	Human Resource
HRBP	Human Resource Business Partner
Retd	Retired
IT	Information Technology
2D	2-Dimensional
3D	3-Dimensional
HRIS	Human Resources Informational System
NGO	Non-Governmental Organization
UI/UX	User Interface and User Experience
ERP	Enterprise Resource Planning
SCM	Supply Chain Management

Chapter 1

Overview of Internship

1.1 Student Information:

Name: Mohammad Yahia Rafi

ID: 17304068

Program: Bachelor of Business Administration

Major/Specialization: Human Resource Management

Minor: Finance

1.2 Internship Information

1.2.1 Period, Company Name, Department, Address

Period: Total 1 year, (July 01, 2021 to June 30, 2022)

Company Name: AST International Limited

Department: Human Resource and Administrative Department

Address: Space 32, Floor 4, Mirpur DOHS Shopping Complex, Pallabi, Dhaka 1216,
Bangladesh

1.2.2 Internship Company Supervisor's Information: Name and Position

Name: Shamun Ahmed

Position: Chief Administrative Officer

1.2.3 Job Scope – Job Description/Duties/Responsibilities

Job Description:

We are looking for a Human Resource Executive to oversee our organization's recruiting, managing the administration, nurture a positive work environment, developing and implementing Human Resource strategies. To be successful in this role, you should have a sufficient knowledge in Human Resources Management and thorough knowledge of labor law of Bangladesh. We expect you to take strategic decisions such that we can hire and retain highly qualified employees in our company.

Job Responsibilities:

This position's roles & responsibilities include, but are not limited to the following.

- Assist with day-to-day operations of the HR functions and duties includes but not limited to develop and implement HR Strategies and initiatives aligned with the overall business strategy.
- Motivate and counsel to ensure maximum productivity.
- Maintain pay plan and benefits program by providing relevant data (Resignation, unauthorized absence, leaves, etc.).
- Organizing meetings, preparing meeting minutes.
- Must have knowledge about labor law.
- Manage the recruitment process that includes Developing job descriptions, shortlisting, interviewing and selecting candidates, preparing personal files.
- Assist with employee relation issues in the organizations in a confidential manner, including disciplinarians, grievance, and capability.
- Manage HR administration such as contracts, letters, and personnel files.

- Assist HRBP-Ops to develop policies on issues such as working conditions, performance management, equal opportunities, disciplinary procedures, and absence management.
- Perform additional administrative duties as assigned.
- Nurture a positive work environment.

I was hired as a Human Resource Executive in the Human Resource and Administrative Department of AST International Limited.

Before the hiring process, the abovementioned Job description and Job Responsibilities were sent to me by my on-site supervisor Mr. Shamun Ahmed. He briefed me in details and introduced to the team. Throughout the first week, I was instructed on the daily activities and the rules and regulations of the organization.

Since joining AST International Limited back on July 01, 2021, I have been performing the above-stated duties and responsibilities along the extra responsibilities that have been vested with.

1.3 Internship Outcomes

1.3.1 Student's Contribution to the Company

As a Human Resource Executive, I was vested with multiple job responsibilities that I have performed over the past few months. I have completed each of my assigned tasks with proper knowledge, dedication and finished it before deadline. Acknowledging the diligence to my work, I was entrusted with important tasks for the company.

Initially, I have sorted out the company data and documentation both physically and online. Eventually, I developed multiple important template files for the use of the company, like,

Salary Certificate, No Objection Certificate, Non-Disclosure Agreement, Experience Certificate and Release Letter etc.

As the company doesn't have any human resource management software, to keep track of employee leaves, I use a Leave Register and keep entries of each leave taken by the employee and approve the leaves. Similarly, to keep track of the expenses of the employees for the company, especially the Marketing Executives, an Expense Register is kept for and entries are made upon proper explanation on the expenses. To pay the expenses to the employees, Expense Minute format is used to send the approval to the Managing Director and after his approval, the expenses are distributed to the employees at the end of that month by me. I have been involved in forming the whole process.

As work pressure was increasing, I was told to hire two interns for the company in September. I worked throughout the month of August to ensure that we get two capable interns for the company's Creative Department and Technical Department. The interns were interviewed and hired on September by me and the Chief Administrative Officer.

Eventually, I started working on developing company policies that could better define the things employees could do and could not do. The policies provided a guide for the employees of the company as they had the detailed policies and procedures of the company.

I have pitched an incentive plan to the Managing Director and the Chief Administrative Officer for the marketing executives and other employees who would bring clients for the company, which was later approved by them.

While maintaining internal issues were my responsibility, it was also important for me to look after the external business relationship of the company. As Link3 Technologies Limited were providing AST International Limited with internet solutions, I have to ensure that the service we are getting from Link3 Technology Limited were up to the mark and had to pay their month

service fees. In terms of the company's printable items like Diaries and ID Cards etc., I maintain this business relationship with Aleeza Graphics on behalf of the company. I have also volunteered in building a good relationship with the market committee, where AST International Limited is situated.

AST International Limited provides IT services to businesses and when it comes to developing websites and maintaining social media platforms, I assist the team as a content writer and help the marketing department in writing proposals for our potential clients.

The marketing executives were assigned tasks to bring in clients for the company. As due to the pandemic, business was running slow, one of the marketing executives were not as motivated to meet the goals. I took the initiative to discuss the matter with them as a team and individually to find out the issues and how to solve it. Eventually, after several meetings, the marketing executives were motivated and worked diligently to bring clients for the company and succeeded.

I have been nothing but sincere in performing my responsibilities and voluntarily assist in other business tasks to help my company move forward and contribute as much as possible to AST International Limited.

1.3.2 Benefits to the student

Working in corporate and gathering sufficient experience to reach the level where I can make an impact is vital for me. Having the opportunity to work with AST International Limited as a Human Resource Executive right after completing all my university courses was a big challenge for me. Owning up to the challenge over the first few months of my career helped me understand a lot of things while creating the right set of circumstances for more. The things I've learned in this company has helped me improve a lot. For instance, my people skills have improved significantly. I can confidently speak to people and maintain a good relationship with

employees, clients and business partners. Additionally, I got to learn a lot on how to run an organization and its planning by working with highly experienced people in the company. The Managing Director of AST International Limited personally took his time to provide constructive criticism on my work and how to improve it. The opportunity to learn about the corporate world from a vastly experienced Managing Director was a bonus. I also got to learn about Jira, a software used by agile teams which is very important for us to keep track of our work or projects in-hand and progression.

As I want to move ahead in the human resource sector in my career, I have learnt many different human resource practices. These practices taught me on how to motivate employees of the company, how to ensure that they don't slack off, how to maintain a work-friendly environment in the office, keeping track of employee data, monitoring employee performance, dealing with absenteeism and conflict resolution. As a Human Resource Executive, I believe knowledge on these topics are very crucial. I was initially guided on how to perform a job analysis, developing a job description and job responsibilities. Now, I can confidently form a job circular and advertise it to different channels and ensure that the company can get the best employees for the vacant position.

My ability to adapt to difficult scenarios have improved as I had the opportunity to sort out a couple of conflict resolutions in the office. While adaptability is important, improvisation is something I always focus on. Pitching presentations on a short notice, dealing with clients on behalf of a co-worker or ensuring that the client agrees to our proposal, all these are key remarks that I realized in terms of improvisation.

Although I have been hired as a Human Resource Executive in AST International Limited, I have been given the option to work in multiple departments and learn new things that would improve me as an employee. I have completed a few courses on content writing which granted me an opportunity to work as a content writer for the social media platform of AST

International Limited. I was involved in a few projects with the Creative department of the company that helped me learn a lot about graphic designing and UI developing software. Furthermore, I was directly involved in dealing with company's clients with the marketing department. In case of business development, I have assisted in maintaining the company's business to business relationship. Lastly, my involvement in creating the branding presentation for the company helped me a learn a lot on branding and promotion of a business.

In a work environment where everyone is supportive and a company that gives the freedom to its employees to working in different department, learn new things, it is surely a great opportunity that was well utilized by me to improve myself and get ready for more difficult challenges. I am thankful to all my co-workers, my on-site supervisor and the Managing Director of AST International Limited for giving me the option develop my skills and diversify my experience in the corporate world. Learning all these new things during my tenure at AST International Limited gave me tons of experience and knowledge.

1.3.3 Problems/Difficulties faced during the internship period

Though I had a great time while working at AST International Limited, working in corporate has its own pros and cons.

Since this was my first experience in a corporate office, initially it was not easy for me to cope up with the environment around me. As I wasn't familiar with my co-workers yet, I didn't communicate right away with them. Although they eased me in eventually. This is where I figured that communication is key and it makes things easier for an individual.

AST International Limited uses Jira Software to keep track of projects and work. It was difficult for me to get used to it right away as I didn't know how to operate it. I did manage to get a hold of it through help from my co-workers. On top of that, they also use Zoho Mail software for

emails and interactions. As I always used Gmail and Yahoo for emails, the user interface was difficult to understand initially.

I was fortunate enough to work directly with the Managing Director of AST International Limited, he assigned me multiple tasks regarding the company's Board Resolution and other paper works. I didn't have any prior knowledge on the format of writing these documents and hence, the Managing Director had to instruct me multiple times to get me in the flow with these writings. Along with these, as I joined newly, I wasn't too confident and constantly asked for the Managing Director and the Chief Administrative Officer's permission before taking a decision. Though I thought this situation was annoying for my supervisor, he was not bothered by it at all and came forward to help me out as well.

Meeting deadlines was a challenge for me at the start and I had to put in extra effort and speed up my work rate to ensure that I met the deadlines, which I sometimes felt was stressful.

Moreover, due to the pandemic, it wasn't always easy to travel long distances to the Office all the time and work from home option wasn't available, I had to take extra precautionary steps to keep myself well protected from COVID-19.

Lastly, as I looked after administrative part of the company too, I had to ensure that all office equipment were readily available for the use the employees. If any item, for instance, office files were not available, I had to send the list of items needed to the Office Coordinator, who would then get the approval from the Managing Director for financial approval. This process was very lengthy, in my opinion.

Despite all these minor inconveniences, I felt that it did not hinder my overall work experience in the company. I believe that eventually, these issues can easily be sorted out for a better experience for any employee in the organization.

1.3.4 Recommendations to the company for future internships

AST International Limited is heading in the right direction to reach the very top of the IT Industry in Bangladesh and also to make an impact globally. The company's values are well instilled within the employees working for it and everyone wants to contribute together as one. Solely based on the challenges and difficulties I have faced while working here as a Human Resource Executive, I have a few recommendations for the company that can benefit the future employees or interns that joins here.

It's best for AST International Limited to provide more flexibility to its employees. Employees now-a-days prefer flexibility with their work. With the pandemic still hovering around, employees should have the option to work from home whenever necessary. Employees who use public transport find it difficult to maintain social distance all the time and that would be good option for them to work from home. Especially, AST International Limited being an IT Company, the technical department and creative department which looks after the technical side of the company doesn't always need to be present in the workplace. They can easily complete their projects from home as they require little interaction which can be done via online meetings.

As a Human Resource Executive, I take updates from the employees at the end of each day. Along with that, employees also have to update the tasks completed in Jira Software. This process, in my opinion, is not efficient enough. The Human Resource Executive could take an overview of the employee's work for the whole week at the beginning of the week and the employees would also continue to update their tasks on Jira Software on a weekly basis. This would help the employees focus on their work more.

While all official documents are maintained offline, my suggestion would be to keep the documents scanned and saved online as well for back up. It is much easier to look for a file or

data just by searching for the name of the file than to look through multiple documents physically.

The process of getting approval for the finances of office equipment or any minor requirements would be easier if an employee is assigned to handle this process rather than going directly to the Managing Director.

The communication between the employees could also improve which could help other employees fill in for the absence of another employee.

Although these issues are not as significant in terms of everyday operation, I believe these can be better handled with the abovementioned suggestions provided.

Chapter 2

Organization Part

2.1 Introduction

AST International Limited is a fast-growing IT Company, operating under the guidance of Admiral Nizamuddin Ahmed (Retd). Development of Information and Technology in Bangladesh is on the rise and among 1,860 registered companies under Bangladesh Association of Software and Information Services (BASIS) in the digital field and AST International Limited thrives to be on the top. Currently, the focus is to grow within the country while simultaneously trying to outsource our services globally as well.

2.2 Overview of the Company

2.2.1 Company History

AST International Limited, a multidisciplinary company which provides an array of technological and creative services started its journey officially in 2021. The Managing Director of the company, Admiral Nizamuddin Ahmed (Retd) aims to grow along with the technological evolution. AST International Limited falls in the category of an IT Company in the IT Industry of Bangladesh.

AST International Limited's Corporate Office is located in Nasrin Casabella, 12th Floor, 2A, North Avenue, Gulshan-2, Dhaka-1212, Bangladesh and the Head Office is located in Space 32, Floor 4, Mirpur DOHS Shopping Complex, Pallabi, Dhaka-1216, Bangladesh. AST International Limited is a private limited company which provides services related to technology and creative services. With a small team of high potential, AST International Limited is thriving forward to compete with the pioneers of the IT Industry in Bangladesh.

While operating in Bangladesh, the company also plans on providing its services globally, which has become easier on the age of digitalization.

2.2.2 Vision, Mission and Core Values

Vision: To support companies and help them through innovative technology and design. We blend creative and pragmatic experience working with leaders to integrate app and web development, branding and design, animations, machine learning, and artificial intelligence in the most intuitive way possible. The result? Measurable and meaningful impact.

Mission: To undertake all businesses relating to the provision of Electronic Commerce and software development or IT enabled services including web application development, mobile application development, software testing, and quality assurance, banking solutions, image processing and posting, online trading platforms for all sorts of commodities, and software-based training.

Core Values: Honesty, Sincerity and Punctuality.

AST International Limited maintains a congenial environment in its office where everyone can enjoy the freedom of work and mutual respect.

2.2.3 Brand Name and Logo

AST International Limited stands of Advanced Software Technology International Limited.

The logo of AST International Limited is included below:



Figure 1: Logo of AST International Limited

2.2.4 Organogram of AST International Limited

The organogram of AST International Limited has been included and discussed below:

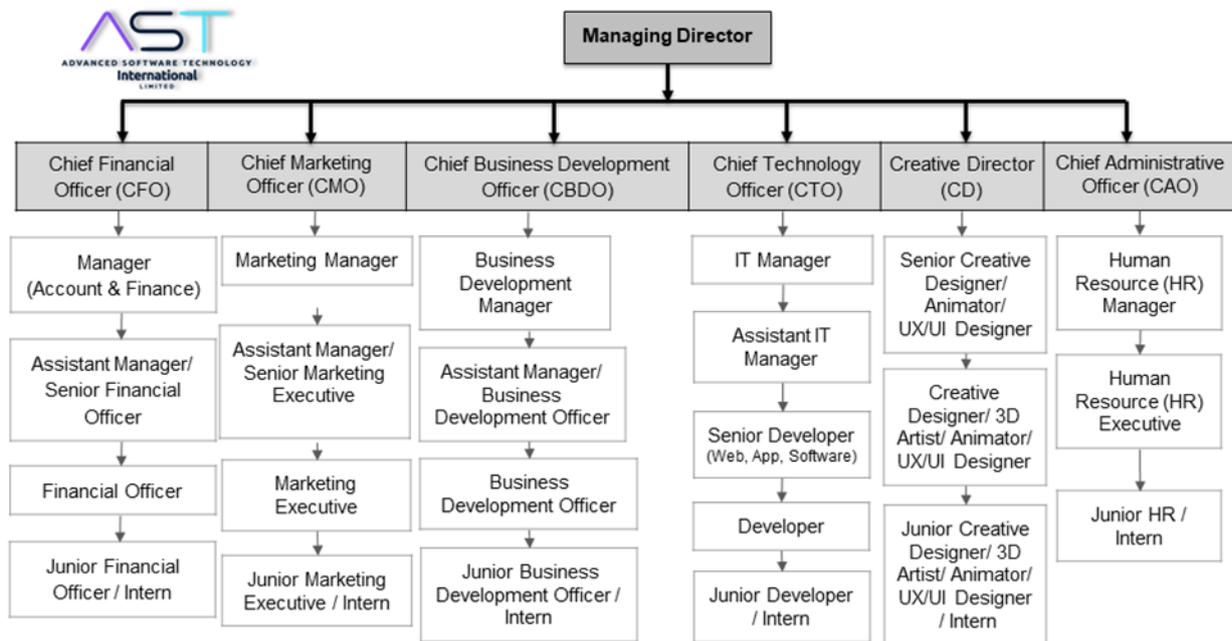


Figure 2: Organogram of AST International Limited

The currently used organogram of the company has been attached above. Although, the organogram is subject to change depending on the needs and growth of the company.

2.2.5 Departments and Employees of AST International Limited

Departments of the company includes:

Technical Department: This department oversees all kinds of work related to web development, software application development, web application development and database etc.

Creative Department: This department works on graphic design, branding, infographic animation, video, 2D and 3D animation etc.

Finance Department: It handles all the financial and accounts related aspects of the company.

Human Resource and Administrative Department: Here, administrative activities and duties are performed. Employee performance evaluation, handling leaves and developing policies, implementing human resource strategies, handling office documentation and hiring process etc. are also done here.

Marketing Department: The marketing department is responsible for developing marketing strategies, bringing clients for the company, increasing sales, client handling, branding and promotion etc.

AST International Limited currently has 14 employees, including two interns.

The Board of Directors of AST International Limited;

- a. Managing Director: Admiral Nizamuddin Ahmed (Retd)
- b. Director: Mrs. Nazmun Nizam
- c. Chief Administrative Officer & Chief Technical Officer: Shamun Ahmed
- d. Creative Director: Ahmed Intisher Fardeen
- e. Chief Business Development Officer: MD. Tanzil Shahria
- f. Senior Creative Designer: Ellen Hossain
- g. Senior Software Engineer: MD. Shoaib Mehedi
- h. Software Engineer: MD. Juaid Rakin
- i. Marketing Executive: Minhaz Uddin Ahmed Shanto
- j. Human Resource Executive: Mohammad Yahia Rafi
- k. Office Coordinator: Hadiul Islam
- l. Deputy Secretary: Commander Shahed Karim (Retd)

m. Creative Designer Intern: Toufiq Mehadi

n. Software Engineer Intern: Muntasir Ahmed

2.2.6 Services of AST International Limited

AST International Limited prioritizes its clients the most and works to keep the projects seamless with proper communication with the clients.

The services provided by the company are divided into 4 segments.

I. Software Development Services: This section of the services includes system designing, backend development, cloud computing, developing ERP software, migration and re-engineering software or websites, enterprise portals, E-business solutions and QA testing.

II. Web and Application Solution Services: The software engineers of AST International Limited are well equipped for providing services like web design, web application development, website development, mobile application development, API integration, database development, E-commerce website development and backend support.

III. Graphic Design Services: AST International Limited assures industry standard creative services such as, graphic designing, brand identity design, packaging design, campaign design, content design, UI/UX design, website and application wireframing and digital marketing materials.

IV. Animation Services: Animation services include motion graphic animation, infographic animation, 2D animation, mnemonic and logo animation, video editing and color grading, event visual animation, explainer videos and commercial advertisement animation.

Services We Offer

Here, at AST International Limited, we prioritize our clients more than anything. Their contentment is what we thrive for. Our aim is to make the project seamless, such that our clients know about the service from scratch till completion.

<ul style="list-style-type: none">SYSTEM DESIGNBACKEND DEVELOPMENTCLOUD COMPUTINGERP SOFTWAREMIGRATION & RE-ENGINEERINGENTERPRISE PORTALSE-BUSINESS SOLUTIONSQA TESTING	<p>Software Development SERVICES</p>
<p>Web & App Solution SERVICES</p>	<ul style="list-style-type: none">WEB DESIGNWEB APPLICATIONWEBSITE DEVELOPMENTMOBILE APP DEVELOPMENTAPI INTEGRATIONDATABASE DEVELOPMENTE-COMMERCE WEBSITEBACKEND SUPPORT
<ul style="list-style-type: none">GRAPHIC DESIGNBRAND IDENTITY DESIGNPACKAGING DESIGNCAMPAIGN DESIGNCONTENT DESIGNUX/UI DESIGNWEBSITE & APPLICATION WIREFRAMINGDIGITAL MARKETING MATERIALS	<p>Graphic Design SERVICES</p>
<p>Animation SERVICES</p>	<ul style="list-style-type: none">MOTION GRAPHIC ANIMATIONINFOGRAPHIC ANIMATION2D ANIMATIONMNEMONIC & LOGO ANIMATIONVIDEO EDITING & COLOR GRADINGEVENT VISUAL ANIMATIONEXPLAINER VIDEOSCOMMERCIAL ADVERTISEMENT ANIMATION

Figure 3: Services provided by AST International Limited

2.3 Management Practices

2.3.1 Leadership Style

Organizations follow different style of leadership depending on the number of employees and their roles. AST International Limited is fairly a smaller sized IT Company that values its employees highly and respects everyone's opinions.

The organization follows democratic and participative style of leadership in a mix. The Managing Director of the company encourages the employees to take initiatives and work for the company as if it's their own company. This motivates the employees to participate more in decision making processes. While each department has a supervisor, in case of any project, the other team members get to put forward their opinions as well for the betterment of the project.

For instance, a potential client asked for a proposal from the Marketing Executive about building a software for the client's company. The Marketing Executive sits in a meeting with the Chief Technical Officer, Senior Software Engineer and Software Engineer and decides the overall timeline and budget for the software project. They share their own ideas and opinions with valid reasons and after the team discussion, they implement the overall idea.

Additionally, when an important financial decision or hiring process is required to be initiated, the Managing Director and the Chief Administrative Officer together discusses the matter thoroughly and includes the Human Resource Executive in the process whenever necessary. This level of engagement of employees in the company helps gaining experience and portrays the trust the company has on its employees. Most importantly, as the opinions of the employees are taken, they usually put more effort in the project as their advice and ideas are also included in a project. That eliminates the fact that an employee thinks he/she is working on someone else's idea only.

2.3.2 Recruitment and Selection Process of the Company

The recruitment and selection process of AST International Limited is varies based on the department they are hiring for.

Although, a basic process is followed throughout the process and it is discussed in details below.

As the company is relatively new in the industry, the work pressure is somewhat less and hence, the teams are small comparatively. Although, since the number of clients has increased and Human Resource Executive along with the Chief Administrative Officer identifies the need for more employees in the creative and technical departments. The Human Resource Executive also has to identify when does the company require a new employee to be hired.

Initially, the need for new recruits is identified based on the increasing number of clients of the company. This process is vital for the company, since a wrong decision to hire more employee without forecasting can be waste of company resources and capital.

Secondly, after job identification, the Human Resource Executive is handed the responsibility to develop a job description for vacancy. While developing a job description, key points like job position, job requirements, educational qualifications, work experience, job responsibilities and salary is identified and mentioned in the job description.

The third step is to post the job circular in both digital or online media and platform and offline platform like newspapers. AST International Limited usually utilizes social media platforms like Facebook and LinkedIn for job posts. Additionally, job portals like bdjobs.com and Kalke to post job circulars.

As the job circular is posted, naturally, applicants apply for the position given. The company prefers applicants to send their CV via email along with a cover letter.

Coming to the fourth step of recruitment and selection, as soon as the deadline for applying for the vacancy is over, the Chief Administrative Officer and Human Resource Executive goes through all the CVs and shortlists the best suited candidates after a proper checking of their CV. When it comes to a technical department candidate or creative department candidate, their portfolios are inspected by the head of the respective departments and then decided on whether the company should call the candidate for an interview or not. A CV bank folder is maintained and the shortlisted ones are kept there. The shortlisted CVs are then presented to the Managing Director of the company and on the mentioned date, the candidates are contacted via email and phone call to appear for the interview. The candidates which aren't included in the shortlist are replied via email about the matter. They are thanked for applying and best wishes are conveyed. When it comes to the interview process, this is where the process varies.

If the company is looking for a software engineer or any technical person, the candidates have to go through a series of task basis examination where they are given a certain list of tasks related to their work on a limited timeframe. If the candidates can successfully complete the tasks on the given time and how well they performed, the Chief Technical Officer and Senior Software Engineer then updates the Human Resource Executive and takes him to the final stage of the interview, a face-to-face interview. Candidates applying for a role in the creative department has to go through a similar phase where the Creative Director of the company oversees the task basis examination. In case of candidates from other departments, they are directly called for the interview.

In the final stage of the interview, the candidate sits with the Managing Director, Chief Administrative Officer, Human Resource Executive and the department supervisor in the interview board. The interview board usually asks important questions that could benefit both

the candidate and the company through the hiring. During this time, the candidate's references and backgrounds are rechecked and verified.

The whole interview process lasts for about an hour or two when it comes to technical or creative department's candidates and around half an hour when it comes to candidates of non-technical departments.

After the completion of the interview process, the interview board then discusses thoroughly and identifies the best suited candidate for the job position. The Human Resource Executive then lets the candidate know about the selection via email and phone call. The candidate is requested to wait for the offer letter. The candidates which got screened out during the interview are also updated via email.

Eventually, the candidate is requested to collect a release letter from their previous job and asked to bring necessary documents on the day of joining.

This whole process covers the recruitment and selection process of AST International Limited.

2.3.3 Compensation System

AST International Limited values its employees and for maintaining job satisfaction of each and every employee, the compensation plan has been developed with great attention.

In terms of compensation, along with the base salary provided to an employee, the company also provides for the employee's house rent, conveyance and medical. These benefits are paid to the employee every month along with the basic salary.

As additional benefits, employees are entitled to two festival bonuses each year. Each bonus weighs up to half of one months' given salary.

Additionally, at the end of each year, a salary review is done based on performances for each employee.

The compensation system and benefits provided to the employee is working well as the employees are satisfied with the offerings.

2.3.4 Training and Development Initiatives

Employees need to develop themselves overtime to gain expertise and be up to date.

Initially, the HR Executive tries to assess the performance of the employees over the past few months and determines if the actual performance is on par with the expected performance. Depending on whether the performance is up to the mark or not, the Human Resource Executive decides if the employee requires any sort of training or not.

Additionally, it is also identified that if the employee needs any additional training that could improve their performance.

After identifying the need for training, the goals and objectives of the training is set with a mentioned deadline. After discussing the training topic with the employee, the training is implemented. The training takes place during office hours as usual.

The training could be an online course or learning a new language of coding or learning a new software or attending seminars hosted by professionals. The company bears the expenses and allocates time for the employee.

At the end of the training or completion, an evaluation is done by the Human Resource Executive and it is determined whether the employee has actually learned or improved on his line of work. Overall, this process of training has been practiced in AST International Limited.

2.3.5 Performance Appraisal System

Employee's performance evaluation will be done every year by the Managing Director, Chief Administrative Officer and Human Resource Executive. As AST International Limited didn't complete a whole year since the start of its operation, performance appraisal system has not been fixed yet or has not come to practice.

Although, it has been decided that Management by Objectives (MBO) method will be followed to determine the employee performances. As employees have certain objectives to fulfill according to their roles, for instance, meeting the sales target annually, handing over projects to clients by deadline or bringing a specific number of clients for the company by the end of the year etc. As the objectives have been briefed previously to all employees, on paper and it is being monitored accordingly. Evaluation will be done based on the results of these objectives and the employees will be rewarded accordingly.

In addition to Management by Objectives method, 360 Degree Feedback method will also be followed to get feedback from every employee of the company, starting from the supervisors to the subordinates and even the clients of the company, if feasible. This method will portray how the employee's overall performance impacted the whole organization.

2.4 Marketing Practices

2.4.1 Marketing Strategy

AST International Limited is an IT Company which is a small business with 14 employees only. Initially, the marketing department had only two marketing executives as the business was only at its start and compared to the amount of work, only two were enough.

AST International Limited doesn't follow the traditional marketing strategies, rather it has a mix of multiple methods together. Although, market penetration strategy is well used to providing existing services and focuses on gaining client loyalty.

2.4.2 Target Customers

Businesses or individuals who wants to take their businesses on the digital platform are the sole target customers for the company. People focus more on shifting their business online due to the pandemic and they require services like developing a website for their company or developing an e-commerce platform to boost sales or rebrand their business through rebranding and brand development services. While this is a very competitive market, AST International Limited offers customers budget-friendly to premium level services at all times, based on the needs of the client.

2.4.3 Branding Activities

AST International Limited's branding is done, such that it creates an idea in people's mind that it started with zeros and ones.

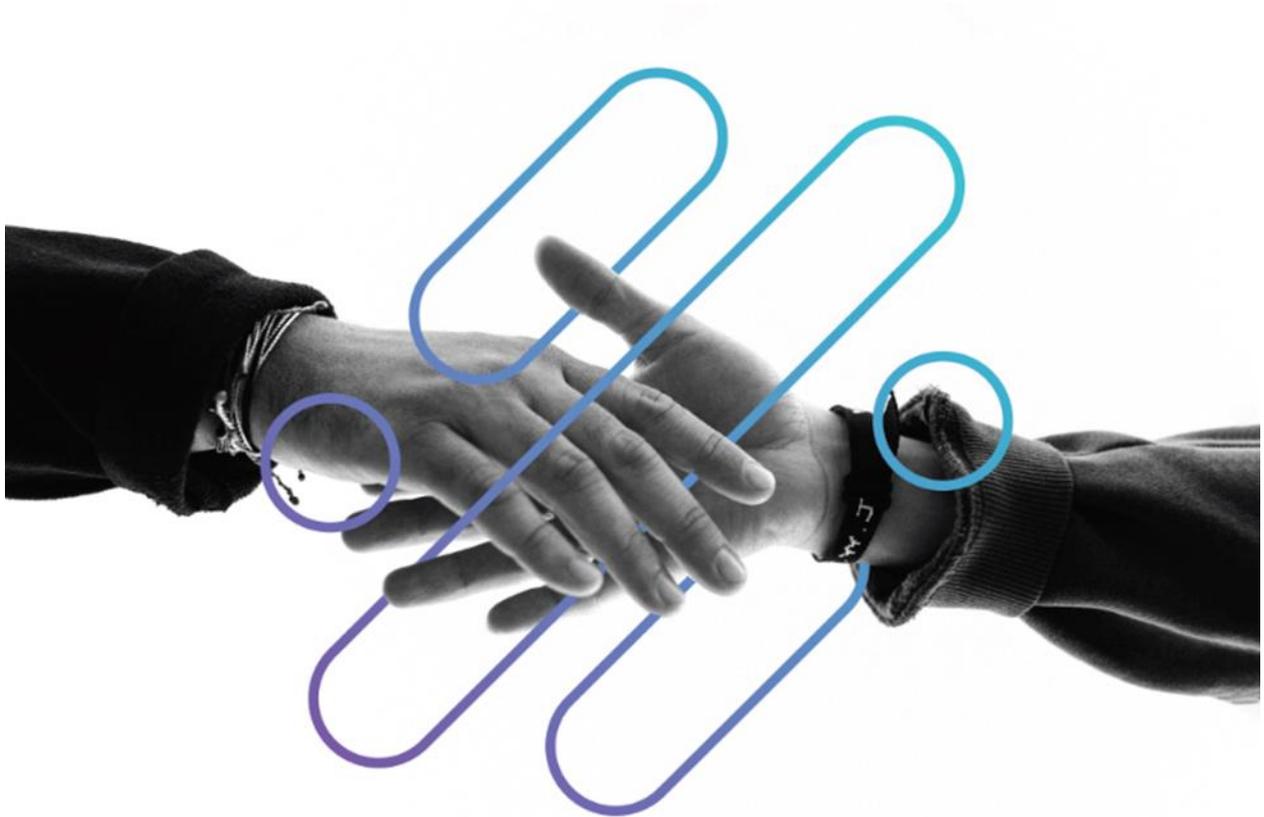


Figure 4: AST International Limited's Branding

The website is built in an interactive and design focused way such that the potential clients can get a hint of how we focus on attention to detail as an IT Company. The website URL of AST International: <https://www.astiltd.com/>

The company conveys a message to the target market in such a way that the client will get its money's worth, regardless of the project being budget oriented or on the premium side.

2.4.4 Advertising and Promotion Strategies

To build AST International Limited as a brand, multiple branding activities are initiated both online and offline.

Through social media promotion and engagement, AST International Limited gets more exposure in LinkedIn, Facebook and Instagram. Potential clients get a certain idea about the company's work and approach. Utilizing the best social media contents prepared by the creative team of the company, it makes a person visit the page and look into it more often.

Digital Banners will be installed in busy corporate areas in Dhaka City. Additionally, promotional advertisements in newspaper and renowned magazines can help increase the brand awareness as these two are very effective for advertisement. Through hosting seminars and participating in university events can also help the cause. With proper implementation of search engine optimization of AST International Limited's website, the company's site will appear more often in the search results which will drive engagement and potential clients too.

2.4.5 Critical Marketing issues and gaps

While marketing ideas can be creative and gain more exposure, it is very difficult to execute it when it comes to the budgeting criteria. Using newspapers and magazines might be a very good idea but reputable news companies and magazine companies charge way more than the company's budget for advertisement. Social media boosting or marketing also requires a high budget to get a huge amount of reach as it is not always possible to get much reach without using the boosting services. Also, it is very difficult to find an optimal location for AST International Limited's digital banner. These difficulties have been noticed, although solutions will be figured out upon further discussion.

2.4.6 Marketing Channels

The marketing department focuses on digital media as a marketing channel to attract potential clients for the company. Through social media, email marketing and search engine optimization, it is much easier to find leads through these channels. Additionally, client referrals are capitalized on too.

2.5 Financial Performance and Accounting Practices

2.5.1 Financial Performance

AST International Limited started operating in 2021 and the company has not been audited since as one financial year has not been completed yet. Hence, there are no financial statements of the company available.

2.5.2 Accounting Practices

As mentioned above that one financial year has not been completed yet, due to which the financial statements are not prepared or audited.

When it comes to practices, the Finance Officer takes responsibility of maintaining accounts of the company using an accounting software and manual accounting system.

Updating and preparing for the company's financial statement for audit is on its preparation phase at the moment. Therefore, company's financial data or accounting has not been disclosed publicly as for now.

2.6 Operations Management and Information System Practices

2.6.1 Information System

The company maintains its communication process among all departments, Board of Directors, clients and business partners via email. All communication is done through email which ensures credibility and avoids miscommunication while having a proof of communication among the parties regarding important matters. This helps keeping the communication seamless.

When it comes to transferring files among the departments for project purposes, the company uses Slack application and Google Drive for speedy file transfer.

In terms of storing information, file and data, cloud storage, external hard drives and physical copy in office cabinets. These are maintained properly by the Human Resource Executive and Chief Administrative Officer.

In case of employee database like leave, attendance and other necessary data, that is maintained by the Human Resource Executive, using a register book and updating it in Microsoft Excel software. No HRIS is being used at the moment.

2.6.2 Quality Management

As an IT Company, it is very important that after the completion of each project, it is tested properly for quality assurance. Also, beta testing has to be done during a running project to ensure that the project is developed properly. The Chief Technical Officer takes responsibility to oversee these matters. Throughout a project, a set of goals and objects are given out that ensures the quality and timeliness of the project. After preparing a demo or draft of a project, it goes through the process of beta testing throughout the organization for changes and opinions or constructive criticism. Finally, the Chief Technical Officer along with the creative and

technical team checks the quality of the final project or service or product to ensure the quality assurance of the service or product before the delivery to the client. ISO Certification has not been taken as for yet but there are plans for taking necessary certifications for quality management to increase the reliability of the company.

2.7 Industry and Competitive Analysis

2.7.1 Porter's Five Forces Analysis

AST International Limited being a fairly new company in the IT Industry, identifying its competitiveness in the industry is crucial for the organization.

Porter's Five Forces includes the following:

a. **Competitive Rivalry:** As Bangladesh is growing fast in the technology industry, the competition in the industry is quite high. Many companies have started out during the 2000's and established themselves well in the market. With the reputation and quality of products and services these companies provide, it is very difficult for a new company like AST International Limited to compete head-to-head or directly with them.

Competitors like, MetroNet, Brainstation 23, weDevs and BJIT Group etc. provides similar services to AST International Limited. Although, through gaining sufficient experience and client base, the company can compete with them soon.

b. **Threat to New Entrants:** Companies that are relatively new in the IT finds it difficult to settle in smoothly. Clients or organizations who require the services of an IT Company often looks for a company with multiple software engineers or companies with over 5 to 10 years of experience. Government or NGO tenders usually have a lot of requirements that are difficult to meet up by the newcomers. Although, new companies tend to work with small companies or individuals who doesn't have such requirements and develops loyalty and gets referrals from

those clients to get new projects. While it takes time to settle in the industry as the entry is quite difficult, with experience, IT companies eventually gets established.

c. **Buyers Bargaining Power:** With multiple IT companies providing similar services to that of AST International Limited, it gets very difficult to charge an optimum price from the clients. Due to high competition, the company has to charge lower than usual to enrich its portfolio.

d. **Suppliers Bargaining Power:** AST International Limited requires a lot of computer hardware and software. Although, it is difficult to negotiate when it comes to these, the suppliers or resellers like Start Tech and Ryans Computers do not sell products at a competitive price unless a huge bulk of products are bought. AST International Limited being a small sized business, it doesn't require that many products and hence, the prices are not lowered as much.

e. **Threat of Substitute:** Multiple companies came up with an idea to develop websites without the need of any coding, building UI/UX without the need of any complex software. Such as Wix.com and Webflow provides services of building websites without coding. Whereas Canva and Figma provides services where graphic design and UI/UX design can be done without the use of complex software or prior knowledge. These are AST International Limited's threat of being substituted, as clients with small businesses can easily utilize these for free than to provide the company with the projects of building websites or branding etc.

2.7.2 SWOT Analysis

SWOT Analysis is the analysis done to determine the company's strength, weaknesses, opportunities and threats.

a. **Strength:** The company's strengths are listed down below as follows:

- Experienced employees
- Providing exceptional services

- Budget-friendly pricing (Affordable)
- Expertise in multiple coding languages like JavaScript, Python and PHP etc.
- Expertise in multiple graphic design and animation software

b. **Weakness:** A few notable weaknesses of the company are as follows:

- Lack of experience as a company in the IT industry in terms of project completion
- Small team of Engineers and Developers
- Unable to meet the requirements of Government tenders due to a long checklist of requirements
- No ready-made software like enterprise resource planning software (ERP) or supply chain management software (SCM)
- Company portfolio isn't diversified enough, not is it that strong

c. **Opportunity:**

- Developing software to sell as products or services
- Providing high quality services at a budget price for better competition
- Outsourcing services overseas
- Partnering with large IT entities to increase brand value and brand awareness

d. **Threats:** As a new company in the IT Industry, AST International Limited has its difficulties.

- Presence of already established, large IT companies
- Difficult to cope up with the pricing
- Online software providing similar services

- Client expectation of enriched portfolio and larger team
- Difficulties of entrance barriers

2.8 Summary and Conclusion

AST International Limited aspires to maintain high quality service and establish a brand value in the market that will differentiate it from the competitors. With a talented team and proper guidance of an experienced Managing Director, the company does not only aim to be an industry leader, rather providing value to its clients and serve the country to its highest standard. Despite the market being highly competitive, the company has high potential to ensure the best services for its clients.

Capitalizing on the opportunities and its strength, the company can build a strong position in the industry and operate globally as well.

2.9 Recommendations

AST International Limited is on the right track in terms of progression. Although, with a few changes and additions, I believe, the company can improve overall.

If the company invests in an HRIS or develops its own human resource management software, the administrative work will be more efficient and effective, making the overall work much easier to manage and have access to the data.

I also believe, hiring a sales executive for the company can help in bringing in more clients and sales for the company. The sales executive can find out a channel for increasing sales for the company.

Lastly, to increase brand awareness, the company can shift its focus on promotion and advertising to get more exposure.

Hopefully, these suggestions will help the company grow faster and reach its goals.

Chapter 3

Project Part

3.1 Introduction

3.1.1 Background

University is a stepping stone for a student's career advancement. In order to gain knowledge in their specific area of study and start a career with that qualification, a university provides the academic knowledge students require to develop themselves. Although, only academic knowledge does not suffice when it comes to the professional field. Practical experience is a crucial part that validates on academic knowledge and potential capabilities. Hence, the internship program by BRAC University helps the students get that professional exposure. As a student of BRAC University, pursuing graduation, I enrolled in the internship program and the whole experience was described in a formal report utilizing the guidelines provided by BRAC Business School.

I interviewed for AST International Limited for the position: Human Resource Executive and got selected after a prolonged interview session with the interview board of the company. AST International Limited started its operation in 2021 and seeing the potential of the company, I was excited to join them. As a company that started very recently, I figured that I could make an impact in the company, grow and learn along with it. Learning to do things from scratch excites me and AST International Limited gave me the chance to do so. This was my first step in the corporate sector.

While working as a Human Resource Executive, I made the internship report that covers the roadmap development of the company, for the next 10 years till the year 2030 which includes

the short-term, mid-term and long-term strategies respectively. The topic of the report is “Creating a Roadmap to Success for AST International Limited.”

As I have elected Human Resource Management as my major subject, working as a Human Resource Executive gave me the opportunity to learn and experience more about this field. Working in the corporate field in my preferred role will help me excel in my professional career while being a valuable addition to the organization.

3.1.2 Objectives

Broad Objective: The main objective of this research is to develop a roadmap for AST International Limited that would help the company succeed and fulfill its desired goals.

Specific Objective: The specific objectives of this research are as follows:

- To develop the short-term strategies that are achievable and realistic, which will establish the base of the company
- To develop mid-term strategies which will help the company compete with the established competitors
- To develop long-term strategies such that the company can create an impact in Bangladesh and operate as a renowned IT company globally.

3.1.3 Significance

For a company to move forward and grow, it needs to have a proper guideline and direction to follow. Companies require developed strategies to use it as a director to success. As the company aims to become an industry leader, the strategies have to be attainable, precise and realistic from the first step. Developing strategies for the next whole decade or 10 years requires a lot of planning and thought process that goes into it. While it's difficult to executive all of it

step by step, this roadmap can help the company reach its desired destination, creating a measurable and meaningful impact in the industry.

3.2 Methodology

The research methodology used for this report is qualitative method, as the data collected in this research cannot be calculated in terms of numbers. The sample unit for this research are the employees of AST International Limited, and data collection was done via office meetings and face to face interactions. Each department of the company played an important role in developing the roadmap of the company.

3.3 Findings and Analysis

3.3.1 Initiation of the Roadmap for the Company

As the plan to develop the roadmap was decided, I have proposed a plan to divide the strategies into 3 categories consisting of, a short-term strategy, a mid-term strategy and a long-term strategy and the timeframe for each strategy would be 5 years each. Although, the management instructed to make timeframe of short-term strategy and mid-term strategy to 3 years each while the timeframe for long-term strategy would be 4 years. The strategy planning would be for 10 years instead of 15 years. The initiation of the roadmap development will be considered from July 2021 to July 2031.

3.3.2 Development of short-term strategy (July 2021 – June 2023)

1. Finalize the company's vision and mission:

The vision of AST International Limited: To undertake all businesses relating to the provision of Electronic Commerce and software development or IT enabled services including web application development, mobile application development, software testing, and quality assurance, banking solutions, image processing and posting, online trading platforms for all sorts of commodities, and software-based training.

The mission of AST International Limited: To support companies and help them through innovative technology and design. We blend creative and pragmatic experience working with leaders to integrate app and web development, branding and design, animations, machine learning, and artificial intelligence in the most intuitive way possible. The result? Measurable and meaningful impact.

2. Prepare a top-notch portfolio of the company:

As AST International Limited started its operation very recently, the company doesn't have many projects to show for in its portfolio. In order to attract more clients, potential clients ask for an enriched portfolio for relevance and reliance. Hence, it is crucial for the company to prepare a top-notch portfolio over time through getting more projects in hand.

3. Prepare a technical team to train the marketing team:

By hiring expert developers and software engineers, they can take the initiative to train the marketing team to let teach them all the ins and outs of our services and how to sell the services to the clients by using all the technical terms. Services and product knowledge is very important to know to sell it to the clients. The marketing team deals with the clients through meetings and detailed discussions on the company's services and on-going projects. The technical team

will arrange a prolonged training with the marketing team from time to time to give them in-depth knowledge about the services.

4. Brand promotion and create marketing profile:

Through online and offline promotion, the company can gain exposure from the potential clients. Clients always opt for a company or brand that they often hear about. Through social media marketing, search engine optimization (SEO) and blogging, the promotion can be done online. While, through digital board advertisements and on newspapers and magazines, the branding can be done offline as well.

After fixing the demographics and target clients, the company can initiate an advertisement campaign accordingly.

5. Train the employees with new challenges and achieve expertise on the IT field:

The field of coding and software engineering is vast. There are multiple languages and stacks that software engineers use to develop their work. Currently, software engineers of AST International Limited prefer React.JS for front-end development and Node.JS for back-end development. As clients might prefer other frameworks or stacks, it is necessary for the engineers to learn new stacks and frameworks like Laravel, PHP and WordPress while learning the newer frameworks like Next.JS, These will help the technical team achieve more expertise on the IT field and face new challenges.

Similarly, the creative department requires to learn 3D animation and professional 3D designing to gain expertise.

6. Establish brand value:

The marketing department has to ensure a very approachable method to the customers and provide excellent client experience, such that it establishes the client's trust in the company.

Through market research until the start of 2022, the marketing department has to understand the target audience and fix the demographics. Using that data, the team will approach the clients accordingly.

Moreover, the creative team must maintain high standards for design and branding of the company at all times while the quality of work must not degrade from every employee of the company.

7. Achieve necessary certifications:

The company must achieve certain certifications that will increase the value of services provided and improve quality assurance.

AST International Limited must achieve ISO Certification 9001:2015 by the first quarter of the year 2022. By the end of 2023, the senior engineers of the company are expected to achieve certifications like, IBM Certification, Microsoft Certification and eventually CISCO Certification for AST International Limited. These certifications are highly valued in the software industry.

8. Prepare the company to apply for government and non-government projects:

The government and non-government projects require many years of experience and a huge team. Although, AST International Limited should gain sufficient experience through completing multiple small or large projects from other clients and eventually as more projects are taken over, the teams will be growing in numbers and quality, to set the base for applying for government and non-government projects.

9. Launching and selling products developed by AST International Limited:

As an IT Company, the company should develop its own unique products to sell it to the clients as products and services. By the end of June 2022, the company should develop a restaurant system which is planned for Breadsmith Bakery, a bakery and café shop situated in Mirpur

DOHS, Dhaka. Using that product, the marketing team should be able to sell it to other restaurants and café with modifications where necessary. Subsequently, the company should develop enterprise resource planning software (ERP software) for at least 2 businesses and sell it as a product or services by July 2023.

10. Collaborate with leading outsourcing agencies:

AST International Limited should collaborate with leading outsourcing agencies in Bangladesh like Grey Advertising Bangladesh Ltd., Asiatic Experiential Marketing Limited and Datasoft Systems Bangladesh Limited etc. These companies can outsource their projects to the AST International Limited which can be highlighted in the company profile.

11. Grow expertise to take on foreign projects:

Although the company has completed a foreign project with Mukta Dinwiddie Maclaren Architects in the United Kingdom recently, the company should take on at least 3 foreign projects by June 2023.

12. Complete \$1,000 worth of outsource projects:

Utilizing the likes of freelancing websites such as Upwork, Fiverr and Freelancer, the company should earn a total amount of \$1,000 at minimum. As of now, only \$60 has been earned through a small project from Upwork.

3.3.3 Development of mid-term strategy (July 2023 – June 2026)

1. Develop talent-supply pipeline:

The company must develop a reputation as a company that portrays its commitment to excellence, positive values and a productive environment while providing growth opportunity and satisfactory benefits for its employees. This will attract highly qualified candidates at all times. The company will groom its top talents and attract qualified job candidates for future positions.

2. Prepare a marketing and promotion plan for a larger scale:

After establishing itself as a brand, AST International Limited should promote commercials on digital media with a healthy budget and also advertise itself in foreign countries to grow further. The marketing department will develop a detailed plan regarding this campaign and the budget will be fixed based on the company's overall progression.

3. Establish itself as one of the trustworthy IT Companies in Bangladesh:

The company must provide exceptional client support and deliver industry standard services and products to be entrusted with large scale projects in the industry. Through completing complex projects, the company will become more efficient and renowned throughout the country.

4. Prepare the company to handle clients overseas:

As discussed above, with handling challenging projects, the company's expertise will be far reaching and this will only enrich the portfolio of the company. This will ease the company into taking larger projects from clients overseas.

5. Initial phase on expanding business on international grounds:

In order to go global, AST International Limited must expand overseas with physical offices. Initial plans to expand in foreign countries must be done and the expansion depends on that country's entry barrier and economic conditions.

Expanding business in United Arab Emirates is a viable option for AST International Limited currently.

6. Train company employees with experts from abroad:

The company will provide training to its senior level employees who are involved in strategic decision makings for the company. Trainers will be hired from reputable companies from abroad. The training may be physical if circumstances favor.

7. Branching out the services of AST International Limited:

The company may opt to branch out its services to making or providing hardware devices like IoT (Internet of things) devices or other hardware solutions engineered by the company itself. Smart home solutions are a priority in terms of hardware.

8. Collaborate with training centers and educational institutions in the country:

The company will start providing training services to software training centers or educational institutions like college and universities.

The reason behind it is that the company plans on bringing out the potential of the youth and contribute in developing the youth of the country. With a planned training method, the trainees will get an exposure of software engineering and creative design at an early stage. Services and trainings like these will motivate people to learn more about technology and information.

9. Develop a Research and Development (R&D) team:

The company will have a fully functional Research and Development (R&D) team by the end of June 2026. This team will explore new possibilities and viable options to approach in artificial intelligence (AI) and tech.

10. Have an array of products and services for corporate and business solutions:

The company must develop products for corporate and business solutions. For instance, having multiple enterprise resource planning software, learning management systems software etc. Software of such varieties will provide solutions like human resources information system, office management system and business solutions etc.

11. AST International Limited will form into a group of companies:

The company intends to form into a group of companies with multiple subsidiary companies. The subsidiary companies may be from different industries or categories. The Managing Director of AST International Limited started Breadsmith Bakery, a bakery and café shop and Shop 32, a gadget store on 2021 as well and these will be included as subsidiaries of AST International Limited in future through registration and legal procedures.

3.3.4 Development of long-term strategy (July 2026 – June 2030)

1. Update company policy and planning:

Human Resource and Administrative Department will update the company's policies and plan on developing company's strategies for future and get approval from the management of the company.

2. Establish a platform for freelancers to meet the demands of Small and Medium Enterprise (SME) clients:

The company aims to start a freelancing platform, starting from Bangladesh and will be open globally. It will meet the demand of Small and Medium Enterprise (SME) clients. Digital solutions of all kinds will be available and accessible for all clients.

3. Collaborate with NASSCOM India and participate in GITEX Global:

AST International Limited aims to collaborate with NASSCOM India, a trade body of the tech industry in India. It will help the company grow new opportunities for business. Whereas, GITEX Global is where the most influential tech leaders and innovative companies meet. Participating in this event by that time would be a big reach for the company.

4. Participation in international tech events:

The company will participate in international tech events and showcase its own products globally.

5. Establish its own line of hardware products:

The company plans on launching its own hardware products in the market in large scale. The product categories are yet to be selected.

6. Contribute in the field of Information and Technology:

After forming a strong Research and Development (R&D) team, AST International Limited wants to make an innovative idea come to practical use and contribute in the IT field nationally and then, eventually on the international stages.

7. Operate in multiple countries physically:

AST International Limited wants to expand its business internationally with physical offices in at least 4 countries and operate as one. This will make the company renowned globally.

8. Develop and Expand the Company's Tech Academy:

As the company will be providing training services on technology, an academy will be established throughout the country to provide tech training services for all. While an online platform will be available, hands-on training will also be provided on software and hardware.

9. Work with International Government Agencies:

The company will reach a level where its expertise can meet the demands of International Government Agencies and it will be able to work in collaboration or project basis with the Government.

10. Become a benchmark IT Company:

Finally, AST International Limited wants to reach a point where it can inspire other companies to follow the footsteps and be the benchmark. A global and national impact through the means of technology is what the Managing Director of the company aims for.

3.3.5 Finalization of the Roadmap of AST International Limited

After thorough discussion with the Chief Administrative Officer and the Managing Director of the company, the roadmap has been finalized for the time being. The roadmap and its strategies are subject to change depending on the circumstances of the company. The company is ambitious about its aims and wants to proceed accordingly. It will also be developed from time to time as tech changes a lot and grows very fast. The company will maintain its pace with emerging technological changes at all times. While there were multiple changes as per the suggestions of the management, the short-term strategy of the company was given a lot of attention and finalized. These strategies are finalized for the time being and the company has already initiated its short-term goals at full swing.

3.4 Summary and Conclusion

The development of the roadmap of AST International Limited took a while as this was a gradual process and many of its plans are subject to change depending on the circumstances. The preparation went smooth with active participation of all employees and the Managing Director of the company. As I was not aware of all the technical terms and didn't have prior knowledge to many of this, I was assisted by the Senior Software Engineer when developing the plans regarding enriching out technical department's knowledge and the necessary certifications the were required to achieve that. The Software Engineer of the company approached me regarding the company's participation in the international events like GITEX Global and collaborating with NASSCOM India. The Creative Director and the Senior Creative Designer suggested in including the freelance platform and brand awareness for the company. The Marketing Executive also assisted on the marketing plans and promotion planning of the company, although the mid-term and long-term marketing strategies will be elaborated in details eventually. The Chief Administrative Officer and the Managing Director of the company encouraged the idea to expand AST International Limited globally. Despite AST

International Limited being a relatively new company, the company is very ambitious with its approach and it will be working diligently until it gets there. The work culture in the company has motivated the employees to develop a similar mindset and every employee wants to contribute to the growth of the company. The meetings were done with the employees in face-to-face interactions and general office meetings from time to time.

3.5 Recommendations

The experience while developing the report and working on the topic “Creating a Roadmap to Success for AST International Limited” was fruitful as I got to learn a lot of things during this process. Although, I have a few recommendations might make the experience much smoother.

Initially, as the Managing Director of the company is a very busy person and has multiple businesses to manage, it was difficult to get a hold of him on a regular basis for minor suggestions and approvals. In this case, this responsibility could be assigned to the Chief Administrative Officer altogether and then the final presentation could be given to the Managing Director for the final approval and finalization of the company strategies in the roadmap.

Secondly, due to work load, the technical team and the creative team are usually busy with work and face to face to meetings or general office meetings were not that schedule on a regular basis.

Finally, I believe, planning on long-term goals are a bit difficult as it is hard to predict how tech will evolve in future as everything is changing fast and keeping up with the pace is also not an easy task. Hence, it was difficult to be very specific about the long-term goals of the company. Although, the goals mentioned in the roadmap are attainable.

References

1. AST International Limited. (n.d.). AST International Limited. Retrieved January 2022, from <https://www.astiltd.com/>